sedApta | ELISA INDUSTRIQ

Customer Case Study

COSWELL

Coswell, excellence in everyday wellness

Coswell represents a group of family-owned companies specializing in the production and marketing of consumer goods for personal well-being, home care, perfumery products (both “masstige” and selective), and the Pharma channel.

The Coswell group operates in various sales channels, including large distribution, perfumeries, and e-commerce, with brands that are widely recognized and successful among consumers, such as Istituto Erboristico L’Angelica, Bionsen, Biorepair, Blanx, Fave di Fuca, Isomar, Prep, Vim.

Coswell provides innovative products, safe and efficient services to enhance the quality of life worldwide. Customer satisfaction is one of the main aspects of Coswell’s business. As a modern and innovative company, Coswell combines social and economic values in its daily activities. Originally an artisanal company,

Sector
Cosmetics
Chemical

Presence
520 Employees

Turnover
+ € 270 MLN (2023)

sedApta Module
Resource & Supply Planning
Sales Analysis
DRP
Sales Collaboration

Coswell strongly believes in the importance of transforming ideas into intuitive and innovative niche products. Coswell operates professionally and dynamically to offer high-quality innovative products, thanks to its modern and efficient production facilities, research laboratories, solid collaborations with top private research centers, and major universities and scientific institutions.

Coswell controls all stages of product creation, overseeing the entire production chain through research and development, production, and marketing.

The Coswell group is experiencing strong growth and exceeded €270 million in revenue in 2023, with approximately 20% generated internationally.

Analysis

In its growth journey, Coswell faced the limitations of manual management in various planning-related activities. Consequently, it sought a solution to accompany its digital transformation in the supply chain, identifying sedApta as the ideal partner.

Objectives

The objectives set by the Coswell group at the beginning of the project with sedApta are as follows:

- Have as reliable forecasts as possible, automatically proposed by statistical algorithms, adopting a best-fit strategy for different product cluster types and all sales channels (previously calculated manually using a single algorithm for all product types).
- Reduce stockout or overstock situations in distribution warehouses, optimizing the value of the warehouse itself through more accurate forecasts and demand-driven manufacturing planning.
- Manage the Phase in/Phase out of finished products and KITs with their components more efficiently (previously managed entirely manually).
- Measure the validity of forecasts (MAPE and forecast accuracy) at different levels and on different forecast versions.
- Develop a plan for factories with finite capacity (previously plans were made at infinite capacity, causing high effort for factories to align demand with production capacity).
- Have an expanded view of warehouse stock over a medium to long-term horizon through future inventory projections.

Benefits

To meet the aforementioned needs, the sedApta group planned the adoption of Sales Analysis, Sales Collaboration, DRP, and Resource & Supply Planning modules.

- Sales Analysis: Analyzes sales historical data, generates a statistical forecast for new products using similar products, integrates the effect of promotions, and identifies/removes peaks due to external factors or data noise.
- Sales Collaboration: Allows comparison of the statistical forecast with the forecast developed by the sales area, deciding together on the most reliable future scenario.
- Distribution Requirements Planning (DRP): Transforms sales forecasts into purchase requirements or production requests to factories, considering the frozen period, safety stock, lead times, and lots.
- Resource & Supply Planning: Makes the production plan feasible, anticipating or postponing productions based on the finite capacity of factories. The solution has been implemented in production facilities in Castello D'argile (INCOS), San Marino (LCS), Turin (Famac), and to support the planning of outsourced production (third parties).