XINDECO IOT

[CHIP] RETAIL · [NEW] ECOSYSTEM

RFID PROMOTING
LA CHAPELLE NEW RETAIL

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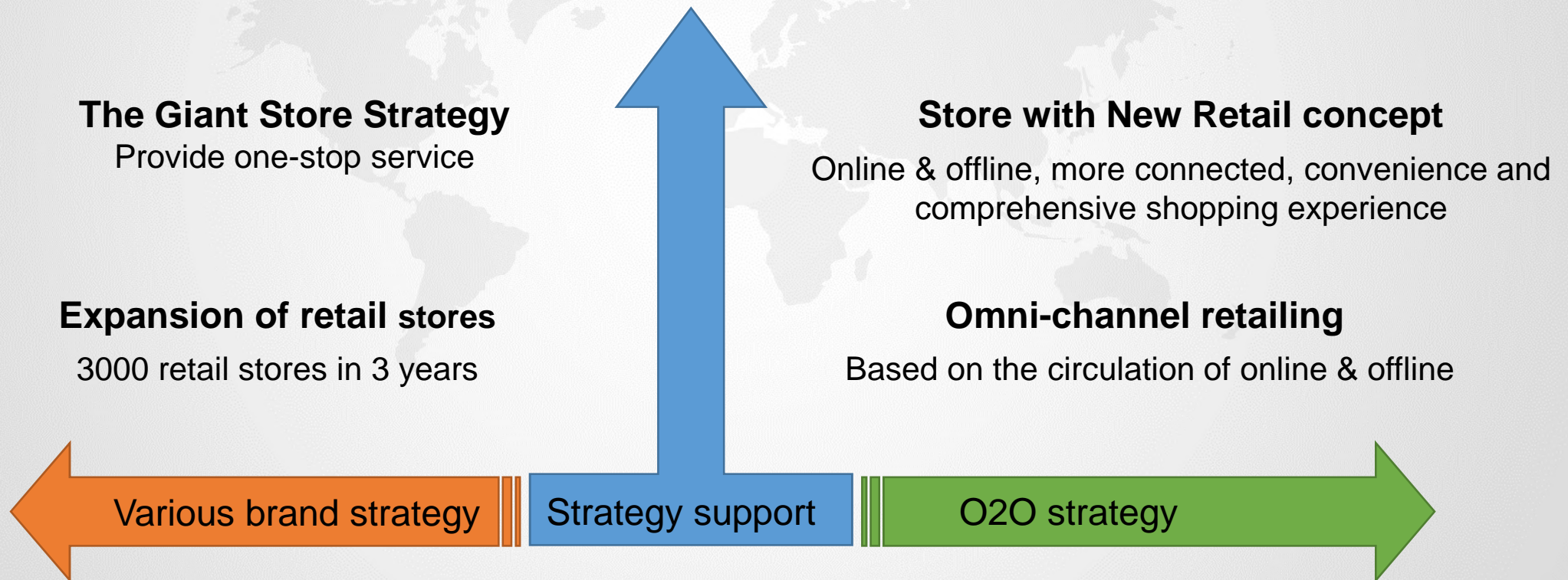
CONTNETS

01 BACKGROUND

02 OBJECTIVES

03 SOLUTIONS

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Background

8,907 Retail Stores

3 Logistics Centers

12 Famous Trademarks

Markets Covering **31** regions in China

La Chapelle

Fast-fashion   Multi-brands
Direct-sales

10.82%
On-line Business

343 Garment Factories

80M+ Pieces per Year

18,720 Products Styles

Background

On 25th, Sep, La Chapelle went public on Shanghai Stock Exchange

The Giant Store Strategy
Provide one-stop service

Store with New Retail concept
Online & offline, more connected, convenience and comprehensive shopping experience

Expansion of retail stores
3000 retail stores in 3 years

Omni-channel retailing
Based on the circulation of online & offline

Various brand strategy | Strategy support | O2O strategy

Managing challenge due to strategic support

战略支撑所带来管理挑战

- The challenges from the expanding of retail networks and business coverage;
- Tracking capacity of items；
- Capacity of Logistics distribution

- Various business segments coverage and information integration capacity；
- O2O strategy implementation and the further growth of business scale for the company's operational efficiency challenges；

Background

Problems faced with......

