# Merchandise Visibility @ C&A

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JOACHIM WILKENS / HANS PETER SCHEIDT

# Merchandise Visibility @ C&A

# About C&A (Europe)





- Founded by **C**lemens and **A**ugust Brenninkmeijer

- C&A was one of the first companies offered ready-to-wear clothes in different sizes

- Family members are leading C&A in sixth generation

- C&A is to date a family business and is owned by COFRA Holding plc with business activities in different industries
  - Retail
  - Real Estate
  - Corp. Investments

- Only Private Brands

- Annual Sales
  - 5.5 bn €
  - 500 m pcs

- HQ in Düsseldorf and Brussels



- *1841*
  C&A starts in Sneek, Netherlands
- *1890's*
  1st major expansion: Amsterdam store opens
- *1911*
  1st international expansion: Berlin store opens
- *1963 –*
  European Expansion
- *1976*
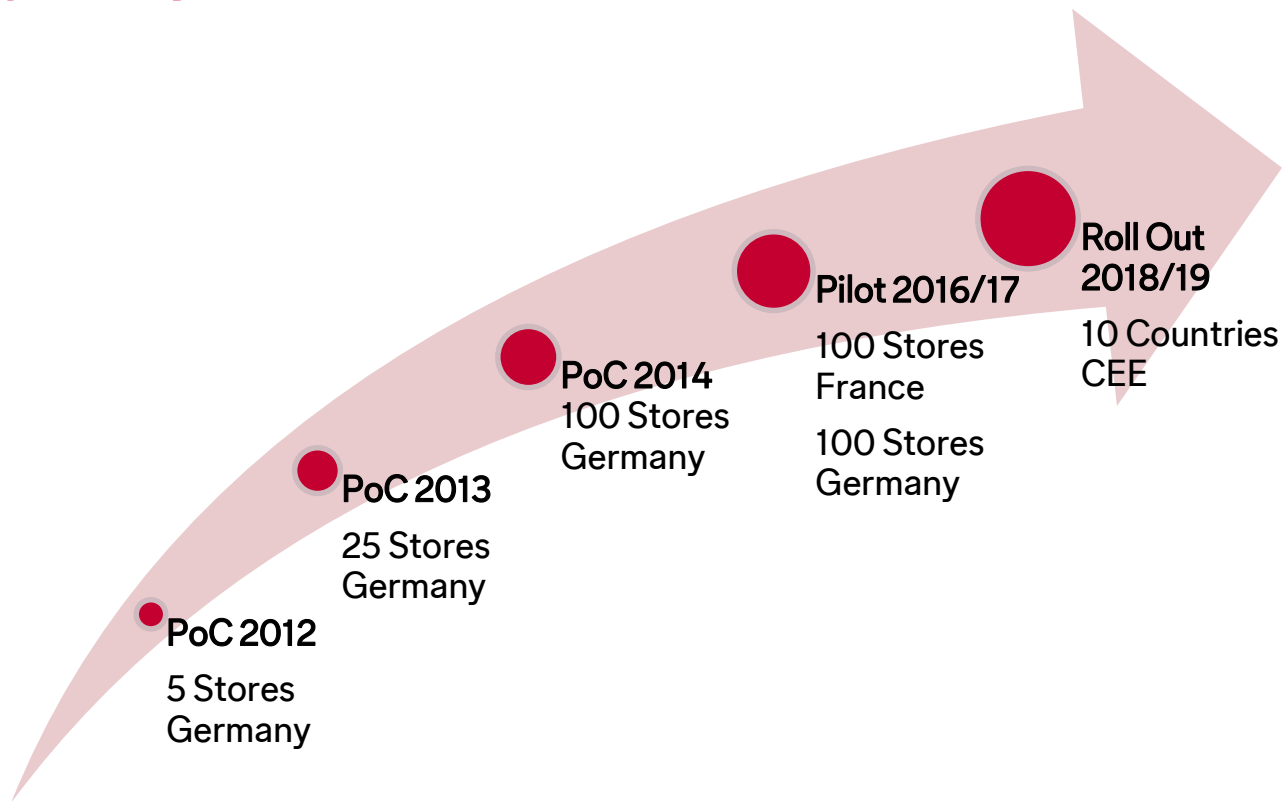  Brazil
- *1999*
  Mexico
- *2007*
  China



