NetSuite Retail Merchandising & Assortment Planning Guide

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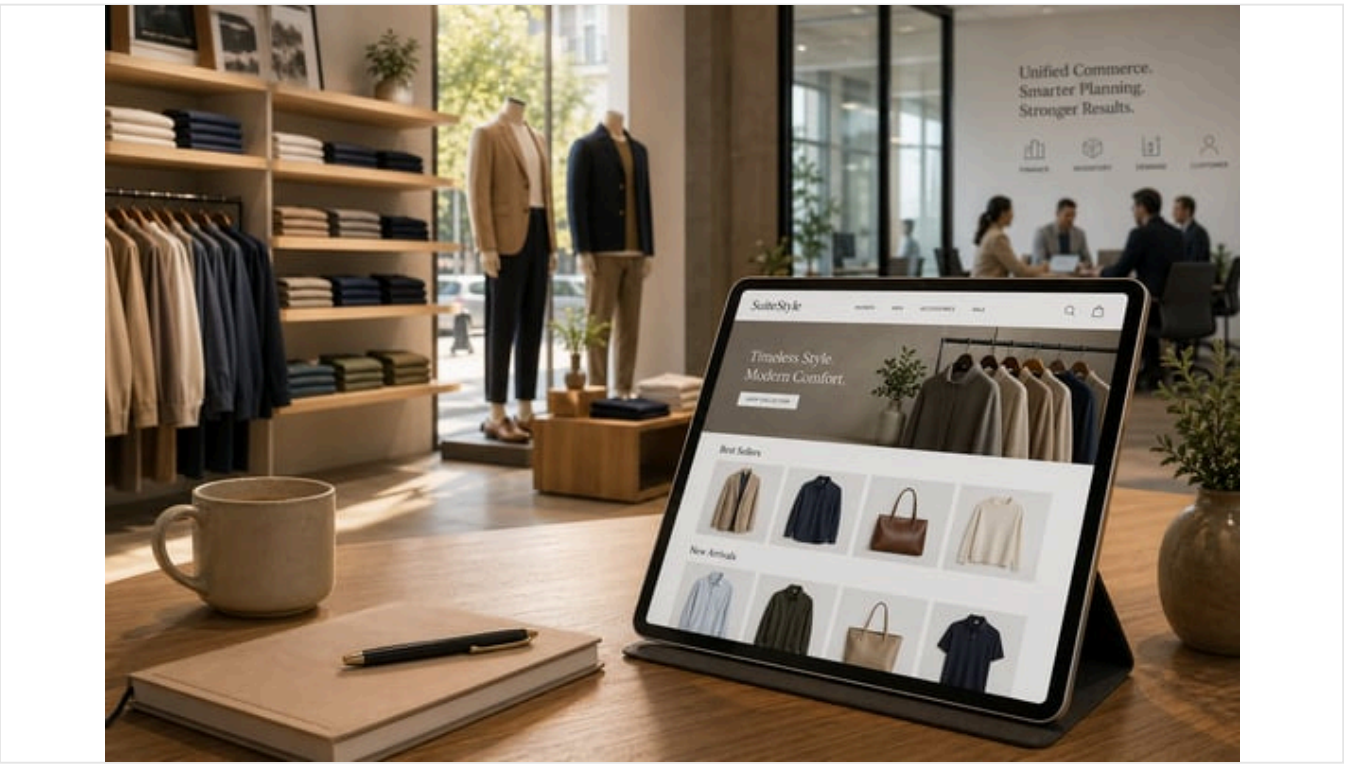

Executive Summary

Retail businesses increasingly rely on integrated, cloud-based ERP platforms like Oracle NetSuite to unify merchandising, inventory, and planning operations across channels. NetSuite provides a single data model encompassing financials, CRM, inventory, e-commerce, and point-of-sale, enabling retailers to manage products, stock levels, and sales in real time (Source: www.prnewswire.com) (Source: www.mossadams.com). This unified approach improves data visibility and efficiency: for example, one Nucleus Research case study found a NetSuite implementation in an apparel company increased **fulfillment per warehouse employee by 275%** and cut annual operating costs by $18,000 (Source: nucleusresearch.com). Retailers deploying NetSuite also gain built-in analytics and AI-driven insights; recently NetSuite launched its " Analytics Warehouse" and AI tools to help retailers forecast demand and fine-tune assortments (Source: www.prnewswire.com) (Source: www.techradar.com).

