SUMMARY

Coastal Pet Products partnered with TransImpact to modernize and streamline its demand planning process. Coastal Pet Products replaced manual forecasts with TransImpact's AI-driven Demand Planning, gaining visibility into SKU-level volatility, processing 43,000+ records weekly, and cutting inventory costs through smarter planning. The result: improved forecasting accuracy, reduced unnecessary inventory costs, and smarter resource allocation across the planning team.

INDUSTRY:
Pet Products & E-Commerce

JOB TITLE:
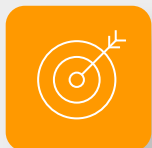Sales Planner

HEADQUARTERS:
Alliance, Ohio

PRODUCTS USED:
Demand Planning

The Challenge:
Scaling Just-in-Time Inventory

Coastal Pet Products Enhances Forecast Accuracy and Efficiency with TransImpact

Founded in 1968 by brothers Jim and Tom Stout with just $300 in startup capital, Coastal Pet Products has grown into a leading manufacturer of pet products, operating a nearly 400,000-square-foot facility in Alliance, Ohio.

With expansion underway, Coastal Pet Products needed more than spreadsheets to manage demand forecasting. Relying on disconnected client forecasts and internal estimates, the team struggled to capture optimization opportunities.

Manual methods made it hard to distinguish volatile SKUs from stable ones—leading to delays, inefficiencies, and excess inventory. As SKU counts grew, so did the complexity of forecasting accurately and efficiently.

Streamlining Demand Planning with a Scalable Solution

With over 7,500 SKUs and a growing e-commerce footprint, Coastal Pet Products needed a solution that could deliver just-in-time insights without manual effort. TransImpact's AI-driven platform enabled Coastal Pet Products to cut planning hours, identify at-risk products sooner, and improve overall supply chain efficiency.

> "Utilizing TransImpact has allowed us to cut down on person hours and focus on the overall planning process. It has also made it possible to identify which SKUs are highly volatile and need attention today, instead of spending time on products that aren't moving the needle."
>
> - Jim Bell, Sales Planner, Coastal Pet Products

The Solution:
Smarter Forecasting

Specifically, the solution provided:

Integrated Intelligence: The company moved from disconnected forecasts to a unified, AI-powered platform that evaluates 43,000+ data points weekly.

Forecast Accuracy: 350+ forecasting algorithms determine the best-fit model for each SKU, improving precision and lowering planning risk.

Resource Optimization: Freed from manual guesswork, planners now focus on the highest-impact products and planning priorities.

TransImpact

KEY RESULTS

- 43,000+ records processed weekly

- Improved forecast accuracy using 350+ best-fit models

- Significant time savings by eliminating manual planning

- Reduced carrying costs across product lines

The Results:
Reduced Costs

Staying Agile with Strong Partnership

With TransImpact's support, Coastal Pet Products now runs a leaner, smarter demand planning process that scales with business growth.

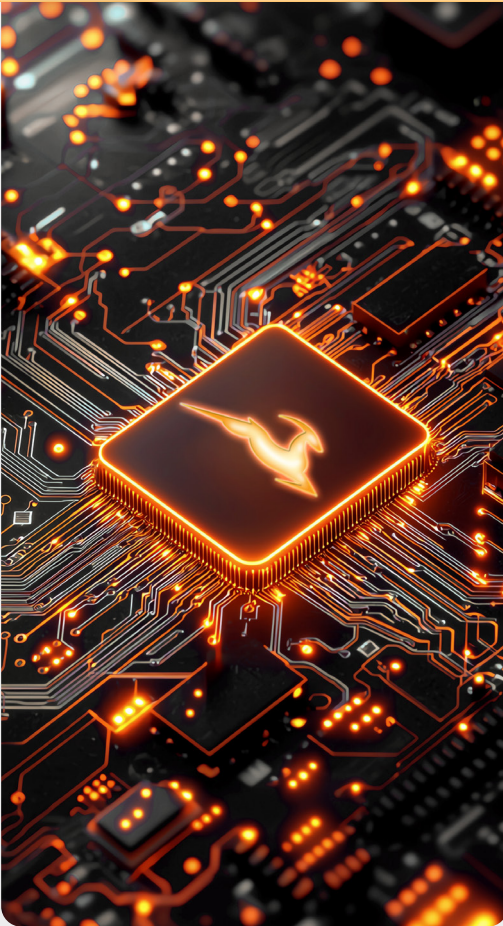Planners now focus on high-risk SKUs, responding to volatility in real time and reducing excess inventory. The shift from reactive to proactive forecasting has positioned the company to meet customer demand without overspending on inventory.

By working closely with TransImpact, Coastal Pet Products continues to refine its forecasting strategy and scale efficiently. With real-time analytics, intelligent modeling, and expert guidance, the company is set up to stay agile, cost-effective, and responsive in a fast-paced e-commerce environment.
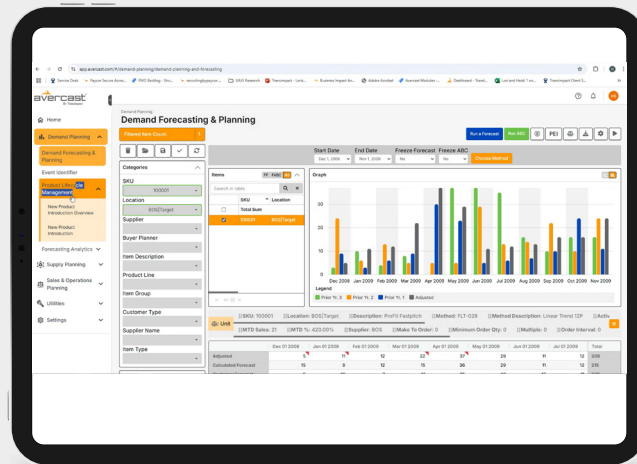
About TransImpact

TransImpact is a leader in technology-driven supply chain optimization. Our AI-driven solutions in supply chain, parcel contract negotiation, spend intelligence, and logistics cost management empower businesses to drive efficiencies, optimize costs, and improve financial performance. Trusted by companies managing over a billion dollars in logistics spend, TransImpact delivers real-time insights and strategic advantages to help organizations stay ahead in an ever-evolving marketplace.

Transform Your Supply Chain into a Strategic Advantage

Stop relying on guesswork and outdated planning methods. With TransImpact's Supply Chain Planning solutions, you gain real-time visibility, improve forecast accuracy, and align inventory decisions with demand.

→ Take control of your demand planning and supply chain now!

Contact us now at

sales-info@transimpact.com