- ~1.500 Stores in Europe

- 2 m Visitors per Day

- 21 Countries in Europe

- Online Shops in 8 Countries

- 35.000 Employees

- 400 Suppliers

# Merchandise Visibility @ C&A

# The RFID journey @ C&A



PoC 2012
5 Stores Germany

PoC 2013
25 Stores Germany

PoC 2014
100 Stores Germany

Pilot 2016/17
100 Stores France
100 Stores Germany

Roll Out 2018/19
10 Countries CEE

# Findings

## Challenges

- No Standardization at C&A
- Existing Process Complexity
- Missing Process Consistency
- Lack of Commitment

## Wows

- Technology works perfectly
- Information about real lead times
- Information about real Out-of-Stocks
- Information about NOSBOS (Not-On-Shelf-But-On-Stock)
- Real information about the huge correlation between stock accuracy and sales
- Possibility to reduce stock w/o negative impact on sales

## Merchandise Visibility is no Fast Selling Item

- New processes need acceptance
- New Technology needs acceptance
- Both might be refused by persons as they indicate failure of work in the past

## Change needs Management

- Management Attention
- Monitoring
- Convincing
- KPI's

# GS1 Support

*Internal Trainings on Standards*

- Training for IT

*Project Management Support*

- Senior Project Management with huge knowledge of RFID

*Vendor Trainings*

- Joined Development of Vendor Training Program for Source Tagging (GS1 Germany, Hong Kong) and Avery Dennison

*Roll-Out Support*

- Training and Project Management Support in native Language with RFID knowledge by GS1 France leaded by GS1 Germany

# Merchandise Visibility @ C&A

# G2MT – Vision

- C&A to become HER favorite omni-channel retailer by 2021
- Allowing HER to shop when, where and how SHE wants
- Transform IT infrastructure and logistics to greatly improve the way to bring our products to HER

# G2MT – Scope

- e2e Supply Chain
  - Planning
  - Forecasting and allocation
  - Order management
  - Logistical fulfillment
  - Store operations