NetSuite supports core retail merchandising functions (category hierarchies, promotions, storefront product displays, etc.) and planning tools (demand/supply planning, reordering) within its ERP suite (Source: docs.oracle.com) (Source: docs.oracle.com). Merchandisers can use the **Merchandise Hierarchy** feature to organize items by departments, classes, and styles to identify sales trends and plan assortments (Source: docs.oracle.com) (Source: docs.oracle.com). In e-commerce, NetSuite's SuiteCommerce and Product Merchandising SuiteApp allow editors to define "merchandising zones" (e.g. *Featured Products*, *Cross-Sells*, *Best Sellers*) on webpages, ensuring that each product launch or campaign is supported by targeted on-site displays (Source: docs.oracle.com) (Source: docs.oracle.com). On the planning side, **NetSuite Demand Planning** can project future sales using methods like linear regression or seasonal averages, then generate purchase or production orders to maintain optimal stock levels (Source: docs.oracle.com) (Source: docs.oracle.com).

This report provides an in-depth look at using NetSuite for retail merchandising and assortment planning. It covers the historical context of retail ERP, key NetSuite features, step-by-step setup guidance, data-driven analysis, and case studies. We explore how to configure NetSuite's catalog (items, categories, hierarchies), enable demand/supply planning, and utilize SuiteCommerce merchandising tools. We also examine performance data and user experiences demonstrating NetSuite's impact on inventory optimization, customer experience, and growth. Finally, we discuss limitations, integration with emerging AI tools, and future trends in retail ERP. All claims and descriptions are grounded in credible sources (Oracle/NetSuite documentation, industry reports, and company press releases).

Introduction and Background

In the modern retail landscape, companies operate across multiple channels (online stores, physical shops, mobile apps, marketplaces) and geographies, making unified data and planning essential. Retail **merchandising** refers to organizing and promoting products to maximize sales, including how items are classified on shelves or webpages, how they are bundled or cross-sold, and how promotions are managed (Source: www.brightpearl.com). **Assortment planning** is closely related, focusing on selecting the right mix of products for each season or location and allocating inventory accordingly (Source: www.shipbob.com). As one analyst notes, effective assortment planning means choosing which products to stock during a given period and distributing them across stores or channels to maximize profit (Source: www.shipbob.com).

Historically, large retailers used legacy ERP or specialized retail solutions (like Oracle Retail or SAP for Public Sector) to manage procurement, inventory, and store operations. These older systems were often siloed and costly, making agile response difficult. By contrast, cloud ERP solutions promise unified data and faster innovation. Oracle's NetSuite (now Oracle NetSuite) pioneered cloud ERP in 1998 and has grown to over **37,000 customers** worldwide (Source: www.prnewswire.com). Its SuiteCommerce platform (launched 2012) and later acquisition of retail-specific assets have positioned NetSuite as a leading mid-market retail solution. Gartner and industry analysts note that, for many mid-size retailers, cloud ERP enables a *single version of truth* across finance, inventory, and operations (Source: www.mossadams.com) (Source: www.prnewswire.com).

Retailers adopting NetSuite commonly cite four benefits: real-time inventory visibility, unified omnichannel commerce, automated replenishment, and actionable analytics. For example, a Moss Adams study highlights that NetSuite's real-time inventory management (across stores, warehouses, and online) helps keep popular products in stock and avoid lost sales (Source: www.mossadams.com) (Source: www.mossadams.com). Similarly, Oracle press releases stress that NetSuite delivers a "360-degree view of every customer transaction" across channels, enabling personalized promotions and seamless shopping experiences (Source: www.prnewswire.com) (Source: www.prnewswire.com). Behind the scenes, NetSuite's underlying SuiteAnswers knowledge base emphasizes that merchandise planning involves forecasting demand, grouping products in hierarchies, and using sales analytics – all features NetSuite supports out of the box (Source: docs.oracle.com) (Source: docs.oracle.com).However, it's important to note that NetSuite does not include a dedicated "assortment planning" module in the same way as Oracle Retail Cloud services. Instead, retailers achieve assortment goals through combinations of NetSuite features (demand planning, merchandise hierarchy, saved searches, etc.), often supplemented by custom scripts or third-party tools. Nonetheless, for small-to-mid-size omnichannel retailers seeking to streamline merchandising workflows, NetSuite provides a comprehensive platform. This report examines how to set up and leverage NetSuite for retail merchandising and assortment tasks, what outcomes to expect, and how emerging AI-driven enhancements will shape the future.

