

# Supply Chain Optimization at Hugo Boss (A), Spanish Version

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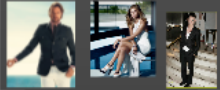
### SALES PERCENTAGES

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Since the company was founded, it has held a leadership position within men's fashion worldwide.



implement the SCO program into other areas of the company (instead of NOS products only).

- In order to decide this, they needed to consider:
  - Typical short-run fashion items
  - balancing production cycles
  - balancing inventory levels
  - accurate demand forecasting

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# COMPANY BACKGROUND

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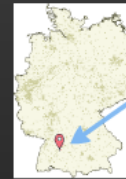
- By the year 2006, the company had presence in over **100** countries with more than **5,000** stores.



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- Founded in **1923** in Metzingen, Germany

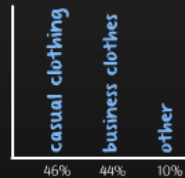
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- Known for its **high quality** clothes, shoes and accessories for both men and women

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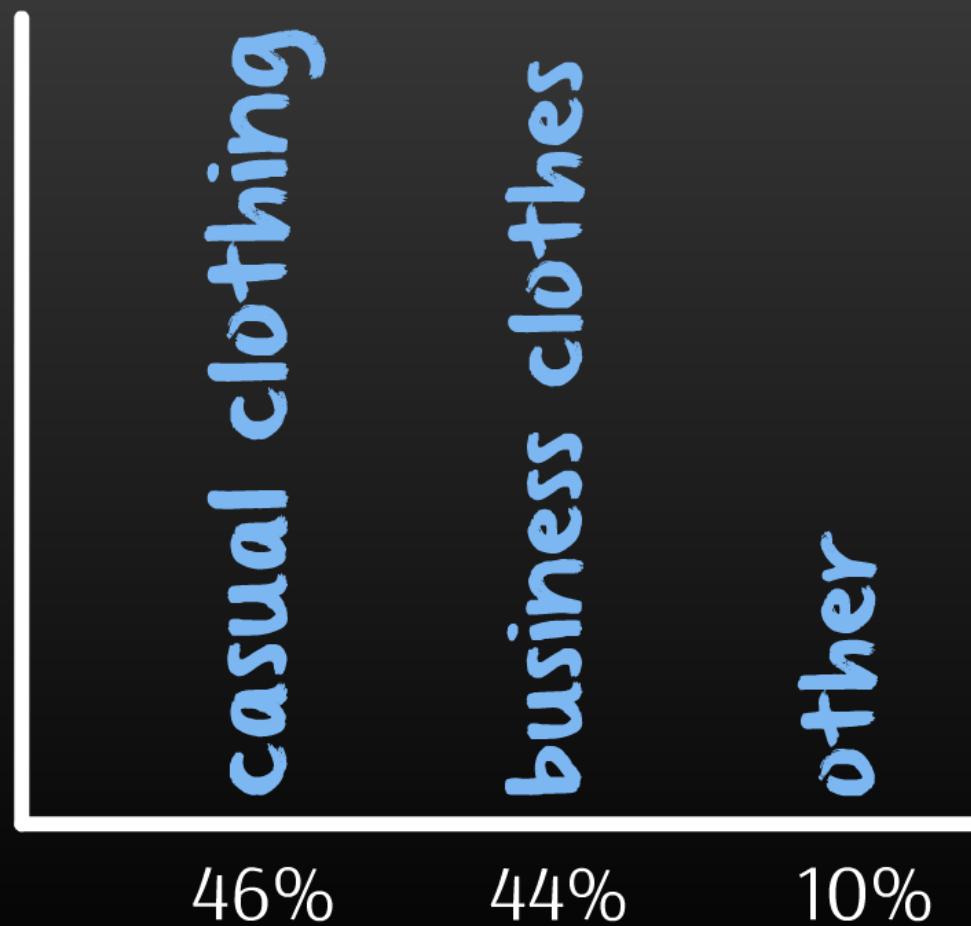
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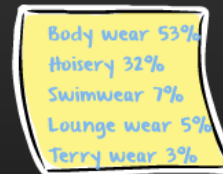


# Subsidiary Brands

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Hugo Boss has expanded its brand name and now has a few subsidiary brands:

- BOSS Black
- BOSS Selection
- BOSS Orange
- BOSS Green
- HUGO





# Differentiation Elements

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- Product leadership
- Intimacy of the market where they are present
- Operational excellence
- Exact fulfillment of orders for retail within 48 hrs.
- Creative managers and designers that work as a team, as opposed to competing brands who only have one designer leading them