- Garment supplier: delivery specifications are difficult to ensure;

- Warehouse: "sampling - weighing" receipt mode affect the storage accuracy;

- Amounts of stores and variety of styles: resulting in warehouse picking, review, delivery workload is huge;

- Store inventory inaccuracy by SKU management：sales opportunities missed;

- Giant shop strategy：large store commodity management facing lots of difficulties
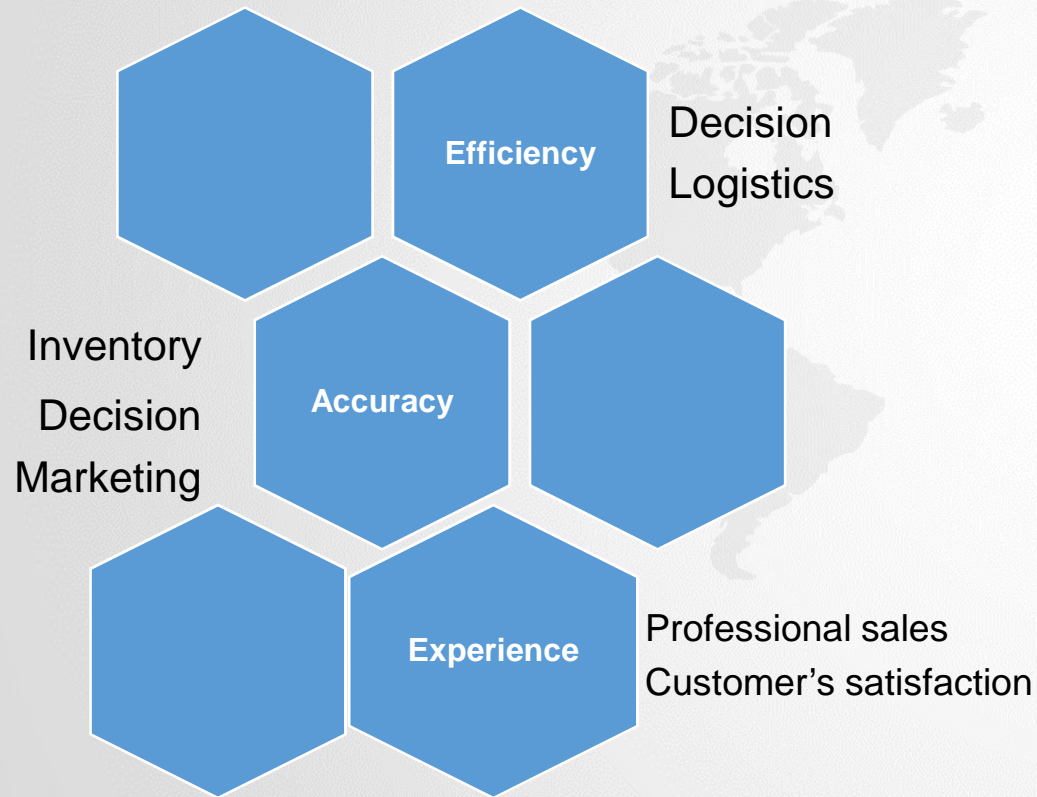
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HOW DOES RFID WORK?

