



RFID

JOURNAL

VIRTUALLY **LIVE!**

SEPTEMBER 30 - OCTOBER 1, 2020

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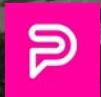
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Johan Stenstrom
Supply Chain Developer at Stadium



3 concepts



Sneakers Point

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stadium[®] OUTLET

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180 stores
3 countries



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Inventory accuracy

99,5%



Why RFID?

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One dollar store



\$1
CAP



\$1
BASKETBALL

Inventory

ERP	Inventory result	Inventory accuracy
\$ 2	\$ 2	100%

One dollar store



Sales trigger
replenishment



WAREHOUSE



\$1
CAP



\$1
BASKETBALL



REPLENISH FROM
WAREHOUSE



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One dollar store



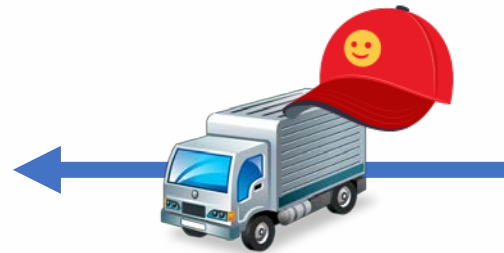
WAREHOUSE



\$1
CAP



\$1
BASKETBALL



PICKING ERROR



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One dollar store





\$1
CAP



\$1
BASKETBALL

Inventory

ERP	Inventory result	Inventory accuracy
\$ 2	\$ 2	100%

One dollar store



Inventory accuracy = **0%**

SKU	ERP Qty	Counted	Correct
CAP	1	2	No
BASKETBALL	1	0	No

Financial Inventory = **100%**

ERP	Inventory result	Financial accuracy
\$ 2	\$ 2	100%

Stadium DC



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Inventory accuracy

99,5%



Inventory accuracy

70%



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The Pilot

2 stores for 3 months

Ensure success of the pilot

- Get staff to use and trust the system
- Keep it simple
(Change processes as little as possible)
- KPI:s / Know what to measure
(Do we trust the technology?)
- Manage tight resources
(Choose small stores located near each other)



Pilot setup store

- WIFI
- 3 handheld RFID readers
- Shielding between sales floor and back stock



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Pilot setup DC

Everything shipped to the 2 pilot stores was RFID tagged at our DC

Benefits

- Ensure quality by using trained dedicated staff
- Easy to change and update process



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Tagging party

Strategy

- Ensure quality by using the same trained
- dedicated team for both stores.
(Same staff that tag at our DC)
- Include store staff to create engagement

SPOILER ALERT!
It's not a party!





Inventory was done once a week

Training



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Replenishment

Findings

How do you measure what is on the sales floor?

Store manager:
Replenishment was a
game changer!



