

Pricing and Promotions Capabilities Roadmap Development

Client

A \$1+ billion multi-channel, multi-banner retailer specializing in plus-size apparel

Challenge

- The client needed to standardize and update pricing strategies for regular, clearance, and promotional pricing across multiple banners and channel
- Faced increased competition, evolving consumer expectations, and margin pressure, making pricing efficiency a critical business priority
- The transition from catalog to eCommerce introduced complexities in pricing execution, promotional planning, and markdown strategies
- Leadership sought a structured, data-driven roadmap to enhance revenue, margins, and operational efficiency while integrating best-in-class pricing practices

Approach

- Conducted a current-state assessment of pricing and promotion capabilities, evaluating people, processes, and technology.
- Benchmarked against industry best practices to identify improvement opportunities and prioritize key initiatives
- Developed a strategic roadmap outlining technology, process, and organizational changes needed for transformation
- Built a high-level business case to assess financial impact and guide implementation planning

Impact

- ✓ Delivered a 3-year roadmap with short-term quick wins, mid-term objectives, and long-term strategic goals
- ✓ Provided a structured plan to improve sales, margins, inventory turnover, and operational efficiency
- ✓ Projected \$68M in annual ROI after full implementation
- ✓ Client engaged with the team for roadmap execution and implementation support.

Case Study