Objectives

- ✓ Marketing Objectives: right time, right place, right goods, right way, right customer;

- ✓ Stores: management improvement, professional service, focusing on increasing the sales;

- ✓ Management: big data acquisition and analysis, reduce decision costs, tap business opportunity

- ✓ Logistics objectives: correct number, right goods, right time, right place, improve efficiency, speed up the flow of goods, shorten the listing cycle;
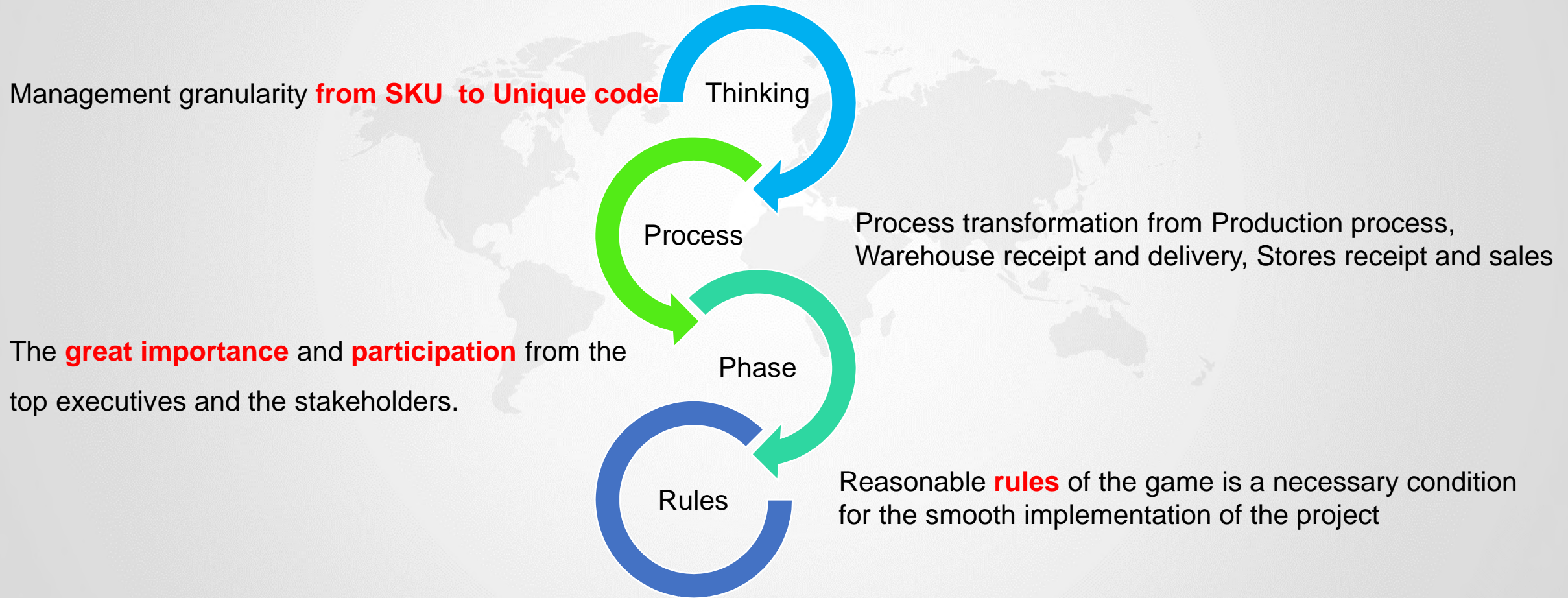
Solutions

Efficiency
Decision
Logistics

Inventory
Decision
Marketing

Accuracy

Experience
Professional sales
Customer's satisfaction

In summarize of these aims, it could be "efficiency", "accuracy" and "experience";

RFID is the best catalyst for efficiency and accuracy, "fast" and "accurate" could be its truly mission.