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Result of pilot

65%



97%



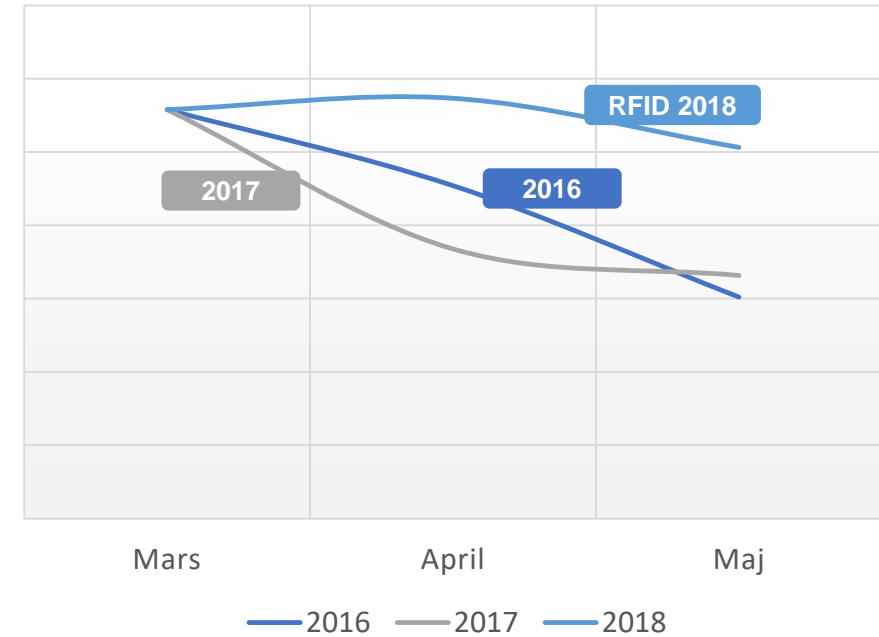
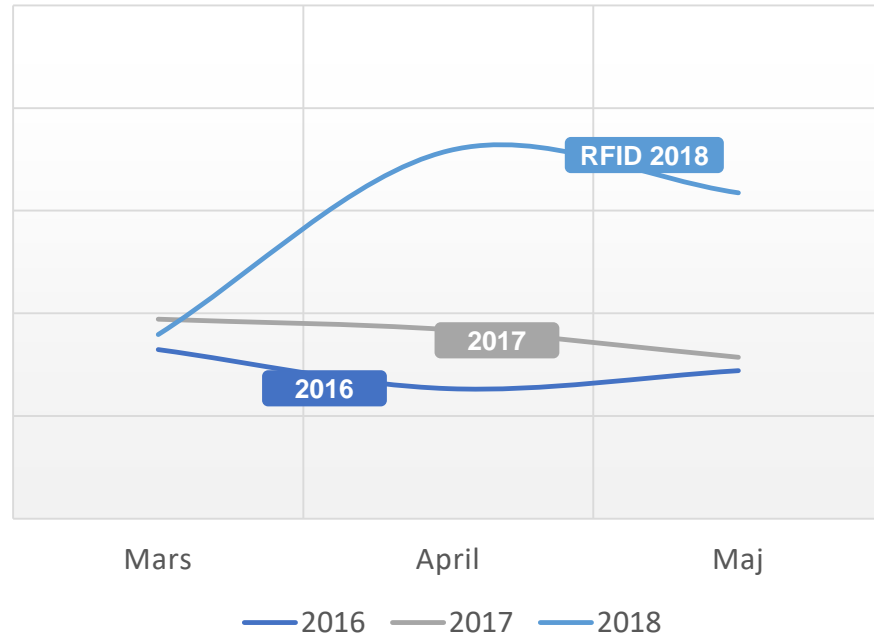
After

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Result of pilot



Deployment

Strategy

- Train the trainer method
- 6 stores each week
- Expert user from the stores gave support when needed
- Dedicated central support team monitored progress for each store
- Follow up meeting each week with time for questions
- Extensive training documents



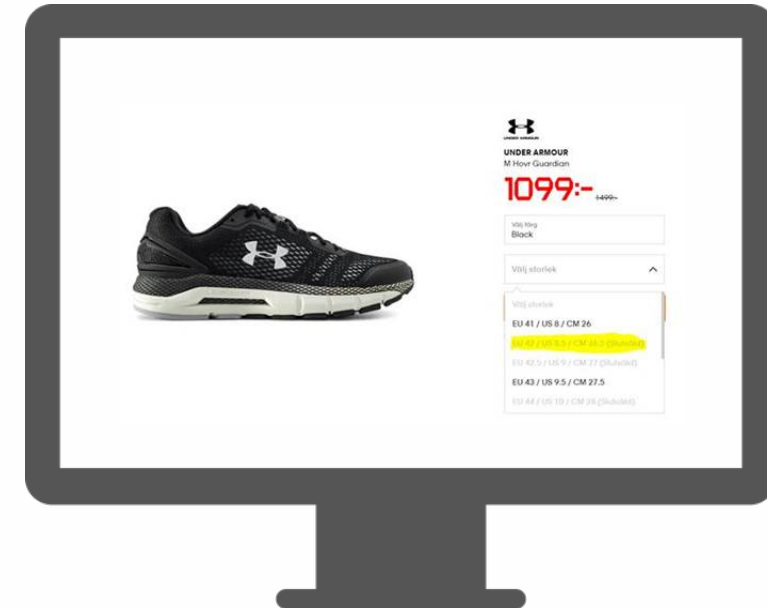
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Findings so far...