NetSuite and Retail Merchandising: Overview of Capabilities

Unified Commerce and Inventory Management

NetSuite is a **cloud-based ERP** that integrates all core business functions – financials, order management, CRM, HR, and commerce – on a single database (Source: www.prnewswire.com). For retailers, this means one system governs both back-office processes and front-end channels. For example, SuiteCommerce (and SuiteCommerce Advanced) unify e-commerce with NetSuite's core ERP, while NetSuite Retail POS (formerly **SuitePOS** or "Retail Anywhere") connects in-store point-of-sale with the same backend. As Oracle's PR praises, retailers using NetSuite benefit from a *"single commerce solution that extends across physical point-of-sale to call centers and e-commerce via a responsive web storefront"* (Source: www.prnewswire.com).

A key advantage is **real-time inventory visibility**. Because NetSuite tracks stock on hand, incoming purchase orders, and customer orders within one system, it can tell you exactly where each SKU is, and what is immediately available for sale. Moss Adams points out that retailers can "manage inventory in real-time across multiple locations" with NetSuite, ensuring popular items remain in stock no matter how customers shop (Source: www.mossadams.com). This multi-location support – including the NetSuite OneWorld module – handles multiple warehouses, subsidiaries, or even international operations. For example, OneWorld allows one retail chain to manage US and global outlets with multiple currencies and tax rules on one platform (Source: www.dwr.com.au).

By consolidating data, NetSuite automatically resolves many manual tasks. It tracks sales orders and inventory levels constantly, so a replenishment manager always sees up-to-date stock status (Source: docs.oracle.com). NetSuite's **Demand Planning** module (discussed later) can then use historical sales to forecast needs, and its **Supply Chain Management** workflows propose purchase or work orders just-in-time. As a result, retailers report avoiding both stockouts and overstocks. For instance, in one case study a thread and accessories retailer credited NetSuite for improved forecasting that let them *"anticipate buying behaviors, ensure timely fulfillment of inventory, and avoid the risk of stockouts or overstock"* (Source: www.prnewswire.com).

Product Catalog and Merchandise Hierarchy

At the heart of retail merchandising is the product catalog. In NetSuite, each sellable item is an **Item record** (Inventory Item, Non-inventory, Assembly, etc.). Items can be extended with cusom fields (size, color, style) and can be organized into hierarchical structures. Two key classification features in NetSuite are **Commerce Categories** and **Merchandise Hierarchy**.

- **Commerce Categories** are primarily for website navigation. They define the menu and category pages on an e-commerce site. However, Oracle caution: *don't confuse Commerce Categories with Merchandise Hierarchy* (Source: docs.oracle.com). Categories are just for customer browsing on the website.
- **Merchandise Hierarchy** (native to NetSuite) is a flexible, multi-level hierarchy that mirrors how merchandising teams view products for planning and analysis (Source: docs.oracle.com). It could be, for example, Department > Classification > Category > Class > Sub-class (or custom labels). Merchandise Hierarchy lets retailers categorize every item into an organized framework. Once set up, this framework is key for reporting, budgeting, and assortment planning (Source: docs.oracle.com) (Source: docs.oracle.com).

NetSuite documentation emphasizes Merchandise Hierarchy as a tool to *"identify market trends and shopper buying"*, and to provide a *"strong framework for workbooks, reports, promotions, and more"* (Source: docs.oracle.com). By tagging each item with one or more nodes in this hierarchy, merchandisers can run sales analysis (e.g. vs. last year or vs. plan) at any level. For example, you might see that sales of *"Men's Organic T-Shirts"* are down – then drill into the hierarchy to compare by department or class (Source: docs.oracle.com). In planning, the hierarchy underpins assortment decisions: planners decide how many skus per category to carry, or what percentage of inventory each department should hold.

In practice, setting up the Merchandise Hierarchy involves creating levels and nodes via NetSuite's Hierarchy Manager (UI or CSV import) (Source: docs.oracle.com). Retailers can define, for instance, a "Men's Sportswear" node under Men's Clothing, or "Portable Electronics" under Electronics. This setup is crucial for assortment planning, since it codifies the differences between product lines. Once transactions flow through the system, NetSuite reports and SuiteAnalytics workbooks can slice data by these categories.

