

AXEL KAUFMANN can focus on their service universe

Moduler : Replenishment | SWAP | Price and promotion

THE CHALLENGE

The value base at Axel Kaufmann A / S is based on being able to offer a selected selection of styles and at the same time provide a high level of service to their customers.

The task for GoFact has been to strengthen AXEL Kaufmann's business by reducing the time spent on replenishment, re-allocation and communication with the individual retail chain, which covers qUINT, Kaufmann and AXEL.

“With significant knowledge and experience in the fashion industry, GoFact has been able to meet the challenges faced as a retail chain. GoFact has given us one of the industry's fastest turn-around with their solution for optimization and an overview of our needs as a retail chain.”

Thomas Kaufmann
AXEL KAUFMANN A / S

THE SOLUTION

By selecting various modules, GoFact has ensured efficient and clear handling of styles across the chain.

Automatic reordering of NOS and seasonal items ensures a high availability of the sellable items to the end customer, even during busy periods.

With a simple overview of sell-through on a wide range of styles in each store, a profitable product flow is ensured which increases the turnover rate and minimizes inventory.

A simple process for handling campaigns and sale ensures a reduced time consumption on focus items, and provides time to raise the level of service even further.

It has been possible to solve all the requirements via GoFact standard software.

THE RESULT

Measurable optimizations across the board



+30%

Increased availability



+50%

Freed-up time



+70%

Full price sell-through on re-allocations

“In short, GoFact has made it significantly easier for us to have an optimized store, so we can focus on the selling of our inventory. At the same time, GoFact has the great advantage that it is possible to pull data from their platform and into other systems. ”

Thomas Kaufmann
AXEL KAUFMANN A / S

“At GoFact, in collaboration with AXEL Kaufmann, we have created a solution that helps the retail chain optimize time-consuming processes. The good collaboration contributes to a continued high bar for fast, agile and easy processes, which ultimately ensures increased revenue and profit”

Henning Hausted

CEO, GoFact