Solutions

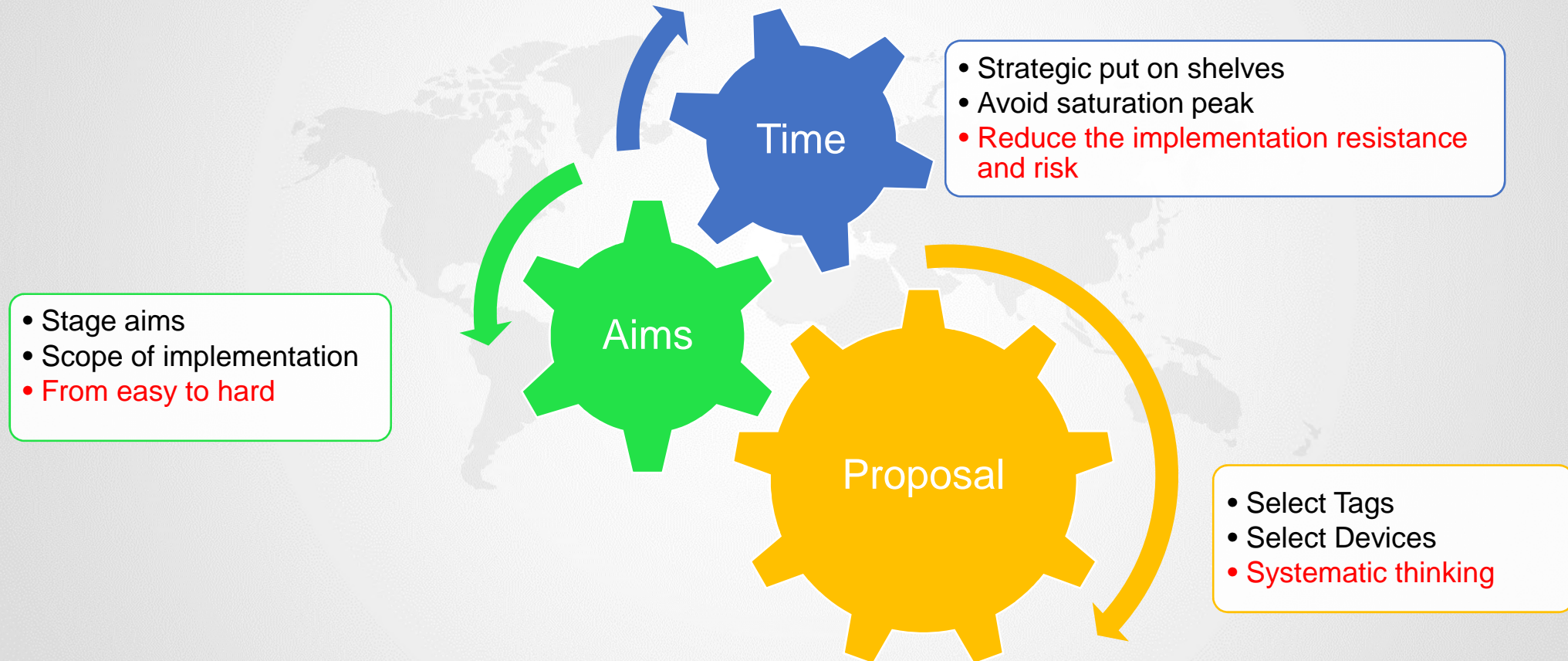Fastest Supply Chain

RFID product management, fast and accurate circulation of goods, O2O, new retail

Perceived Stores

RFID, sensing, AR, VR, AI and other technologies to enhance customer experience

「CHIP」RETAIL · 「NEW」ECOSYSTEM

People ·Items· Scenes

Merchandise data, comprehensive customer behavior data

Using video, AI, WIFI technology, statistical passenger flow and analysis of customer age, gender, etc., into the big data analysis.

Data Analysis and Mining

Passenger Statistics

Solutions

Management granularity **from SKU to Unique code**

Thinking

Process

Process transformation from Production process, Warehouse receipt and delivery, Stores receipt and sales

The **great importance** and **participation** from the top executives and the stakeholders.

Phase

Rules

Reasonable **rules** of the game is a necessary condition for the smooth implementation of the project

Solutions

Time

- Strategic put on shelves
- Avoid saturation peak
- Reduce the implementation resistance and risk

Aims

- Stage aims
- Scope of implementation
- From easy to hard

Proposal

- Select Tags
- Select Devices
- Systematic thinking

Case Study-Clothing Factory

- Develop datasheet and process of customized washing tags, paper labels, in order to ensure the reliability of products.

