



# Sharing Results of SCOR Pilot Case Study

**CRMG**  
CASH RETAIL MANAGEMENT GROUP  
時 惠 環 球 控 股

# CRMG Background

- **A listed company on HK Stock Exchange since 1994**
- **More than 1,000 employees**
- **Comprised of 3 major brands**
  - Pricerite – a leading home improvement specialist**
  - 3C – “a vibrant digital lifestyle”**
  - Lifetzore – “... is all about life”**
- **Board member of Supply Chain Council Greater China Chapter**





## Product Replenishment in Retail Chain Stores

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# Background

- Retailing of household and furniture products
- More than 5,000 active SKUs
- 30 stores in Hong Kong
- Central warehousing in Hong Kong

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# Product Replenishment Objectives

- Maximize sales and minimize stock-out
- Minimize inventory and carrying cost
- Strike a balance – An art not a science

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# Challenges Facing

- **Number of stores**
- **Number of SKUs**
- **Size of products (Tiny to Bulky)**
- **Consumable and durable products**
- **Different vendor delivery modes**
- **Obsolete computer system**

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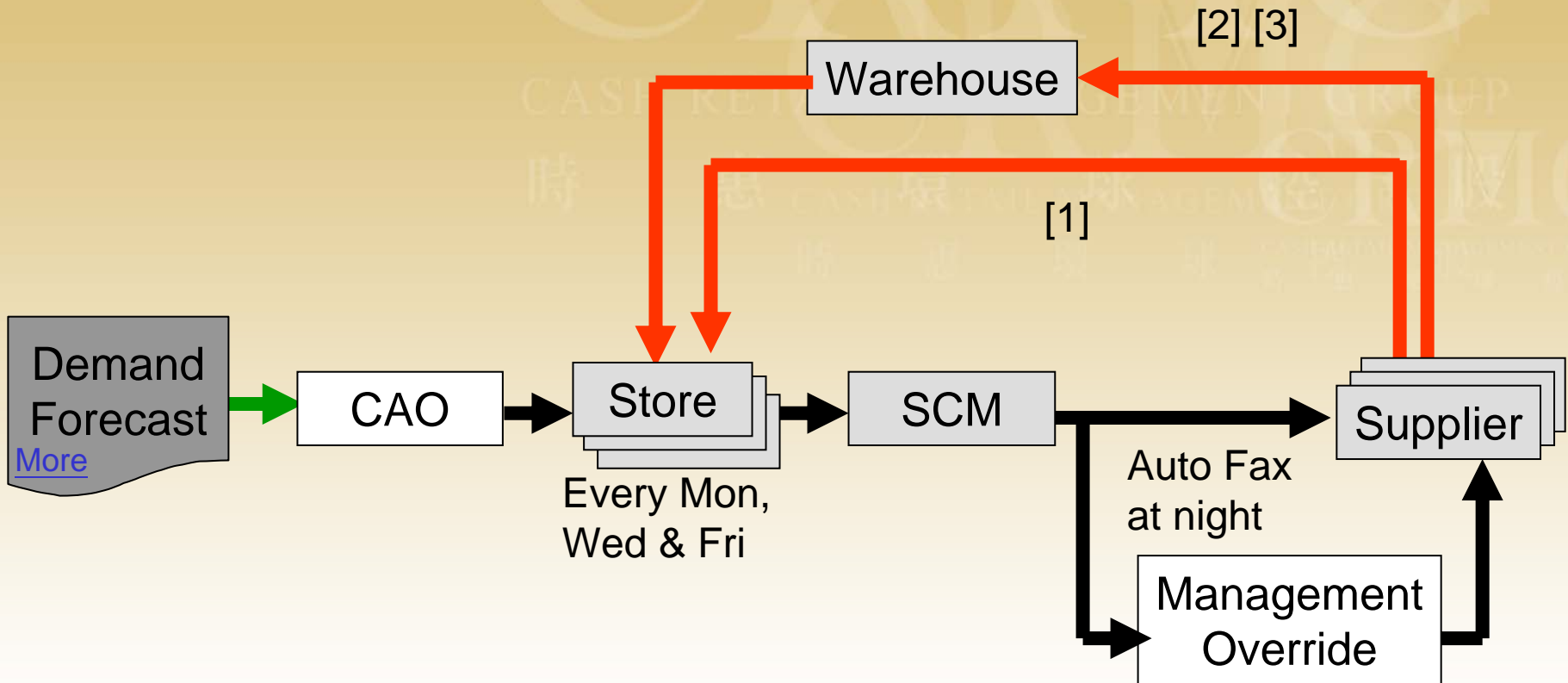
# Computer Assisted Ordering “CAO”

