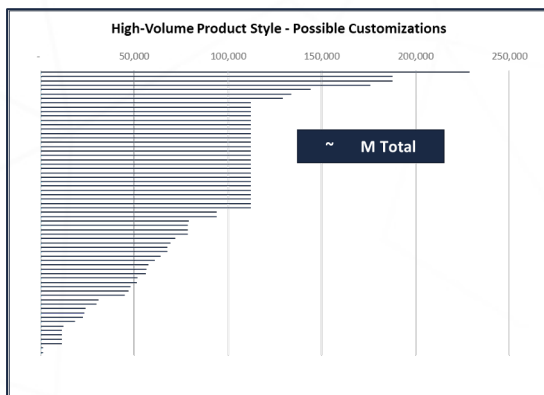


# Streamlined SKUs by >20% to improve fulfillment and grow sales for large CPG company

CONSUMER

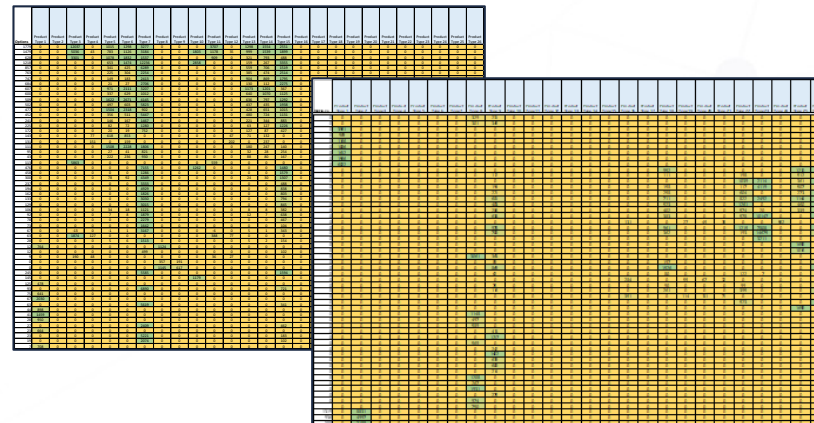
## Situation

- Multi-billion dollar CPG hard-goods company seeking strategic initiative prioritization and complexity reduction to reduce backlog and grow sales
- Offering included ultimate customization leading to millions of potential product requirements
- Multi-month backlog presented immediate risk to both current and future sales



## Approach

- Conducted analysis of historical sales at all levels of product hierarchy to identify sources of revenue and SKUs for immediate rationalization across vast offering
- Categorized all products by manufacturing characteristics to identify 'core' business of consistent repeatable SKUs for immediate production to reduce backlog
- Developed streamlined process for product lifecycle management to maintain complexity reduction



## Results

- Identified >20% of SKUs for immediate move to end-of-life for markdown/liquidation
- Estimated margin impact of >\$7M from SKU rationalization
- Implemented disciplined, analytical, data-driven 'post-mortem' of product lines to maintain strong lifecycle management
- Company grew sales by more than 10% in the following years