- Install "RFID packing & delivery system" to improve

  efficiency and accuracy

Case Study-Warehouse

- Fast receipt, inspection, excluding differences;
- Making up standards for shipping, receiving and complement;

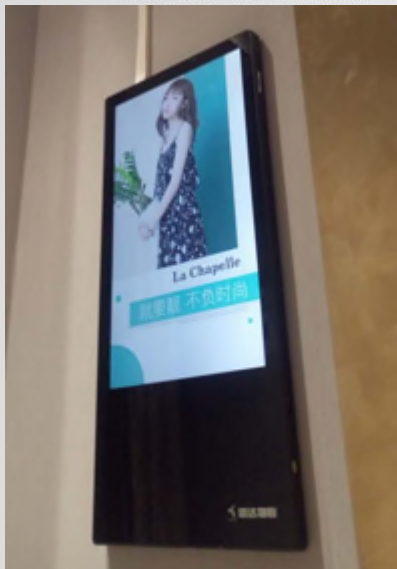# Case Study-Warehouse

Sorting systems automated delivery review

Overall review

Pick to box
Manual delivery checking

Case Study-Stores

- Combined with the Tmall extraordinary fashion brains, interactive fitting, intelligent matching;
- Automatic collect Customer's Fitting and purchase behavior data, providing useful data to R&D and Production people.

- Inventory checking is more accurate and rapid after use RFID, that's be more effective support O2O strategy;

- RFID rapid scanning to speed up the receipt of goods, shelves efficiency;
- Transfer / return process and specification;

La-chapelle's speed

2016.10.25

The first label orders

2016.12.25

Warehouse
Channel machine full
inspection in stock

2 moths

7days

2017.1.2
Warehouse delivery

3days

2017.1.5

Store received

Benefits

- Ordered over **60 millions** RFID tag;

- **200+** Garment Factories using the channel machines or flat-panel reader and installed "RFID packing & delivery system";

- **3** logistics center comprehensively using **16** Xindeco RFID-channel machines and **40+** flat-panel readers;

- **4000+** stores using smart management system, and realized goods management by RFID;

- Improved **200+** fitting rooms, we also joint Alibaba fashion AI algorithm to provide more accurate recommendation after acquired large fitting data in continuously.

Benefits

- Garment factory packaging error rate down from 4% to 0.5%;

- Warehouse shipping exception box rate reduced by 30%;

- Warehouse delivery review efficiency increased by 20%;

- Warehouse delivery review link save labor costs 20%;

- "sampling - weighing" to "full box-inspection" mode

Benefits

- Stock accuracy increased by **10%**;

- Store receipt efficiency increased by **4 times**;

- Store inventory efficiency increased by **3 times** ;

- APR(Associated Purchase Rate) increased by **6.72%**;

- The average fitting time increased by **41.1%**;

Benefits

CCTV News reported

Won the Alibaba Innovation Application Competition "Innovation Intelligent Shopping Guide"

Benefits-Expecting

User experience

- ✓ Diversified product display；
- ✓ Customer intelligent interaction；
- ✓ Personalization；
- ✓ ......

Business Data Mining

- ✓ User Portrait
- ✓ Trend decision
- ✓ Unmanned retail
- ✓ Clear consumer offline purchase process and behavior

信达物联
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Investment Enterprise of Fortune Global **500**

Listed company direct subsidiary
(Xiamen Xindeco: 000701)

Professional RFID tag customization,
R&D, manufacturing enterprise
enterprises

Focus on RFID technology for **12** years,
providing consultancy services

RFID hardware and software system
integrators

One-stop service
From label design to system development

Full experiences of RFID
project system integration in garment industry

Covering the **national** hardware service
platform network

HLA 海澜之家   MARK FAIRWHALE 马克华菲   M 茵曼   La Chapelle   MISS SIXTY