



# Henry Bucks

Case Study



Henry Bucks is renowned as the best menswear brand and suits in Australia.

Established in 1890, and with stores across Melbourne and Sydney, Henry Bucks is an Australian menswear fashion icon.

### **Brief**

Henry Bucks clientele consists of time-poor business executives with an expectation of premium service. The ability to provide menswear immediately to all buyers is their customer service standard.

While the front-of-house areas maintained that tradition of excellence, the volume of items had increased over the years and their back of house or stockroom area was in need of an upgrade.

## Solution

After an extensive onsite evaluation, our design team developed a customised stockroom layout, which not only maximised storage capacity but also provided adjustable and safe garment storage.

To improve efficiency we assigned designated areas for:

- Incoming goods
- Stockroom processes
- Alterations
- Online order fulfillment

We also integrated equipment such as workstations and whiteboards as part of our solution.



## Results

The end result is a highly efficient stockroom that can keep pace with the demanding nature of retailing today.

- All stock is now safely stored in racks and shelves – protected from damage or loss
- Inventory accuracy drastically improved
- Stockroom can now easily fit four staff members (compared to two previously) – leading to improved morale and shorter wait time for clients
- Maximised storage space – can now hold twice as much stock