Storefront Merchandising Tools

For e-commerce retailers, NetSuite's SuiteCommerce Advanced (SCA) platform includes robust **storefront merchandising** features. These tools let merchandisers promote products directly on the website without coding. Key features include:

- **Search Synonyms and Searchandising**: To help customers find new items, merchandisers can create search synonyms (e.g. "jacket=coat") or add search-driven promotions (searchandising rules) to highlight items when specific keywords are used (Source: docs.oracle.com).
- **Product Recommendations (Related/Suggested Items)**: NetSuite can automatically display "Related Items" or "Customers also bought" lists on item pages. These are driven by rules or by correlated purchase history, enabling cross-sell and up-sell. The *Product Merchandising SuiteApp* formalizes this: merchandisers define "rules" specifying which SKUs to show in a *merchandising zone* on a page (Source: docs.oracle.com). For example, a ruleset might say "show accessories when viewing men's shirts".
- **Featured Products / Best Sellers**: The platform supports predefined zones for "Featured Products" or "Best Sellers". Merchandisers can select specific items for these zones, and the system automatically populates pages (or email templates) accordingly.
- **Promotions Engine**: NetSuite has a built-in promotions module where you can create discount coupons, gift-with-purchase offers, and customer-level pricing rules. Promotions can apply site-wide or to specific merchandise hierarchy categories.

In short, Once items are entered into NetSuite and assigned to categories, a merchandiser can drag-and-drop or rule-define where they appear on the website. The official help notes that after initial site templates are coded, *"these zones can be targeted with different content defined within merchandising rules without… a developer"* (Source: docs.oracle.com). This empowers non-technical staff to manage product displays.

A typical workflow when launching a new product illustrates these tools:

1. **Create the Item** in NetSuite (set price, inventory parameters, etc.) (Source: docs.oracle.com). Enable it for the web site by assigning it to a Commerce Category and uploading images/reviews (Source: docs.oracle.com).
2. **Optimize Findability**: Set search synonyms so customers using different terms (e.g. "hoody" vs "hoodie") still find the item (Source: docs.oracle.com).

3. **Promote on the Site**: Use Storefront Merchandising Tools to place the new item in *Featured* or *Related* zones. For example, use the Product Merchandising SuiteApp to display it on category pages via rules (Source: docs.oracle.com) (Source: docs.oracle.com).
4. **Analyze Demand**: Monitor initial sales and web traffic, then adjust page placements and promotions as needed. Detailed sales reports by merchandise hierarchy help inform these decisions (Source: docs.oracle.com).

This integration of catalog, site presentation, and analytics exemplifies NetSuite's merchandising approach: centralized data powering both front-end displays and back-end planning.

NetSuite for Assortment Planning and Demand Forecasting

While NetSuite does not provide a dedicated "Assortment Planning" module like Oracle's Retail Cloud, it offers **demand forecasting** and replenishment tools that retailers can use for similar purposes. NetSuite's demand planning process involves creating *Demand Plans* (forecasts) from historical sales, then generating *Supply Plans* (suggested purchase/work orders) to meet that demand (Source: docs.oracle.com). Key points:

- **Demand Plan**: Using the **Calculate Demand Plan** function, NetSuite analyzes past sales history (by item, location, etc.) and projects future demand. Multiple projection methods are available (e.g. linear regression, moving/seasonal averages, or dependency on open orders and quotes) (Source: docs.oracle.com). This yields a timeline of expected units by period for each item (or item-location).
- **Supply Plan**: Given a demand plan and lead time data, NetSuite's **Calculate Supply Plan** will propose the timing and quantity of purchase orders or work orders needed to ensure stock arrives in time (Source: docs.oracle.com). The supply plan considers preferred vendors and safety stock levels. The user can then generate the suggested orders directly from the plan.
- **Multi-Location Support**: If Advanced Inventory and OneWorld are enabled, demand and supply planning can be run per location or at aggregate levels (Source: docs.oracle.com). This helps with assortment decisions like how much stock to allocate to each store or region.

