



REVENUE INCREASE



COST EFFICIENCY

With over 90% demand forecasting accuracy, project provided cost efficiency in 2021

FUTURE DEMAND TRENDS CAN BE AFFECTED BY MANY FACTORS SUCH AS ECONOMICS, PANDEMIC, SEASONALITY, NEW TRENDS.

Bizim Toptan commissioned the SUPER Project to meet the expectations of its customers in a timely manner. Having an end-to-end digital Order Management application with advanced analytics and machine learning, the project helped achieving competitive results in availability and stock management.



SUPER PROJECT

By increasing occupancy rates and reducing the CO2 emission by 1 ton, an environmentally friendly solution has been developed with less carbon footprint. In this way, a benefit equivalent to 10 thousand trees was produced annually.

The aim of the project was switching to an Order Management application that will reduce stock costs, minimize sales and increase operational efficiency by accurately predicting future customer demands in 3 different customer channels (EDT, Retail, Traditional).

Estimation and management of planned activities and promotions, seasonal transitions, special days such as back to school and Ramadan are provided.

In addition, it was aimed to digitize the entire ordering process from customer demand to the delivery of the product to the store; to increase operational efficiency; to establish dynamic decision support systems and automatic suggestion order systems with user-friendly screens.

Bizim Toptan with numbers

70 Cities
173 Stores

Approx.
2,2 Million
active customers

Daily avg.
30k customers

Stores with avg.
1000 m²
net sales areas

Store-based avg.
3.500
stock items

Across Turkey
8.000
product variants

PROJECT PROCESS

Establishing
Demand
Forecasting
Algorithm

Setting up
recommendation
order algorithm for
stores and
warehouses

Deployment of
Centralized
Distribution and
Supplementary
Order Modules

Vehicle Capacity
and Dispatch
Planning Module
*Truckization



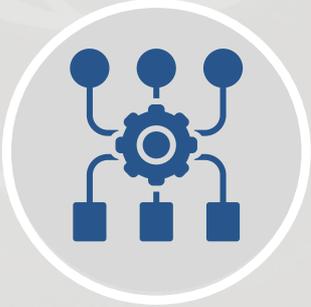
Transfer
Order
Processes

Supplier
Long-term
Planning
Processes

Visualization



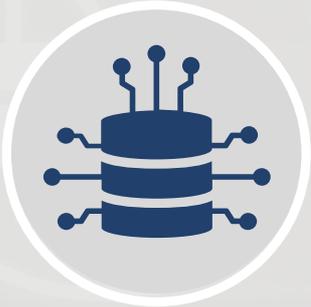
ADVANTAGES



Customization of Demand Forecast Algorithms



Operation of recommendation order algorithm for stores and warehouses



Deployment of Centralized Distribution and Supplementary Order Modules



Vehicle Capacity and Dispatch Planning Module
*Truckization



Management of Transfer Order Processes



Managing Supplier Long-term Planning Processes



Visualization, Reporting

Award-Winner

*Yıldız Holding Stars of the Year
Cost Advantage Category 2022

