leafio
RETAIL AI SOLUTIONS

CASE STUDY

HEALTH & BEAUTY



L COSMETICS

How LEAFIO Improved Store Performance and Drove Growth

25%
Inventory Turnover Improvement

Faster stock turnover, less overstock

100%
of the assortment connected to the system

26
Stores

10,000
SKUs

Only
Drogerie Chain in Estonia

KEY FACTS

L Cosmetics, a renowned Estonian cosmetics chain that has 26 stores across the country and offers a wide range of quality products at affordable prices for women, men, children, and the home, representing well-known brands from different countries.

Vertical:
Health & Beauty

10,000
SKUs

26
Stores



CHALLENGES L COSMETICS FACED BEFORE THE IMPLEMENTATION

- **Empty Shelves:** Led to lost sales, especially during promotions when products didn't arrive on time.
- **Overstocks:** Occurred with high-selling items due to managers ordering large quantities.
- **Manual Order Placement:** Time-consuming and resulted in an excessive workload.
- **Insufficient Resources:** Limited human resources for strategic calculations and KPI evaluation.
- **Lack of Analytics:** Made it difficult to identify and address problem areas.

BUSINESS PROCESS CHANGES

Full-Scale Automation

Demand forecasting and order generation now run automatically, and orders go straight to suppliers — replacing manual, per-store ordering across three departments.

Proactive Decision-Making with Analytics

LEAFIO AI's advanced analytics allowed managers to identify inventory issues in real time, leading to more proactive decision-making.

Centralized Procurement Control

Procurement was centralized at HQ, improving efficiency and control over inventory management for both retail and distribution.

Order Process Optimization

50% of order schedules are auto-sent, ensuring correct orders and improved department efficiency.

Transparent Delivery System

The elimination of backdating created a streamlined, transparent delivery process, ensuring on-time orders and deliveries.

Fast Auto-Replenishment Setup

Auto-replenishment was configured in about 1.5 months, connecting 100% of the store assortment and cutting the buyers' manual workload.

IMPLEMENTATION RESULTS

↑25%	inventory turnover improvement
100%	of assortment connected to the system
↓6%	average reduction in overstock

KEY BENEFITS:

Optimized Workflow & Efficiency

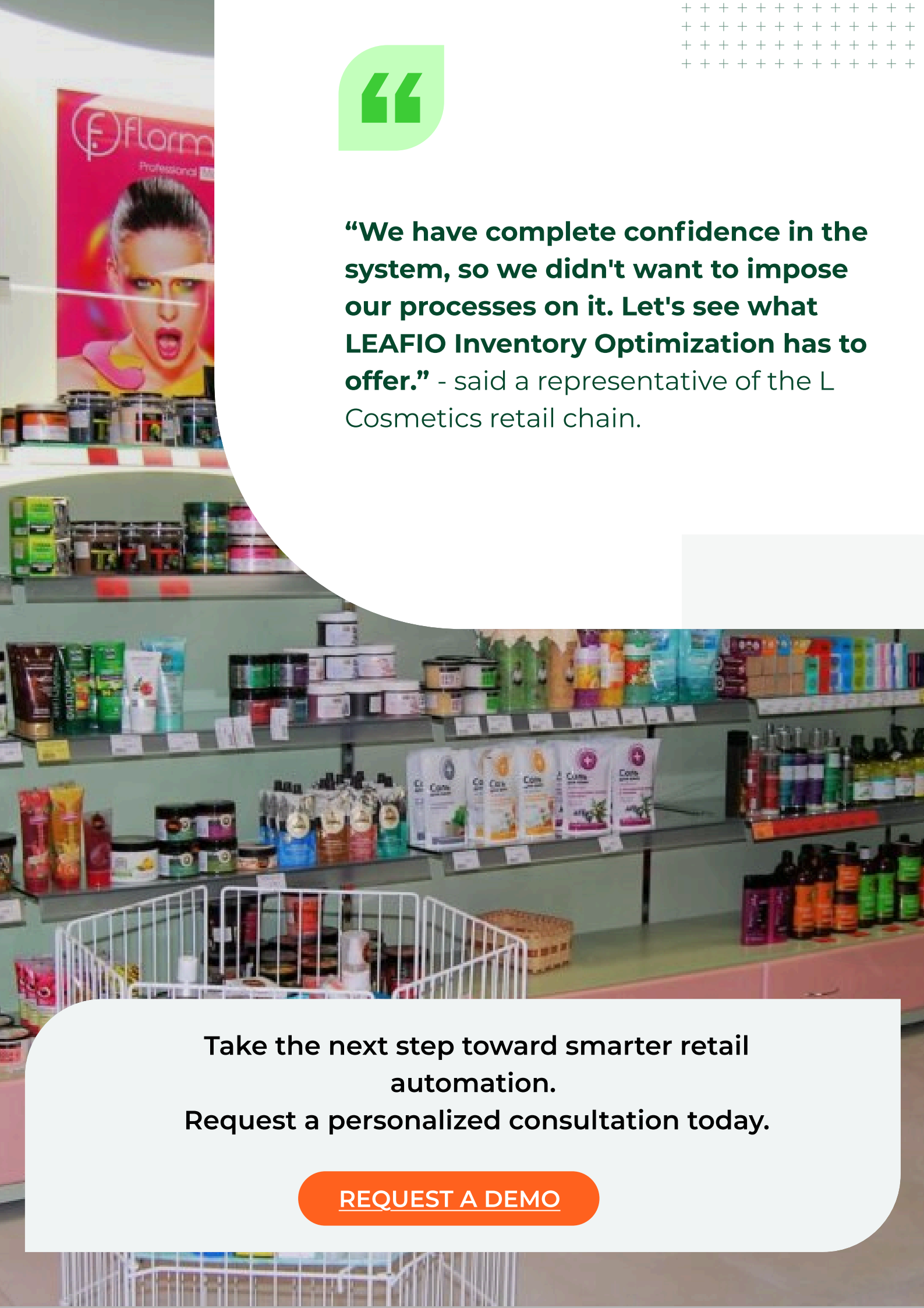
The LEAFIO Solution has lightened L Cosmetics' workload, automated key tasks, reduced errors, and accelerated order processing with greater accuracy.

Smarter Inventory & Assortment Control

Dynamic assortment management keeps product selections up-to-date, while supplier performance tracking ensures stable stock levels.

Continuous Support & Growth

L Cosmetics now collaborates with LEAFIO's Customer Success team, benefiting from ongoing technical assistance, KPI monitoring, and process enhancements to drive long-term success.



“We have complete confidence in the system, so we didn't want to impose our processes on it. Let's see what LEAFIO Inventory Optimization has to offer.” - said a representative of the L Cosmetics retail chain.

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

REQUEST A DEMO