Thus, execution of assortment strategies in NetSuite often leverages the demand forecast to decide *how many of each product to carry*. While the system won't automatically pick which new SKUs to introduce, it can optimize quantities once the product line is decided. As Oracle explains: the demand planning workflow helps "maintain optimal stock levels" by revealing **exactly when** and **how much** to reorder (Source: docs.oracle.com) (Source: docs.oracle.com).

To illustrate, suppose a retailer sells a seasonal jacket line. They would enter historical sales for last season, run a demand plan to forecast this season's sales curve, then generate a supply plan to create purchase orders timed before the peak season (Source: docs.oracle.com). NetSuite would adjust for lead times (e.g. orders 15 days before needing the jackets) and even suggest pre-orders for quick-moving items, helping avoid stockouts.

Although not branded as "assortment planning," NetSuite's demand planning fulfills many assortment objectives in practice. By analyzing product performance (via Merchandise Hierarchy reports) and then using demand forecasting, buyers can determine the *right mix* of products by category. For instance, a merchandise planner might use a **Workbook or Saved Search** grouped by hierarchy to see that *Blue Jeans* constitute 30% of a denim budget, suggesting that any new assortment should allocate a similar ratio. Then demand planning would quantify *how many pairs* are needed per store.

Implementation and Setup Guide

This section outlines how a retail organization would configure NetSuite to enable merchandising and planning capabilities. It assumes you have a NetSuite account with the necessary permissions; some features (like Advanced Inventory Management or SuiteCommerce) require separate licenses.

1. Enable Required Features

First, in **Setup > Company > Enable Features**, turn on:

- **Commerce** (if using SuiteCommerce): Enable SuiteBuilder, Web Store, Commerce Categories, and other e-commerce options.
- **Advanced Inventory Management**: Required for NetSuite's demand planning functions (Source: docs.oracle.com).
- **Demand Planning**: Once Advanced Inventory is on, enable Demand Planning on Inventory preferences.
- **Merchandising**: Under CRM or Accounting tabs, enable any Store/Item search features if not already.
- **OneWorld** (optional): For multi-company or multi-currency retailers.

- **SuiteCommerce Advanced** (if using SCA) and **Point of Sale** (if using SuitePOS).

Enabling these features typically requires reloading the browser and/or a role with Administrator privileges.

2. Configure Merchandise Hierarchy

Under **Lists > Merchandise Hierarchy**, create your top-level hierarchy (e.g. “Corporate Merchandise Hierarchy”). Within it, define levels (Department, Class, Category, etc.). Then, using **Hierarchy Manager** or CSV import, add each node (e.g. “Men’s Clothing > Shirts > T-Shirts”). Keep the hierarchy locked for historical consistency, and create new versions yearly or per season if needed.

Once the Structure is set, **assign items** to the hierarchy. When creating or editing an Item record, link it to the appropriate Merchandise Hierarchy node. For matrix (size/color) items, the parent item gets the classification. This ensures all sales of that SKU flow up to the right department/class.

The Merchandise Hierarchy underpins all further planning: ensure it reflects your product categorization strategy. (Oracle documentation warns not to confuse this with website categories (Source: docs.oracle.com).)

3. Set Up Items and Categories

Create or import **Items** in **Lists > Accounting > Items**. For each product, specify:

- **Type**: Inventory, Assembly, or Matrix (for apparel with variants).
- **Display**: If using SuiteCommerce, mark the item as *Web Store* visible and select the appropriate **Commerce Categories** (for site navigation).
- **Pricing and Costing**: Enter base price, cost, and commissions.
- **Inventory Parameters**: Enter preferred vendor, lead time, reorder point, safety stock, etc. Also set *Average Cost* or *Landed Cost* methods if used.

For matrix items (e.g. a shirt with multiple sizes/colors), define the parent item with features and dimensions. Then enter matrix child SKUs (size/color variants). This helps with assortment analysis by features (you can see which colors or sizes sell better).

In **Website > Commerce Categories** (if SCA enabled), define your customer-facing categories (Electronics > Laptops, etc.). Each item must be assigned to at least one category for it to appear on the site. Note: Commerce Categories are only for the public web store; they are separate from the internal Merchandise Hierarchy.

