

# Smarter Inventory Management Drives Sales Growth in Bunnings

## Turning Dead Stock into Sales Success

We recently partnered with Krunchbox to tackle a common but costly problem for a well-known hardware client; underperforming inventory. By leveraging data & insights to identify opportunities and take targeted action our field teams were able to deliver a meaningful sales uplift.

## The Approach

### 01 Focused SKU Analysis

We focused in on the top 20 SKUs by unit sales and top 20 SKUs by dollar value, creating a combined priority list of 32 key SKUs after removing duplicates. This allowed us to focus our efforts where they mattered most and would have the greatest impact.

### 02 Identifying Dead Stock

By using Krunchbox's dead stock reports, we were able to pinpoint SKUs that hadn't moved in a specific store for 12 weeks or more.

### 03 In-Store Adjustments

Our field teams visited a total of 155 stores over a 4-week period, addressing identified dead stock and ensuring the targeted SKUs were optimised. This included adjusting stock, replenishing key items, and capturing all actions taken to measure their impact. The SKUs worked in each store were unique and driven by what the data was telling us.

## The Results

We compared sales performance in stores where actions were taken ("**worked stores**") to stores with no adjustments ("**control stores**"). The results speak for themselves:

Worked Stores vs Control Stores:

**5%** uplift in units sold

**10%** uplift in dollar sales

Taking this trial and applying the results across a full year that would equate to over **\$750K of additional sales**.

## Why This Matters for Your Business

This case study highlights the power of combining actionable Krunchbox data with a flexible targeted in-store execution approach:

- Dead stock can be converted into sales opportunities when identified and addressed.
- Focusing on high-performing SKUs amplifies growth and optimises inventory management.
- A consistent, data-driven approach delivers measurable, bottom-line results.

## What The Client Had to Say

*"Working with Crossmark and Krunchbox has been fantastic. Their ability to extract meaningful insights from complex data has allowed us to work smarter and positively impact our sales. The collaborative approach and expertise of the teams helps create a really valued partnership."*

National Sales Manager

## Ready to Unlock More Sales?

Get in touch with us today to learn how our merchandising and VIS services in Bunnings and other hardware channels can deliver outstanding results for your business.

Visit [www.crossmark.com.au](http://www.crossmark.com.au) to learn more

