



# Case Study

**b** BRAMBLE BERRY  
HANDCRAFT PROVISIONS



## CUSTOMER

Bramble Berry are a specialist retailer of personal cosmetics and handcraft of the highest quality, sourced from around the world.

They offer an extensive selection of soap, candles and toiletry making products, tools for every skill level and bring together the best creative inspiration, expert guidance, and high-quality handcraft supplies. With more than 60,000 customers, thousands of products they continue their journey to help fellow entrepreneurs, sell high-quality handcraft supplies, and encourage everyone to be creative.



## OVERVIEW

The criteria were to connect a digital fulfillment solution with Bramble Berry's existing e-commerce platform, tax, and shipping systems. Managing product inventory and optimising their fulfilment was continuously challenging.

Having assessed the existing business processes including understanding the current manufacturing processes, the first task for Tejas team was to strip back all the current operational mechanics and address each pain point with a clear and precise solution.

## APPROACH

To initiate the Digital Transformation journey, Tejas provided a combined product suite's out of box features to resolve most of the challenges. With long term optimisation and stability in mind, we focused on building custom and specialized solutions for accomplishing their business goals.

A summary of some unique solutions developed to streamline their process and help in their fulfillment.

# Order Management B2C Functionality:

Challenge	Solution	Results
<p>Lack of visibility with accurate inventory levels and status of internal work orders made it difficult for making informed decisions.</p> <p>Issues estimating back-orderable inventory of manufacturable products.</p> <p>Increased returns due to the challenges in the return management process.</p>	<p>Enriched product structure catered to their business model.</p> <p>New customer, internal product bundle component hierarchy.</p> <p>An efficient process for linking raw material and consumables until their finished products.</p> <p>Automated and advanced allocation process through complex custom batching algorithms.</p> <p>Seamless Integration with commerce cloud to sync product catalog.</p> <p>Systematically managing return orders from creation till refund.</p>	<p>Better management of products, accurate inventory levels on raw materials, finished products and consumables.</p> <p>Precise product definitions for all product types.</p> <p>Better control on scraps management.</p> <p><b>25%</b> uplift in manufacturer order processing.</p> <p>Better visibility of physical and bundle inventory.</p> <p><b>87%</b> accuracy on selling inventory to marketplace.</p> <p>Effective purchase order system for managing pre and back-order inventory.</p> <p><b>68%</b> increase on back orderable manufactured products.</p> <p><b>84%</b> reduced returns due to the informed decisions from the return management process.</p>

## Advantages:



Optimising Digital Experience



Accurate Inventory Control



Better Product Hierarchy



Productivity Improvement

# Order Management B2B Functionality:

Challenge	Solution	Results
Management of B2B orders to avoid conflicts with individual orders.	<p>Facility to create B2B customer quotations via TOMS (Tejas Order Management System) application.</p> <p>Ability to create bulk products for individual B2B Customers.</p> <p>Managing payments for the quotations from TOMS quotation module.</p> <p>Option to notify B2B Customers when quotation is ready for their review and approval.</p> <p>Automatic creation of sales orders from approved customer quotations.</p> <p>Facility to balance inventory between B2B orders and e-commerce orders as per the business need.</p>	<p>Better control of Marketplace orders vs B2B orders.</p> <p>Increased Trust with the B2B Customers.</p> <p><b>45%</b> Increase in sales across all product SKUs.</p> <p><b>87%</b> accuracy on selling inventory to marketplace.</p>

## Advantages:



Efficient B2B Quote Process Management



B2B Order Efficiency



# Warehouse Management Functionality:

Challenge	Solution	Results
Challenges in collecting print labels for certain product items during the pick-pack process.	<p>Provided an efficient integration in TOMS which feeds the sequential data to the external label printing system.</p> <p>TOMS uses the output labels from the external label printing system that helps the efficient pack process.</p> <p>Custom complex pick wave batching logic to support the needs for efficient picking and accurate packing according to the grouping by delivery methods, product bundling requirements.</p>	<p>Faster label printing compared with the existing process.</p> <p>Error-free label printing.</p> <p><b>67%</b> increase in the packing process completion.</p>

## Advantages:



Faster and Accurate Label Printing



Efficient Pack Process



Fulfillment Efficiency

## Conclusion:

With our products suite, Brambleberry was able to create accurate forecasting and planning capabilities. It places more reliance on manufacturing process status, harnessing the power of dynamic allocation rules to manage their inventory requirements. Tejas dashboard and reporting tools enabled the Brambleberry team to generate new insights and information for better decision making.



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