



Footwear Brand Manages Distribution with Wiser



IN-STORE EXECUTION
Retail Intelligence

About

The first mass-producer of rubber flip-flops engaged with Wiser to uncover the sources of distribution of parallel import of their products across two countries. Shoppers were sent to four retailers spread across the countries to confirm availability of parallel import and capture production information of the flip-flops.

Challenges

Establishing and maintaining a distribution network is expensive, but crucial to ensure a clean flow from the brand to the shopper.

While parallel import might be attractive to shoppers due to (often) competitive prices and styles not usually found in the country, there's no guarantee that the unauthorized distributor is supplying an original product or that there will be any post sale support available. Hence, despite the perception of 'striking a deal', shoppers might have a poor experience with the parallel import (e.g.: customer support, quality), which can deteriorate brand perception and product value. Parallel imports also impact the sales of authorized local distributors and licensees.

For the above reasons, brands frequently try to prevent grey market products from entering the country. The challenge is identifying not only the parallel import issue, but the source of supply to be able to address unauthorized distribution.

Benefits



Full Geographical Coverage

300+ stores were visited to provide the manufacturer with visibility across the two applicable countries.



Real-time, Automated Intelligence

Data allowed the brand to identify country of origin and the suppliers of the parallel import, then shared with their HQs.



Opportunities Beyond Identification

Wiser continued to partner with the brand to monitor results of the actions taken in regard to parallel import.

Results



Granular Competitive Data

Visibility provided to availability, price, styles (SKUs) and product information displayed on the bar code (e.g.: production code) to help trace distribution source.



Actionable Data Insights

91% of stores visited were selling parallel import products that could be addressed, with 15% having 10+ styles not usually sold in the applicable countries.



Protected Company Revenue

Price point of the parallel imported flip-flops were often sold at as low as 1/6 of the official product price in the country.



Brazilian born manufacturer of footwear **leverages the power of crowdsourcing** to hunt parallel import and trace to the source of distribution.

