

## REPLENISHMENT QSR PREVENT STOCKOUTS WITH INCREASED AVAILABILITY

One of the most fundamental costs for a business is undoubtedly inventory, which directly impacts net profit.

Food costs typically make up around 28% to 32% of food sales prices. By effectively managing their inventory, businesses can offer high-quality products at competitive prices while maximizing profits with Obase Replenishment QSR.



# BELTUR

**Customer** : Beltur

**Industry** : QSR

**Website** : <https://beltur.istanbul>

### About Beltur

Beltur, a subsidiary of the Istanbul Metropolitan Municipality, provides food and beverage services at various social facilities, cafes, restaurants, and cafeterias across Istanbul. It also offers catering services for various events. Beltur's primary goal is to serve the people of Istanbul by providing quality and affordable food and beverages.

*"The projects and implementations we have put into practice at BELTUR with a focus on efficiency and sustainability are yielding successful results. The Replenishment project we initiated with OBASE has enabled digitalization across our expanding operations and different service channels. With this AI-powered solution, we have gained the capability for accurate forecasting and automated inventory management. Through this, we are rapidly achieving our efficiency and sustainability goals."*

**OSMAN CENK AKIN**  
Beltur General Manager



## Challenges

Menus created by converting raw materials into finished products based on specific recipes generate significant revenue in Beltur kitchens. Therefore, it is crucial to have product components readily available in sufficient quantities and in a form suitable for production, while avoiding excessive stock of low-demand items. At this point, product freshness, or shelf life, is critical. Having the right quantity of products in the right location—without generating waste or disposal needs—is a vital factor in maintaining freshness. Additionally, factors such as increased efficiency, cost and time savings, and customer satisfaction have highlighted the need to transition from manual to digital management models.

## Solution

**Obase Replenishment QSR** analyzes customer preferences and purchasing habits through data-driven insights, optimizing order quantities for production centers and suppliers. The dashboard provided to central planners enables transparent tracking of these processes, simplifying management.

## Business Benefits

With **Obase Replenishment QSR**, digitalization was achieved at Beltur, which operates in various service concepts such as restaurants, cafeterias, kiosks, and beach facilities. As a result, stockouts were significantly reduced due to having the right products at the right time, while disposal and idle stock burdens were minimized. This naturally led to an increase in customer satisfaction.



Improved  
Stock  
Levels



Reduction  
in  
Out-of-stocks



Increased  
Shelf  
Availability



Real-time  
Reporting  
Monitoring

## Obase Replenishment

# QSR



## Reduce stock costs and minimize waste by accurately predicting future customer demands

Quick Service Restaurants (QSR) face the challenge of fluctuating customer demand, which can lead to resource waste, dissatisfied customers, and costly human errors. These challenges can hinder business growth and profitability.

**Obase Replenishment (QSR)** uses advanced algorithms to predict potential demand at each location, ensuring the right orders for the right products, thereby **minimizing waste** and **excess stock**. By optimizing resources, it efficiently manages the process from demand to raw material. With **Obase Replenishment QSR**, it's possible to achieve up to a 30% increase in product availability, a 50% reduction in stock costs, and a 60% decrease in waste rates.

## BUSINESS OUTCOMES



Availability

up to 30%



Stockouts

up to 50%



Waste Rate

up to 60%