



For immediate release

JustEnough's science-based replenishment makes lost sales rare for Australian retailer Strandbags

DURHAM, NC- March 3, 2009- Today JustEnough released a case study showing how Australian specialty retailer Strandbags is seeing lasting success like reduced markdowns, optimized sales potential and a financial boost since implementing JustEnough over a year ago.

Strandbags is one of Australia's largest and most successful specialty retailers, operating over 350 stores throughout Australia, New Zealand, the Middle East and South Africa. With thousands of products and styles to satisfy choosy customers, Strandbags' planners lacked store-by-store buying pattern data and other tools to ensure prompt stock replenishment. Using a blanket ordering approach, the company was re-stocking individual stores but quantities were based mostly on the planning team's speculation about future store performance. This meant that valuable sales opportunities were wasted if the demand exceeded projections.

"There was very little science being applied to store stocking and we could not replenish them quickly," recalls Nathan Toussaint, Business Analyst at Strandbags. "We could not do so because we lacked in-depth analytics. But even if we had analytics, we still needed to decipher the meaning behind the numbers. We couldn't."

Strandbags selected JustEnough to do just that. Using JustEnough's Demand Forecasting and Inventory Planning solutions, each item's stocked stores are now analyzed and ranked so that limited items are sent to the stores most likely to sell them. Faster-selling SKUs are proactively restocked and slower moving items are reactively replenished.

Even a year later, on-site retail managers are confident, knowing that when they see a particular item is selling briskly at their store it will be replenished quickly.

By sharing JustEnough's AgainstWaste philosophy, Strandbags continues to have less inventory that goes to waste. Plus, there are less wasted opportunities because StrandBags now delivers highly sought-after products right down to the store SKU level and far more quickly than before.

This effort helped Strandbags reduce its markdowns, resulting in a financial boost for the company, Toussaint says.

"Stores are amazed that their deliveries include more of the products they see selling well," Toussaint explains. "It's the only software that can tell us exactly what and how much stock was in the stores, thus ensuring our display quantities and safety stock are at correct levels."

To download a complete case study on Strandbags' success or to learn more about JustEnough, visit www.justenough.com/customersuccess.

About JustEnough

Founded in 1994, JustEnough is a global leader in Demand Forecasting and Demand Planning solutions.

Available OnDemand, OnSite and OnMobile, JustEnough's Demand Management solutions help retailers, manufacturers and wholesale distributors of every size, across a breadth of industries, to forecast their customer demand, plan their inventory, sales and operations and then execute on those plans.

JustEnough services more than 200 of the world's leading brands including Replenishment of **Levi Strauss's** North American stores, Inventory Planning at **Philips Lighting**, Demand Planning at **Seventh Generation**, Merchandise Planning at **Strandbags**, Master Production Scheduling at **John West Salmon**, Mobile Sales Force Automation at **Heineken** and Mobile Sales & Trade Marketing at **Cadbury**. Each year JustEnough calculates over 1.5 billion forecasts and recommends over 826 million orders to more than 8 million suppliers.

JustEnough is headquartered in the United States with offices worldwide.

For more information visit www.JustEnough.com, email info@justenough.com or call +1 (919) 956-7372

About Strandbags

The Strandbags Group is one of Australia's largest and most successful specialty retailers. Privately owned, the group operates over 350 stores throughout Australia, New Zealand, the Middle East, and most recently South Africa.

Strandbags stores retail Handbags, Small Leathergoods, Travelgoods, Business Cases and Backpacks and carry both internationally renowned brands as well as long established and exclusive private label ranges.

The group also owns the 'Equip' chain of stores retailing Fashion Jewelry and other Fashion Accessories. There are currently 80 of these stores. Further information is available at www.equipyourself.com.au.