

## Abstract

### “Optimising stock planning before public holidays”

#### Area

Logistics, procurement

#### Keywords

Stock planning processes, order quantity, public holidays, fresh produce, out-of-stock items, product availability, customer satisfaction

#### Study/project

Study

#### Starting point/project assignment/objective

The problem of maintaining sufficient quantity to meet demand is a major challenge, especially in the run-up to public holidays. Excellent product availability can boost a company's image and help retain customers, while shortages can lead to a sustained decline in sales. This is especially relevant in the case of fresh produce. The goal of the assignment was to identify tips on optimising stock planning of fresh produce based on analysis of public holidays that fall at a particular time in the calendar or on the same day every year.

#### Procedure

- Analysis of stock planning at various retailers
- Identification of the public holidays to be examined (eleven public holidays relevant to retailers)
- Analysis of sales (on the public holiday, the week of the public holiday, the previous week, the previous year, etc.) based on the three days in the run-up to the public holiday
- Analysis of customers (on the public holiday, the week of the public holiday, the previous week, the previous year, etc.) based on the three days in the run-up to the public holiday
- Identification of the impact on sales
- Presentation of the results
- Interpretation of the findings
- Derivation of recommended actions

## Results/findings

Christmas and All Saints' Day were identified as the business days with the highest sales. A sales boost of 19–33% was observed for the other public holidays.

It was shown that there are public holidays for which the expected demand is difficult to estimate. Easter appeared particularly easy to manage, while the sales in the run-up to May Day vary tremendously depending on the day of the week on which it falls. Accordingly, the consistency of the week days as public holidays plays a special role. The use of ABC analysis at product level facilitated a focus on the key products.

The number of customers rose 20–33% in the run-up to public holidays. The strongest customer increase was before Whitsun (33%), followed by Easter, May Day and All Saints' Day (28%). Aggregating the customer and sales figures clearly indicates that the overall rise in sales can be attributed to not only increased customer traffic but also significantly greater sales per customer. It is not clear whether the increased sales per customer is due to more goods or higher-priced goods being purchased.

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