4. Configure Demand Planning

Once items and transactions exist, configure demand planning under **Setup > Planning > Demand Planning**:

- **Preferences**: Specify Projection Methods (e.g. Seasonal Average), Historical and Forecast Period lengths (how many months of history, how far to forecast), and whether to include future open orders.
- **Calculation**: Navigate to **Calculate Demand Plan** (Transactions > Demand Planning). Choose the date range, item filters (or Location if multi), and run the forecast. NetSuite will process past sales and generate an item demand plan record.
- **Review/Edit**: View and adjust the Demand Plan. For each item/location, you can tweak the forecast manually if needed.
- **Generate Supply Plan**: With the Demand Plan selected, run **Calculate Supply Plan**. Enter the period for planning (e.g. next 6 months) and it will suggest purchase/work orders. Review the proposed orders for each item, which take into account vendor lead times and safety stock.

For example, a seasonal item with erratic history may need manual overrides (e.g. “I want 200 units in November and 50 in December”). The supply plan then spreads those orders accordingly while considering reorder points.

NetSuite also provides reports to monitor plan status (e.g. *Demand Plan vs. Actual*).

Best Practice: Enable the *Available-to-Promise* feature. This ties in demand planning with real-time sales orders so that the system respects both plans and actual commitments (Source: docs.oracle.com).

5. Set Up SuiteCommerce and Storefront Merchandising

If using SuiteCommerce Advanced (web store):

- **Site Builder**: Work with a developer to install SCA and configure website templates. The dev creates or modifies theme files (HTML/CSS/SSJS) to define pages and "zones" where merchandising rules will display.
- **Merchandising Zones**: In SCA's backend, identify placeholders (e.g. a "Related Items" zone on a product page). Through the Product Merchandising SuiteApp, you will assign a *Merchandising ID* to each zone (provided by the developer) to connect the site template with NetSuite's logic (Source: docs.oracle.com).
- **Create Products Merchandising Rules**: In **Marketing > Product Merchandising > New Rule**, define rules for each zone. Specify criteria (e.g. *When viewing any item where Department = Men's > Shoes, show items tagged "Shoes Accessory"*). You can use merchandise hierarchy fields or item meta. The rule's output is a dynamic search query.
- **Sync and Test**: After defining rules, ensure the site is regenerating content properly. Use the developer tools to preview the zones. For example, on a men's shirt page, check that the "Accessories" zone shows shoes or belts as specified.
- **Sales Promotions**: In **List > Marketing > Promotions**, create any sales or coupons. Promotions can be tied to hierarchy categories. For instance, a 10% off on all *Men's Jeans* category products.

Note: The Product Merchandising SuiteApp is available for SuiteCommerce Advanced. It allows you (the merchandiser) to manage on-site catalogs without touching code—once zones are set. Oracle's guide warns that good upfront planning of zones reduces future dev costs (Source: docs.oracle.com).

6. Analytics and Reporting

NetSuite offers built-in reporting via Saved Searches, the new SuiteAnalytics Workbook, and the **Analytics Warehouse** (an add-on data warehouse with AI).

- **Merchandise Analysis**: Use Saved Searches or Workbooks to analyze sales by merchandise hierarchy, location, time period, etc. For example, a saved search can show YTD sales by department or find top-selling items per category.
- **Dashboard KPIs**: Create dashboards for merchandising managers. Typical KPIs include inventory turns, days of supply by category, Vendor On-Time performance, and Sales vs. Plan.
- **AI and Warehouse**: NetSuite's Analytics Warehouse (announced 2024) uses ML to discover trends across sales channels. Retailers like Feetures and Thread have used it to consolidate ERP, Shopify, and Google Analytics data (Source: www.prnewswire.com) (Source: www.prnewswire.com). The system's AI features can spot anomalous demand spikes, suggest reorder points, and highlight underperforming SKUs.

7. Workflow and Role Permissions

Define roles for merchandisers, buyers, planners, and analysts:

- **Merchandiser Role**: Access to Products > Categories > Product Merchandising, Sales Reports by category, and web store content.
- **Buyer/Planner Role**: Access to Inventory Management, Demand/Supply Planning, Purchase Orders.
- **Analytics Role**: View/Build Saved Searches, Workbooks, Dashboards.

Use NetSuite's role-based permissions to restrict sensitive financials while granting merchandising staff the tools they need.

