

CASE STUDY

PT. Prestasi Retail Innovation (PRI)





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PT. Prestasi Retail Innovation (PRI) was founded in 2010 with a goal to transform the sports-lifestyle market landscape in Indonesia. It is a growing retail company in the region specializing in sports-lifestyle concepts and brands. The company focuses on the middle to high level market, dedicated in bringing the best of sports and active lifestyle brands for modern consumers. PRI operates stores under the name of Fisik Sport, Fisik Football, Our Daily Dose and also sells through a chain of shop-in-shops. PRI also has an online presence and sells its merchandise through e-commerce.

The first Fisik store was launched in 2010 and since then

the sport shoes, apparel and equipment retailer has been associated with the best international and local brands, reaching out to major cities in Indonesia. Our Daily Dose is a growing sneaker-lifestyle retail chain based in Indonesia associated with premium products from some of the top footwear brands like Adidas Originals, Nike, Puma Select, and other accessories brands from Rains, Daniel Wellington, Braun, Eastpak, and many more.

PRI's Vision is to build and grow exciting modern retail concepts for leading sports and lifestyle brands in Indonesia. PRI's Mission is to bring a healthy lifestyle through sports.



Customer Facts

Number of stores: 97 & growing
(42 standalone stores & 55 shop-in-shop stores)

Business segments: Sports-lifestyle

Retail formats: Speciality stores

Locations: Indonesia

Key Store Statistics

Store size (average): 80 to 150 sq. mtrs.

SKU's (average): 100,000 approx.

No. of sales tickets (average): 2,000 per day approx.



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at PT. Prestasi Retail Innovation (PRI) include ETP Store, ETP EAS, ETP Accelerator, ETP Supply Chain, ETP Mobile SIS & ETP Integrator.



Business Needs:

- Need for a single end-to-end and scalable solution footprint from supply chain to stores and shop-in-shop's to support the rapidly growing retail business arm of PRI.
- Common solution which can cater to the requirement of different store formats and several brands offered in the multi-brand speciality stores.



Project Objective:

- Daily availability of sales data to help reporting for better planning of inventory management and replenishment
- Better promotions management to improve sales
- Implementation of standard best practices of retail solution and have a unified processes across all stores



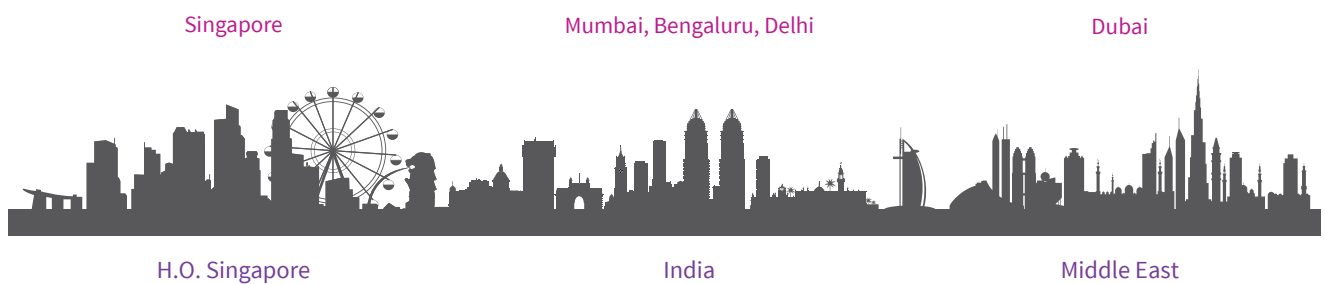
Business Benefits:

- Daily availability of sales information across standalone and shop-in-shop stores helps in closely monitoring sales and Inventory levels, leading to better replenishment planning.
- Promotions management tool helps in swiftly rolling out new promotions to stores, centrally and helps in improving sales.
- Single integrated solution from supply chain to store provides a seamless flow of information, complete inventory visibility throughout the supply chain network, and ease of sales and inventory reporting.
- Availability of online sales and stock information centrally for shop-in-shop stores ensures accuracy and ease of sales and Inventory reconciliation with the department stores.
- Scalable solution and platform with the ability to capture CRM data to better understand and serve customers.
- Solution setup available to support future expansion into being an omni-channel sporting goods retailer.

Swiftly roll out new **promotions** to
stores, **centrally** and **improve sales**



Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.



We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com