RFID and better inventory accuracy will show you flaws and problems that was hidden earlier



Data quality

- Move to a more digital company
- New knowledge is required by the staff
- There are new consequences to old problems

Process and cultural change for the organisation

Findings

The rest of the organisation was not able to catch up with new demands



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Competitors carrying the same brands



Competitor store with the same shoe



Competitor store with the same shoe



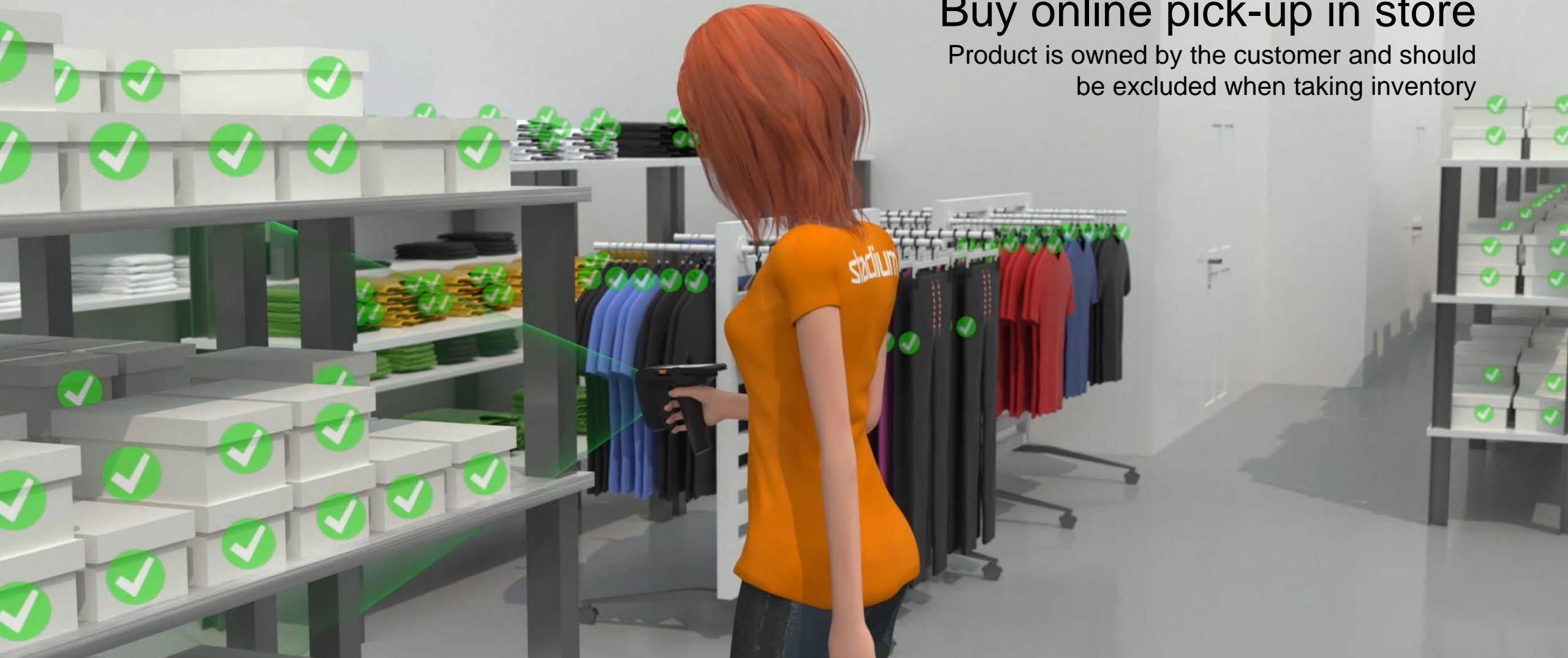
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Buy online pick-up in store

Product is owned by the customer and should be excluded when taking inventory



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Tags, tags, tags...



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THANK YOU

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