

## Case study

Warehouse management, transportation management, labor management, store replenishment, warehouse replenishment and pricing



# Good Price and Great Service with Bon Preu

## Results

- Improved store revenues
- Reduced warehouse inventory levels
- Enhanced overall efficiency and productivity

## Replenishment improvement:

“The most important benefit of the replenishment capability is that we are able to have our stores fully stocked at all times. This has allowed us to increase our sales, cut down on stock losses and decrease shrinkage in our stores, and provide excellent service at the store level.” – **Chief Operations Officer, Bon Preu**

## Challenges:

- Bon Preu manages 14,000 items across all of its stores, and it can be challenging to ensure high levels of product availability and service with such vast product diversity.
- Bon Preu was challenged to optimize the performance and profitability of its stores, warehouses and transportation network, while ensuring that their stores stayed stocked.
- Bon Preu’s goals were to improve store revenues via increased product availability, reduce inventory levels in warehouses, increase profitability through strategic pricing and enhance overall efficiency and productivity across the supply chain.

## Supply chain efficiency:

“The warehouse and store replenishment solutions have allowed Bon Preu to establish a very clear distribution policy that has streamlined some of our purchasing processes, while achieving optimal inventory levels in our warehouses. This has enabled us to have a more efficient supply chain.” – **Chief Operations Officer, Bon Preu**





## Achieving a competitive edge:

“The pricing capability has provided us with strategic control of our pricing and unified our pricing policies. Spain is a very tough environment for pricing, and Blue Yonder has helped us achieve a competitive edge.”  
– **Chief Operations Officer, Bon Preu**

### Ease of use:

“Blue Yonder has great, easy-to-use software. The many different software solutions we have purchased from Blue Yonder are proof of that. We believe that they provide us with a distinct advantage over our competitors.” – Chief Operations Officer, Bon Preu

### Solution benefits:

- Blue Yonder replenishment capabilities allowed Bon Preu to establish a very clear distribution policy that streamlined purchasing processes and helped them achieve optimal inventory levels in warehouses.

- By utilizing Blue Yonder’s pricing capability, Bon Preu gained strategic control of their pricing, unified their pricing policies and increased profitability.
- Bon Preu used a variety of complementary Blue Yonder capabilities to support their supply chain transformation and gain a more holistic view of their business from warehouse to transportation network to stores.

## Blue Yonder’s expertise:

“We have a very successful history with Blue Yonder. We consider Blue Yonder a strategic partner and look forward to having them support our supply chain transformation as we work to gain a more holistic view of our business, from the warehouse to our transportation network to our stores.” – **Chief Operations Officer, Bon Preu**



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