mufti

MUFTI-COLLABORATION WITH TATA CLIQ

MOST INNOVATIVE PARTNER

Tata CLiQ and the Mufti brand's unique collaboration to integrate their inventories has resulted in higher sales for the brand on the e-commerce platform.

THE CONTEXT

Although Credo Brands Marketing's casual wear brand, Mufti, was a top performer on several e-commerce platforms, it was struggling to gain a strong foothold on the Tata CLiQ online marketplace. Several customers were viewing the brand but this was not converting into sales. The brand had one warehouse for its 100-plus physical stores, which allotted merchandise daily to the stores. As a result, product availability changed constantly and key sizes in the top-selling styles were often unavailable on Tata CLiQ.

As part of a pilot project initiated by Tata CLiQ, the two decided to boost the brand's sales on the fashion portal by churning the inventory available in the large network of Mufti stores more efficiently.

THE INNOVATION

Most marketplaces work on a hybrid model, wherein they buy inventory directly from the brand and store it in their own warehouse and also access the inventory from the brand's warehouse. However, in a one-of-its-kind move, Mufti integrated its network of 100-plus stores and its warehouse with Tata CLiQ's inventory management system. As a result, the portal does not need to keep any inventory of the Mufti brand in its own warehouse since all the Mufti stores serve as fulfilment centres. This has reduced the risk of inventory build-up and low inventory turnover for the e-commerce portal and also enabled it to refresh the merchandise constantly. For the brand too, it has enabled it to move its inventory more productively.

KEY CHALLENGE

TO INTEGRATE THE MUFTI BRAND'S ENTERPRISE RESOURCE PLANNING AND POINT OF SALES (POS) SYSTEMS WITH THE TATA CLIQ SYSTEM
With over a 100 Mufti stores and one Mufti warehouse, managing inventory data was a complex task.

THE IMPACT

The project has resulted in a higher volume of profitable sales for Tata CLiQ and Mufti while providing a better shopping experience to customers due to better availability and quicker delivery from nearby stores.

The access to a large pool of inventory has also given Tata CLiQ a competitive advantage in the fashion e-commerce space as it has emerged as a preferred destination for Mufti customers given the large number of styles and depth of inventory available.

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