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## The Parker Avery Group

Company Overview, Sample Case Studies and Recent Press Releases

The Parker Avery Group  
2876 Johnson Ferry Road  
Suite 250  
Marietta, Georgia 30062  
Telephone: +1 770 882 2205  
FAX: +1 770 882 2206

[www.ParkerAvery.com](http://www.ParkerAvery.com)

## COMPANY PROFILE

The Parker Avery Group is a **boutique strategy and management consulting firm**. We are a trusted advisor to leading retail and consumer packaged goods companies. We work with clients to help them research and develop strategies, design improved processes and execute change.



## WHAT WE OFFER

### BUSINESS EXPERTISE

- Research and Strategy
- Process Assessment and Design
- Organization Review and Strategy
- Solution Specification and Selection
- Change Management
- Training

### SOLUTION DELIVERY

- Program and Project Management
- Implementation and Configuration
- Integration Design and Technology
- Product Design and Development

## AREAS OF EXPERTISE

Supply Chain Effectiveness	Merchandising Optimization	Customer Experience
<ul style="list-style-type: none"> <li>- Strategic Sourcing</li> <li>- Inventory Optimization</li> <li>- Demand Forecasting</li> <li>- Replenishment</li> <li>- Allocation</li> <li>- Supply Chain Visibility</li> </ul>	<ul style="list-style-type: none"> <li>- Assortment and Item Planning</li> <li>- Merchandise Financial Planning</li> <li>- Product Lifecycle Management</li> <li>- Retail Merchandising</li> <li>- Promotion Optimization</li> <li>- Markdown Optimization</li> </ul>	<ul style="list-style-type: none"> <li>- Multi-Channel Strategy</li> <li>- Store Operations</li> <li>- Workforce Management</li> <li>- Social Media Commerce</li> <li>- Cross Channel Marketing</li> <li>- Customer Insights</li> </ul>

We specialize in **multi-channel** business models.

# A Case Study

Multi-Channel Planning Strategy & Process

## Client

A global multi-channel retailer designing and selling classically styled apparel, swimwear and outerwear for women, men and kids, plus a complete line of home products, luggage and seasonal gifts.

## Challenge

The retailer was building upon its catalog heritage by investing in retail stores and expanding internationally. Management wanted to define a planning strategy, processes and roadmap that enabled this growth, improved inventory turns, increased merchandise margins and allowed the business to grow with the same resource headcount.

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770.882.2205

## Parker Avery Solution

The Parker Avery Group helped the client articulate a global multi-channel planning strategy, developed innovative processes and outlined a four year roadmap of programs that enable success. Specific activities included:

- Defined a global, multi-channel planning strategy
- Developed 'to be' multi-channel planning processes
- Developed a roadmap, business case and tactical plan



Through this process, Parker Avery was able to help identify timing, turn, process and margin improvement opportunities.

## Results

As a result of the project, the client expects to see a one-time cash benefit of \$86m from improved turns and an on-going cash benefit of \$32m annually. The benefits are ramped up over time.

YEAR	BEST	LIKELY	WORST
20XX	\$10.0m	\$7.0m	\$3.0m
20X+1	\$25.0m	\$18.0m	\$12.0m
20X+2	\$45.0m	\$32.0m	\$25.0m

## A Case Study

### Merchandising Transformation

#### Client

A \$2+ billion, nationally recognized multi-channel retailer with a loyal customer of softlines and hardlines product.

#### Challenge

The merchandising organization was faced with declining margins, rising inventory and flat sales. The process was hindered by misalignment of inventory and planning functions with the merchandising counterparts and therefore, slow responsiveness to trends and opportunities. The executive team wanted to improve the organization structure and processes to drive sales, margin and 'big ideas.'

#### The Parker Avery Group

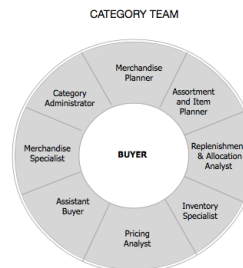
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#### Parker Avery Solution

The Parker Avery Group designed a merchant-centric organizational model and consolidated planning and inventory functions.



As part of the solution, PAG also designed roles and role-based training to implement a more efficient and productive process.

The processes designed and trained included:

- Merchandise Strategy
- Assortment Planning
- Purchasing
- Price Management
- Allocation
- Replenishment
- Vendor Management

Through this process, Parker Avery was able to design the organization structure, define processes and train the end users on roles and responsibilities.

#### Results

As a result of the project, the client has initially experienced an increase in inventory turn of 50bps, a reduction in excess inventory by 15% and a full expectation of increased margins by 2-3% points.

# A Case Study

Integrated Merchandise Planning

## Client

A specialty multi-channel retailer of services and products for the needs of pets and leading online provider of pet supplies and pet care information.