enabled by  + 

The Global Language of Business

# Merchandise Visibility @ C&A

# Basic Processes

... along C&A's supply chain

### Supplier/Sourcing



- Source Tagging
  - Based on GS1 standards and C&A Tagging Guidelines
  - Tagging Quality Control by QSM
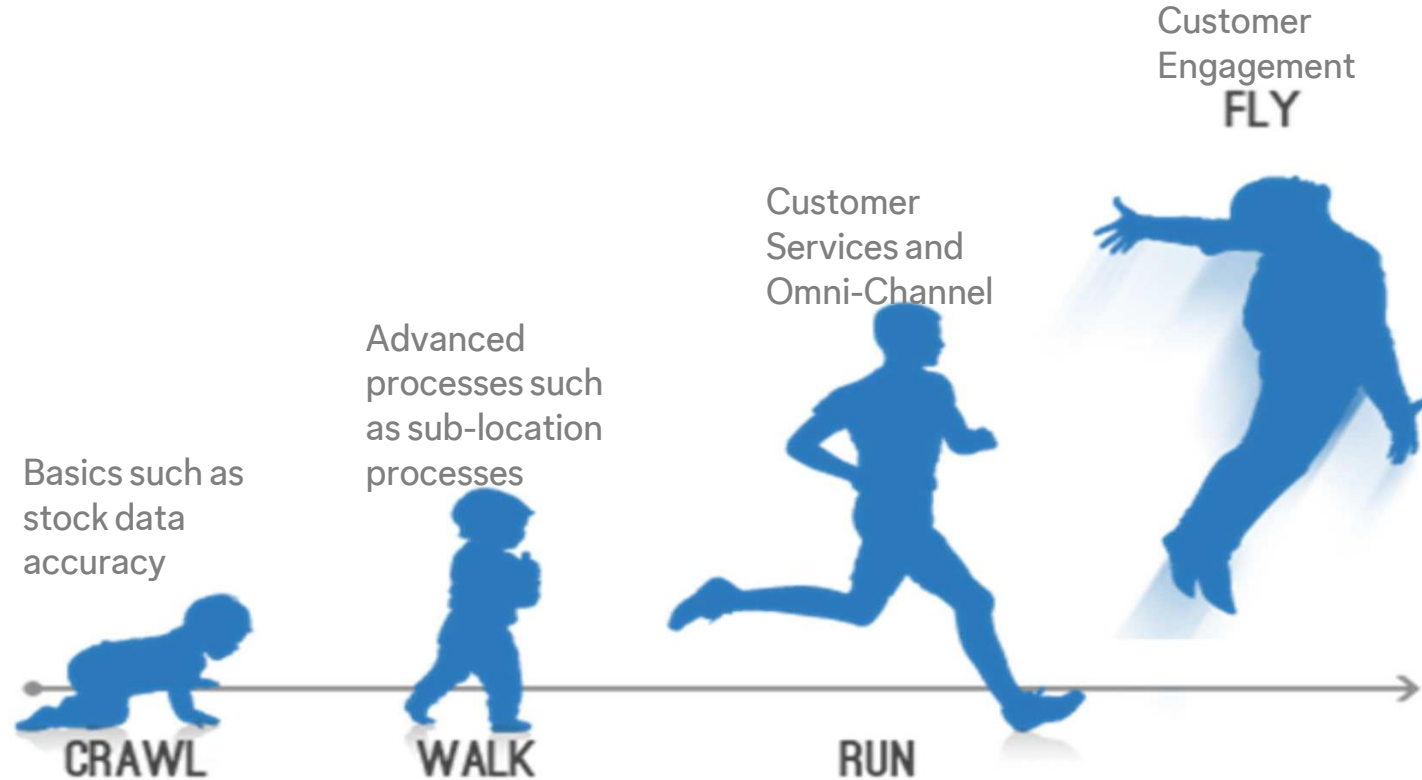
### Distribution Center



- Creation of shipping notice for the stores (ASN)
  - based on single item per transport unit
  - through automatic RFID reading in tunnels

### Stores



- Goods Receive based on ASN from DC
- Regular Cycle Counting
- RFID Point of Sale reading
- Stock-Room/Sales-Floor Operations based on RFID

# Future architecture must be open and scalable

Customer
Engagement
**FLY**

Customer
Services and
Omni-Channel

Advanced
processes such
as sub-location
processes

Basics such as
stock data
accuracy

CRAWL WALK RUN

# Ready for Future Architecture



ENCAPSULATED RFID ARCHITECTURE

RFID Solution
- Processes
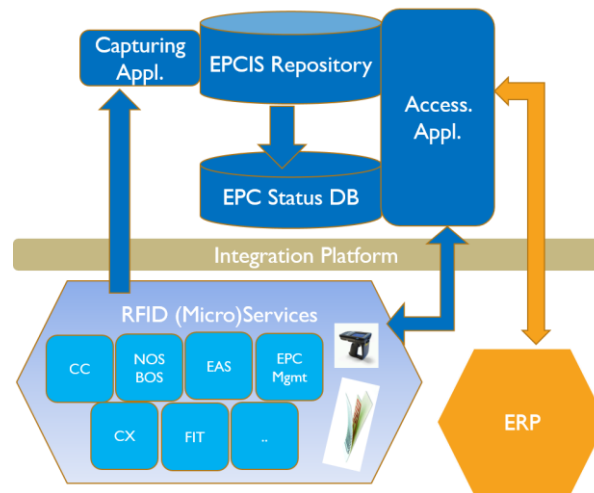- EPC Mgmt
- Reader Mgmt
- Business Logic
- Reporting

Interfaces
- Inventory
- Monitoring
- Reporting
- …

ERP

OPEN RFID ARCHITECTURE

Capturing Appl.

EPCIS Repository

Access. Appl.

EPC Status DB

Integration Platform

RFID (Micro)Services

CC    NOS BOS    EAS    EPC Mgmt

CX    FIT    ..

ERP

# Merchandise Visibility @ C&A

# EPCIS Repository - Big Picture

# Thank You

C&A