- **Launch around 9 months**
- **In-house tailor-made system**
- **Start with preset parameters**
- **Accommodate flexibility**
- **Balance with management control**
- **Overview of the replenishment cycle**

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# Overview of Replenishment Cycle



- [1] Vendor direct delivery
- [2] Warehouse delivery
- [3] Cross-docking

# Assessing CAO

- Time to review efficiency and effectiveness of the CAO
- Management decide to apply SCOR
- Collaborate with GS1 to perform SCOR pilot case study on the CAO

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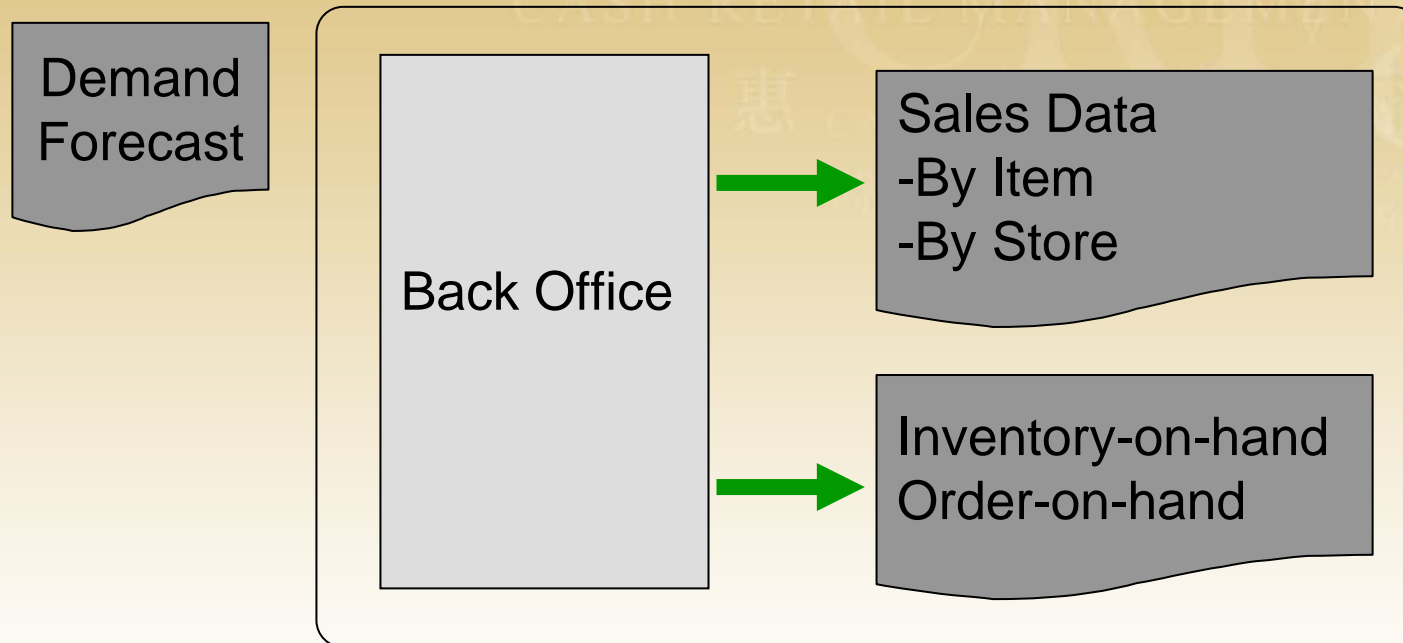
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**Thank You**

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# Demand Forecast



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