

# Value Enhancement Initiative Management





VIP SOLUTIONS CASE STUDY

VIP





## BACKGROUND

A private equity-owned E-commerce manufacturer and distributor is wanting to increase top-line revenue while also creating margin expansion for core products.

## OBJECTIVES

-  Implement accurate and timely reporting to support purchasing, marketing and sales
-  Improve real-time inventory visibility by location
-  Upgrade sales reporting by product, by channel, and by collection
-  Create profitability reporting by product, by channel, and by collection

## SOLUTIONS

-  Created a data warehouse to access and store detailed inventory, sales, and cost of sales information from 4 separate systems
-  Worked with management to identify key performance indicators for each vendor, product line, and sales channel
-  Built reporting functionality that allowed management to measure and evaluate performance daily
-  Added functionality to daily tasks to improve speed and efficiency in picking, packing, and shipping products

**Consumer  
Goods  
INDUSTRY**

**50  
EMPLOYEES**

**\$60M  
ANNUAL  
REVENUE**

**Enabled visibility, customer pricing adjustments, and cost reductions that  
IMPROVED YEAR OVER YEAR SALES BY 30% WHILE IMPROVING GROSS  
MARGINS BY 10%**