Data Insights and Evidence

Industry research and client reports consistently find that unified ERP+commerce deliver measurable ROI for retailers using SuiteCommerce/NetSuite:

- **Improved Efficiency and Visibility**: Oracle NetSuite asserts that retailers using its platform *"improve productivity and deliver exceptional customer experiences"* by centralizing data and automating processes (Source: www.prnewswire.com). Moss Adams amplifies this, noting NetSuite provides real-time inventory visibility to *"manage stock levels, reduce costs, and improve customer satisfaction"* (Source: www.mossadams.com).

- **Inventory Optimization**: In practice, retailers report drastically reducing manual processing. For instance, Hudson & Canal (a furnishings supplier) used NetSuite to integrate finance, logistics, and inventory data; they cut weekly time spent on landed cost analysis from **4 hours to 10 minutes** (Source: www.prnewswire.com). Their CEO credits NetSuite's insights with helping to *"right-size inventory and further optimize profit margins."* (Source: www.prnewswire.com)

- **Data-Driven Merchandising**: Retailers like Feetures (athletic socks) and Thread (accessories) utilize NetSuite Analytics Warehouse to fine-tune product strategies. Feetures' IT manager states that automated insights from consolidated data *"help fine-tune product strategies, improve cash flow forecasting, and optimize warehouse staffing."* (Source: www.prnewswire.com). Similarly, Thread's COO praises NetSuite for enabling forecasts that *"anticipate buying behaviors… [and] ensure timely fulfillment… [avoiding] stockouts or overstock."* (Source: www.prnewswire.com).

- **Personnel Productivity**: According to NucleusResearch, one apparel retailer increased fulfillment throughput per warehouse worker by **275%** after moving to NetSuite, while reducing annual ops costs by $18,000 (Source: nucleusresearch.com). The study notes that NetSuite's unified platform (versus a mix of SAP, spreadsheets, and point solutions) was chosen for scalability and ease of use (Source: nucleusresearch.com). This aligns with general findings: Oracle's SuiteSuccess Retail claims *"3–5% increase in customer loyalty"* and *"5–25% reduction in out-of-stocks"* for clients implementing best-practice setups (Source: www.randgroup.com).

These improvements translate into stronger growth. NetSuite marketing cites customer anecdotes like **Glassybaby** and **Patriot Outfitters** that gained omnichannel agility and growth by consolidating POS, online, and back-end systems (Source: www.prnewswire.com) (Source: www.prnewswire.com). Personalization and consistency across channels have been credited with higher sales conversion. In fact, Oracle's GM of Retail emphasizes that a "360-degree view" of data is essential to grow customer relationships and drive revenue (Source: www.prnewswire.com).

The table below summarizes case-study outcomes:

COMPANY / CASE	INDUSTRY	NETSUITE FEATURES USED	IMPACT / ROI (PER SOURCES)
Apparel Retailer (Nucleus 2023)	Apparel & Fashion	Unified ERP (inventory+fulfillment); dashboards	Fulfillment-output per employee **+275%**; **$18K** annual cost savings (Source: nucleusresearch.com)
Feetures Socks	Sporting Goods	ERP+Shopify integration; Analytics Warehouse	Centralized data; *"fine-tune product strategies, improve cash flow forecasting"* (Source: www.prnewswire.com)
Hudson & Canal	Home Furnishings	ERP + 3PL data integration; Analytics Warehouse	Reduced landed-cost analysis **4h→10m/week**; *"right-size inventory, optimize margins"* (Source: www.prnewswire.com)
Thread Bags	Fashion Accessories	Multi-channel ERP (DTC & wholesale), Demand Planning	Improved forecasting; *"anticipate buying behaviors… avoid stockouts or overstock"* (Source: www.prnewswire.com)
Patriot Outfitters	Outdoor Apparel (2013)	SuiteCommerce + SuitePOS	Eliminated manual integration; boosted omnichannel growth (Source: www.prnewswire.com) (Source: www.prnewswire.com)

These real-world examples, along with surveys of Netsuite users on G2/Gartner, highlight consistent benefits: centralized inventory control, real-time analytics, and improved margins. As a result, retailers cite NetSuite's unified data model as critical to scaling operations without commensurate increases in headcount.

Case Study: Fashion Retail Implementation

consider Charlotte Tilbury (beauty brand) from Houseblend case studies:

Tags: netsuite retail, retail merchandising, assortment planning, merchandise hierarchy, demand forecasting, suitecommerce, cloud erp, inventory management