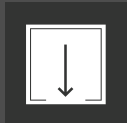**Markwins Beauty Brands Case Study | 2024**

Private & Confidential

CASE STUDY
BEAUTY PRODUCTS

The Problem

Since its conception in 1984, Markwins has been a powerhouse in beauty and cosmetics. As the brand expanded across several continents, the challenge of managing thousands of SKUs in multiple locations worldwide quickly became apparent.

The demand planning team originally relied solely on spreadsheets to maintain and manage their forecast. At the time, each brand operated on its own Excel sheet, and the lack of subsequent data made creating an accurate forecasting model nearly impossible.

Lacking a tool to help the team meet customer demand, Markwins turned to Avercast for guidance on demand planning.
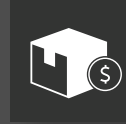
Creating Value

One of the biggest concerns for the Markwins team was the initial downtime associated with implementing new supply chain software. However, Avercast minimized the lost time by utilizing cloud implementation to speed up the process and complete the integration in less than a month.

Driving Next

As a result of working with Avercast, Markwins can now confidently forecast demand for all its products, regardless of whether the lead time is 12 weeks or six months. The software continues to be a valuable asset for the team, as they've seen an increase in forecast accuracy and fewer stockouts across their SKU catalog.

Raving Fan

"Before Avercast, we were glued to Excel spreadsheets and used them to maintain and manage our forecasts. Each brand used one Excel sheet, which became a hassle. Within a month of implementing Avercast, we noticed communication and collaboration among departments were improving along with our forecast accuracy."

— Martin Toh, Executive VP of Operations

280+ Algorithms
Used to Improve Forecasting Accuracy

Thank You!