

Case Study: Fresh Produce Retail

Fresh Produce first sprouted in 1984 in Long Beach, CA selling silk-screened t-shirts and custom jewelry at the '84 Summer Olympics in Los Angeles. The concept then is the same as now - to bring the emotions, the colors, the sensations, the leisure of beach life to every day life through fashion.

Fresh Produce came to Akamai Consulting to assist the company with merchandise planning after making changes to their buying structure. In order to maximize profitability and minimize purchasing mistakes, data from previous years was analyzed to project growth by category and all buying activity was mapped for the coming year. This analysis included sales trends, stock to sales ratios, margins, stock availability and markdowns.

By understanding historical sales and following our recommendations about purchasing patterns, Fresh Produce was able to realize \$2 million in additional annual revenues without incurring additional costs or increasing spending on inventory!

Now in its third decade, Fresh Produce continues to be 'Made in the USA' and has grown into a \$50 million company with one of the most original, refreshing and captivating casual, resort and sportswear lines in America. Known and loved by women of all ages for lush colors, year-round sensibility, simply inspired design and coastal comfort, Fresh Produce delights customers around the globe.

"We are 100% satisfied with the project Akamai Consulting executed for Fresh Produce Retail. They completed it much faster than expected, including changes on our behalf. They are incredibly smart; provide insights into how to improve our business, and are a pleasure to work with. We would give Akamai an A+ rating and use them again."

