



Case study

Graff City

How Graff City takes inventory management to the next level with Linnworks.

A close-up photograph of a grid of colorful wheels, likely from a shopping cart, arranged in rows and columns. The wheels are in various colors: yellow, orange, red, pink, and dark blue. They are set against a dark background, and the image is partially obscured by a dark blue curved shape that frames the text on the right.

Find out how Linnworks can grow your business. Request a demo at www.linnworks.com/demo

Graff City, a graffiti and spray paint supplier based in Wales was founded in 2012. Over the last decade, the business has grown from humble bedroom beginnings into a multi-million-pound business.

The company offers amateur and professional artists an ever-growing variety of art tools and clothing, including spray cans, markers and art supplies. Since launching, they've expanded their product selection, built a community of artists and grown sales by offering competitive prices and excellent service.

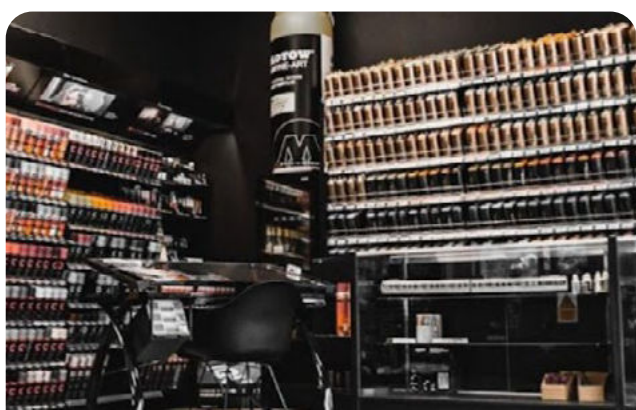
Their fuel for growth has been by pairing great service with an ever-growing range of art tools (240,000 spray cans in stock alone).

Challenges: Manual spreadsheet tasks led to overstocking and overselling.

Prior to joining Linnworks, Graff City used multiple spreadsheets to manage their inventory, mixed with managing orders in a separate solution, Despatch Cloud. As customer demand increased and product lines grew, the Graff City team found that they needed the right solution to help them scale.

Working across multiple spreadsheets had led to errors and required multiple hours per week manually calculating future demand, stock sold, stock levels and stock that needed to be re-ordered on a weekly basis.

Not having the right stock at the right time has both an effect on the bottom line and on customers.



“

We were either holding on to too much stock, the wrong stock or not having the right products available because we didn't have the stock - meaning customers could have gone elsewhere.

”

Solution: Using Linnworks stock forecasting to replace manual processes and make data-driven decisions.

Graff City turned to Linnworks to cut down the number of hours spent trying to get a clear understanding of their inventory. This included better visibility into future orders, current stock levels and inventory needs for a successful sales month.

By moving to Linnworks nearly a year ago, the Graff City team has since saved 8 hours per week automating manual and error-prone tasks.

Graff City highlighted the Linnworks stock forecasting functionality as a key benefit.



Stock forecasting predicts the inventory levels needed to meet demand by using historical data from past orders and factors such as seasonality and demand trends.

“Because of stock forecasting, we’re no longer holding on to too much or the wrong stock, or not selling enough of the right stuff because it’s out of stock. The insight is valuable to the whole business. What used to be a lengthy process taking the majority of 1 day per week can now be done within 30 minutes, this not only saves me a lot of time but also provides me with more accurate re-ordering figures” - Graff City spokesperson.

Since joining Linnworks and using Stock forecasting, Graff City are able to forecast sales, lead time and desired stock cover days to see exactly when they need to order extra inventory across their huge range of products.



Stock forecasting allows us to plan ahead and identify patterns and trends on a monthly basis. It helps us with the ordering process, instead of manually going through all of our items to see what’s sold, what’s popular and what we need more of for an upcoming period.



The results are no more overstocking, underselling or holding onto stock for too long. Linnworks Stock forecasting ensures that Graff City knows exactly how much inventory they need, and when they need it to meet customer demand.

Future.

Going forward, Graff City look to working closer with other leading art and graffiti manufactures, while maintaining their best in our class service and customer experience by having the right stock on hand at the right time.





Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo

Ready. Steady. Grow.

Connected CommerceOps™