

Master Zoo

How LEAFIO Cut
Manual Assortment Work
by Half

150%

Faster Matrix
Updates



master
zoo



-25%

Out-of-matrix items



200+
Stores



6,000+
SKUs



Top
Pet Chain

KEY FACTS

A leading pet retail chain, running 200+ stores with 6,000+ active SKUs across pet food, accessories, and care categories. As the network grew, its legacy ERP setup could no longer keep up with assortment complexity and replenishment precision.



Vertical:
Pet Stores



200+
Stores



10,000
Employees



6,000
SKUs



CHALLENGES MASTERZOO FACED BEFORE THE IMPLEMENTATION

- Assortment personalization became difficult at store level
- Safety stock buffers were inconsistent
- SKU rotation required heavy manual work
- Cluster governance was rigid and slow
- Order generation became unstable and error-prone



BUSINESS PROCESS CHANGES



Dynamic cluster management

MasterZoo can now modify store clusters on the fly and manage individual store exceptions without creating new clusters, giving category teams far more flexibility across the network.



Streamlined matrix operations

Matrix edits that previously required multiple repetitive actions per SKU are now done in 1–2 clicks, cutting manual labor in assortment operations by roughly 50%.



Multi-store management

With LEAFIO Assortment Performance, MasterZoo manages consistent, personalized matrices across 200+ stores and 6,000+ active SKUs without losing control at the store level.



Future period planning

The team can now build assortment matrices for future periods in advance, supporting planned rotations, launches, and seasonal changes rather than reacting to them.



Improved matrix compliance

Stricter matrix governance and a better rotation workflow reduced out-of-matrix items by up to 25%, ensuring stores sell what they're supposed to sell.

IMPLEMENTATION RESULTS

+150%

faster matrix updates

-25%

out-of-matrix items

-50%

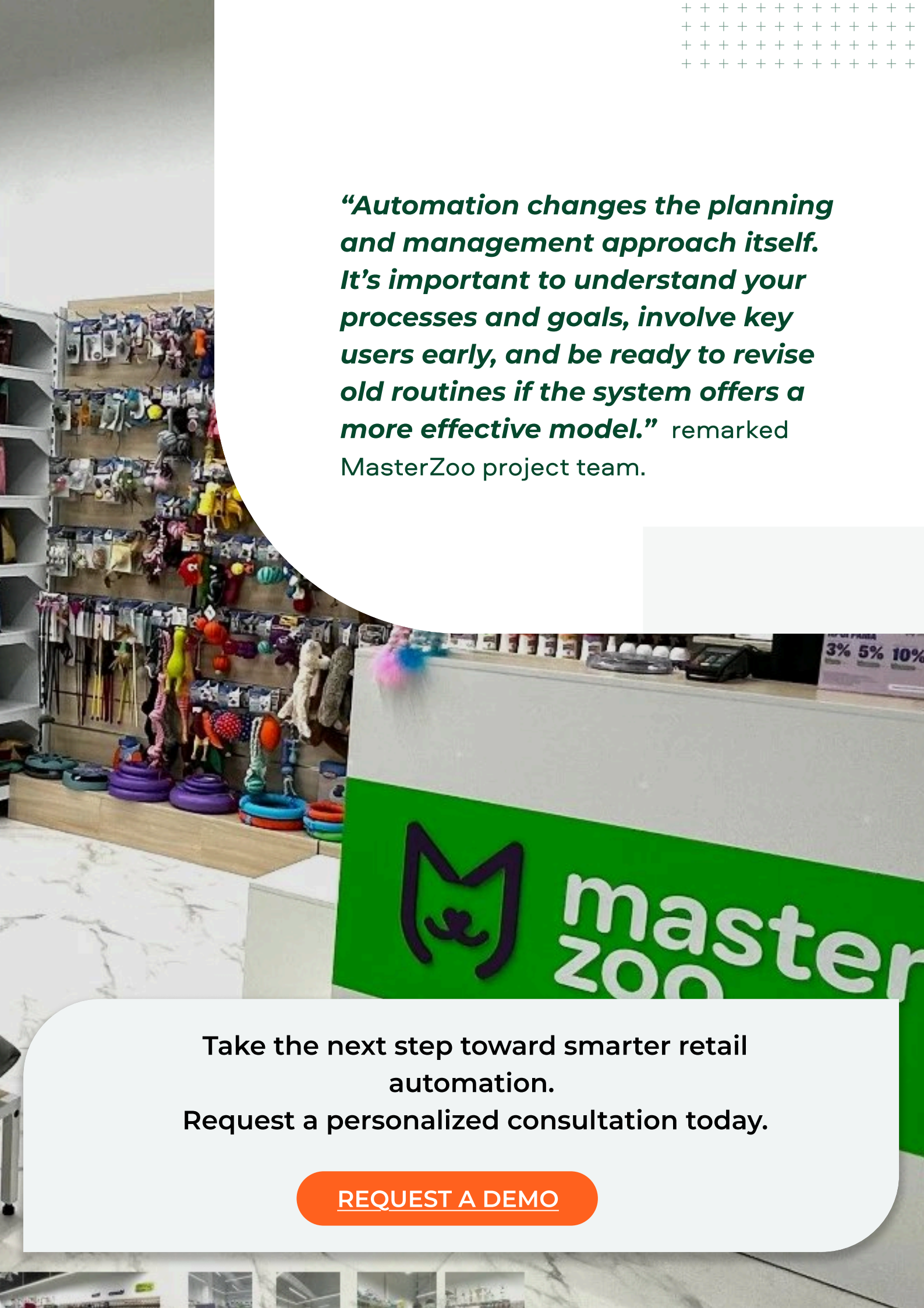
manual labor in assortment ops

KEY BENEFITS:

- **One connected system:** Assortment Performance and Inventory Optimization work together — assortment defines what should be sold and where, inventory ensures it's available with correct buffers and timing.
- **Dynamic clustering:** Clusters can be modified on the fly, with individual store exceptions handled without creating additional clusters.
- **Future period matrix planning:** Matrices can be built ahead of time, improving rotation discipline and reducing outdated SKUs in-store.
- **Built-in reporting:** The Assortment Report Builder consolidates key category KPIs in one view for faster decision-making.
- **Scalable foundation:** Built to support a fast-growing network, from the current 200+ stores to future expansion.



“Automation changes the planning and management approach itself. It’s important to understand your processes and goals, involve key users early, and be ready to revise old routines if the system offers a more effective model.” remarked MasterZoo project team.



Take the next step toward smarter retail automation.
Request a personalized consultation today.

[REQUEST A DEMO](#)