

CASE STUDY

# SUGAR Cosmetics Shrinks Losses due to Expiry by 55% by Deploying Advanced Picking Strategies

## About the Customer

Established in 2012, SUGAR Cosmetics is a one-stop online cosmetics and skincare shop for women. Their inventory consists of 5,000+ SKUs, all of which is managed across a 150,000 sq. ft. warehouse facility.

## Key Challenges

- Managing diverse workflows like pre-packing, bulk and pick face replenishment, pick-pack-ship and quality control was becoming a challenge, especially when it came to coordination.
- SUGAR Cosmetics was finding it difficult to seamlessly manage and fulfill orders generated from their website, other eCommerce platforms and physical stores.
- Inaccurate inventory records led to stockouts and overstocking while the inefficiencies in handling inventory and fulfillment impacted overall operational efficiency.



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## The Shipsy Solution

### Advanced Picking Strategies

Depending on the order profiles, single or batch picking was deployed to boost productivity. Greater visibility into expiry made it possible to prioritize selling products with less than a year of expiry.

### Multi-order Picking Strategy

Mobile-based picking, putaway, cycle count and inventory movement empowered Meesho's warehouse staff to gain real-time updates, better communication and higher efficiency.

## ■ Zones and Subzones for Faster Processing

Grouping similar products improved picking, packing and shipping and made locating items quicker, this is crucial as SKU appear similar in cosmetics. This ensures that the right product is sent to the right customer.

## ■ Returns Process Optimization

Shipsy streamlined workflows associated with handling product returns, adding efficiency and speeding up returns for customers. Advanced quality control ensured that opened and used products are handled properly.

## Key Benefits

**23%** improvement in productivity

**90%** reduction in inventory shrinkage YoY

**55%** reduction in inventory loss due to expiry