## Challenge

The retailer currently had four different organizations that all executed some form of planning; however, the timing of when plans were developed was not synchronized nor were the activities integrated into a single planning calendar. In addition, the metrics that were used within the various plans were not calculated using the same methodology and there was not a structured reconciliation process.

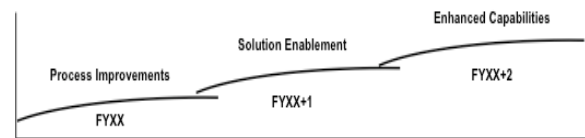
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## Parker Avery Solution

The Parker Avery Group developed a three-step course of action that impacted the success of the client's future merchandising processes:



- Defined integrated planning strategy and high level processes
- Completed organization readiness
- Developed a roadmap, business case and tactical plan

Through this process, Parker Avery was able to help resolve gaps, review alternative process and technology roll-out strategies and outline a high level change management plan, business case and roadmap.

## Results

As a result of the project, the client expects to see a \$27-\$45m net annual cash benefit from reduction in inventory carrying costs, increased margin on existing sales volume and new margin on increased sales volume.

### Benefit Summary:

	Best	Likely	Worst
Yr 1	\$15m	\$12m	\$8m
Yr 2	\$24m	\$18m	\$14m
Yr 3	\$36m	\$30m	\$22m
On-Going	\$52m	\$45m	\$27m

## 2010 Pacesetter Award

### The Parker Avery Group Receives 2010 Pacesetter Award

*Retail strategy and consulting firm The Parker Avery Group received a 2010 Pacesetter award from the Atlanta Business Chronicle for innovation, growth and superior business performance.*

(PRWEB) May 12, 2010

The Parker Avery Group, a leading provider of retail strategy and management consulting services, was recognized with a 2010 Pacesetter award by the Atlanta Business Chronicle. The award recognizes companies for promoting innovation and exhibiting superior performance and a high rate of growth. "We are fortunate to be a preferred advisor to some of the world's most progressive and successful retailers – helping them define and adopt leading-edge strategies and processes." said Mike Matacunas, Parker Avery Founder and CEO.

"We are passionate about consulting and delivering results for our clients. In return, our clients have rewarded us outstanding opportunities and propelled our growth," said Matacunas. "We are thankful to the Atlanta Business Chronicle for recognizing this effort and will work to remain on the list in 2011 and beyond."

Since its founding in 2007, Parker Avery has provided services and expertise on retail topics such as retail strategy, merchandising, pricing, planning, private brand management and customer experience. Their clients include companies such as Wal-Mart Stores Inc., PetSmart and Cabela's.

To qualify for Pacesetter consideration, companies must be privately held, have their headquarters in the Atlanta metro area, and not be a subsidiary of another company. In addition, the company must also have revenue between \$1 million and \$300 million for the year 2009.

About The Parker Avery Group:

The Parker Avery Group is a retail strategy and management consulting firm. The firm is a trusted advisor to leading retail and consumer package goods companies. They work with clients to help research and develop strategies, design improved business processes and successfully execute change.

## 2010 Best-of-the-Best Award

### The Parker Avery Group Recognized as 2010 Best-of-the-Best Management Consulting Firm

*Out of 225 consulting organizations, The Parker Avery Group receives highest ratings for leadership, client satisfaction and overall performance.*

([PRWEB](#)) April 27, 2010

The Parker Avery Group, a retail strategy and management consulting firm, today announced that Service Performance Insight Research ([SPI Research](#)), an independent research firm, recognized The Parker Avery Group as a "Best of the Best" consulting firm. In the recent "2010 Professional Services Maturity Model Benchmark" report that compared and evaluated 225 professional services organizations, Parker Avery was singled out for leadership, vision, performance, passion for results and a powerful track record with clients such as Wal-Mart Stores, PetSmart and Cabela's.

"As a firm with passion for consulting and serving clients, we are honored to be recognized as a Best-of-the-Best consulting firm for 2010. Our success is the result of great clients who believe in our vision and the exceptional commitment of our professionals. We look forward to participating in future research and challenging ourselves to be part of next years' Best-of-the-Best class," said [Mike Matacunas](#), Parker Avery Founder and CEO.

The [2010 Professional Services Maturity Model Benchmark report](#) was created by Jeanne Urich and R. David Hofferberth, P.E. Over 3,000 project and service-oriented organizations have come to rely on the fact-based analysis and deep insights SPI Research packs into its annual PS Maturity Model Benchmark report.

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About Service Performance Insight:

SPI Research provides an informed and actionable third-party perspective for service executives and technology providers. The organization's market research and reporting forms the context in which both buyers and sellers of information technology-based solutions maximize the effectiveness of solution development, selection, deployment and use.