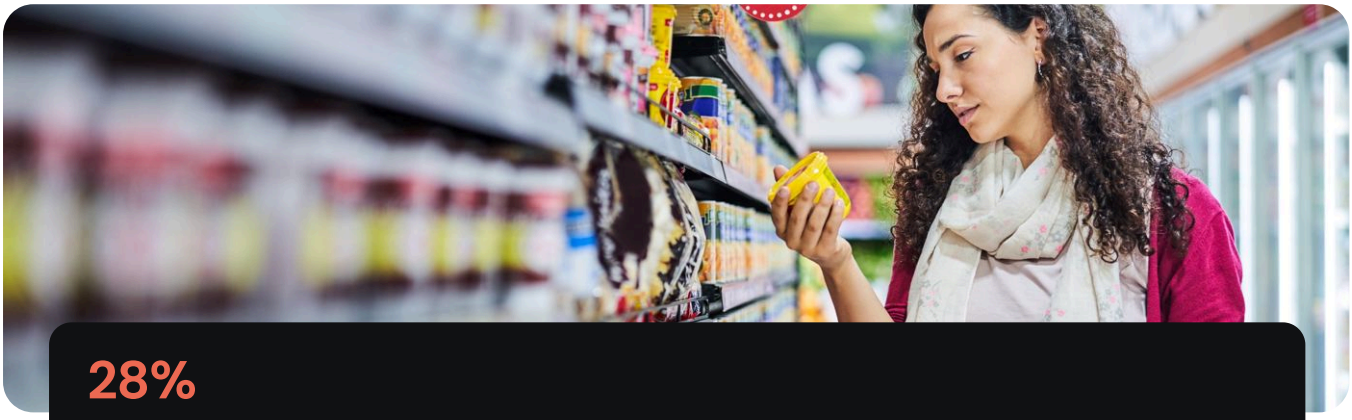
Retail & E-commerce · UAE

# A multi-store retailer cut stockouts by 28% with tracked stockroom replenishment

A Dubai retailer tracks the back-of-store stockroom in each shop and the warehouses that feed them, so fast-moving lines are transferred to a store before its shelves go empty.



**28%**
fewer stockouts across stores

AT A GLANCE

INDUSTRY
Retail

REGION
Dubai, UAE

SIZE
Large enterprise, many stores

PREVIOUSLY
Manual stock updates

FEATURES USED
Stores

## 01 The client

The client is a large retail company headquartered in Dubai, with multiple stores, warehouse locations and a central inventory team.

Each store has a small stockroom behind the shop floor, refilled from the warehouses. Its best-selling lines turn over quickly, and a gap on the shelf is a lost sale and a customer who may shop elsewhere next time.

## 02 The challenge

Store stockrooms and warehouses updated their stock by hand and on different days. The central team could not trust the numbers, so replenishment was late or sent to the wrong store.

- Fast-moving lines ran out on the shelf before anyone asked for more.
- Warehouse stock was not visible to store managers, and the reverse.
- One store could be short while another held surplus of the same line.
- Low confidence in stock data slowed every replenishment decision.

## 03 What they set up in Asset Infinity

The retailer set up each warehouse and store stockroom as a storeroom in Asset Infinity, with reorder points per store and stock moved between them on record.

Stores

### Stockrooms and warehouses together

Stock is held per location, so the central team and store managers see the same quantities for every store and warehouse.

Stores

### Store-level reorder points

Fast-moving lines have reorder points per store. Reorder advice lists what each store needs before the shelf runs out.

Stores

### Transfers between locations

Stock sent from a warehouse to a store, or from a store with surplus to one that is short, is recorded out of one location and into the other.

Stores

### Cycle counts in the stockroom

Stockroom staff count sections of stock on a rota, and differences are corrected so the numbers stay reliable.

## 04 How it works day to day

Keeping a store's fast-moving lines on the shelf now runs like this.

STOCKROOM ASSOCIATE

**Moves stock to the floor**

Stock taken from the back room to fill the shelves is issued out of the stockroom, so the stockroom quantity stays current.

SYSTEM

**Flags a line running low**

When a line drops below the store's reorder point, it appears in reorder advice for that store.

REPLENISHMENT PLANNER

**Finds the stock**

The planner checks the warehouses and nearby stores for the line and decides where to send it from.

WAREHOUSE TEAM

**Picks and dispatches**

The transfer is recorded out of the warehouse as it leaves, so the stock is in transit on record.

STORE MANAGER

**Receives the transfer**

The store checks the delivery and receives it into its stockroom, completing the move.

STOCKROOM ASSOCIATE

**Counts a section**

A rota of cycle counts covers the stockroom. Differences are recorded and corrected the same day.

INVENTORY MANAGER

**Reviews stock by store**

Reports show stock and transfers by store and line, and which stores keep running short.

## 05 Before and after

| | BEFORE | WITH ASSET INFINITY |
|---|---|---|
| **Stock updates** | Manual and inconsistent | Recorded as stock moves |
| **Visibility** | Stores and warehouses in separate records | One view of every location |
| **Replenishment** | Late, after the shelf was empty | Prompted by store reorder points |
| **Surplus** | Sat in one store while another ran short | Transferred between stores on record |
| **Accuracy** | Low confidence in the numbers | Kept honest by cycle counts |
| **Customers** | Gaps on the shelf | More consistent availability |

## 06 How it rolled out

1

**Visibility gaps found.** The team reviewed how each store and warehouse recorded stock and where replenishment broke down.

2

**Stock records and rules.** Stock records were moved across, and categories, stock rules and replenishment steps were configured.

3

**Ongoing support.** A support plan followed, with monitoring and reviews to keep improving how stock is managed.

## 07 The results

- Store and warehouse stock visible in one place
- Replenishment planned from consistent stock data for fast-moving lines
- Better coordination between stores and warehouses
- Fewer delays in handling and moving stock
- More consistent product availability for shoppers

## 08 Why it worked

**The stockroom is the early warning**

Reorder points on the back room raise the alarm while there is still stock on the shelf.

**Every location in one view**

Planners can send stock from wherever it is, including a store that has more than it needs.

**Small counts, often**

Cycle counts keep the numbers trustworthy without closing a store for a full stocktake.

## 09 Looking ahead

With stockrooms and warehouses in the same system, the retailer refills stores from evidence rather than from phone calls, and moves surplus to where it will sell.

The transfer and count history now held per store shows how quickly each line moves at each location, which is what the team needs to keep reorder points in line with demand.


## See it on your own assets

A 30-minute demo, set up for a multi-store retailer.

The client's name is withheld for confidentiality. Results are as reported by the client.

Book a demo

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