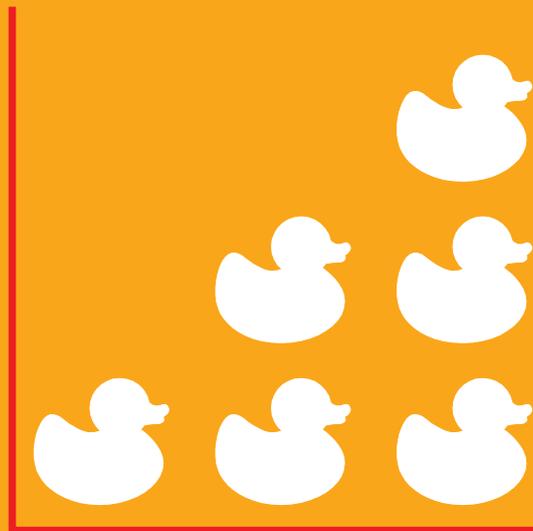


Find your flow?

Know how.

With funding from Austria, we helped pentruanimale.ro, a Romanian online supplier of pet products, to improve their operational flow by implementing a warehouse management system.



Online supplier of pet products, Romania

We helped pentruanimale.ro/Your Stuff (www.pentruanimale.ro) – an online supplier of pet products from Romania – to decrease their number of incomplete orders by 75 per cent and to improve their operational flow, by implementing a warehouse management system (WMS).

pentruanimale.ro was set up in 2011 by Ana-Maria Morar and Laurentiu Miron, two young professionals with experience in multinational food distribution companies.

pentruanimale.ro offers a wide range of pet products (food, toys and accessories) on their e-commerce platform, as well as pet care advice via their blog, thus catering to the needs of dedicated pet owners across Romania.

As the platform reached 200 orders a day, pentruanimale.ro began to experience operational errors, such as stock shortages, human error at the picking stage and a lack of order traceability before delivery. In order to safeguard customer satisfaction, the firm decided to optimise the workflow in their warehouse and delivery activity by implementing a WMS.



With the help of a WMS, pentruanimale.ro reduced operational error and increased business performance, safeguarding the satisfaction of customers – and their pets.

We connected the company to Pluriva, a consultant specialising in business software solutions. The consultant:

- analysed the company's activity and defined their operational needs
- mapped the business flows and configured the WMS accordingly
- processed business data and imported it into the new system
- tested the WMS and trained company staff to use it
- assisted the company after the system went live, to ensure a smooth operational transition.

One year after the project's completion, pentruanimale.ro has significantly reduced human error and has increased productivity by 25 per cent. Moreover, the capacity to process orders at the warehouse level has quadrupled, and the company now has 100 per cent traceability for orders.

"This project has helped us deliver orders better and faster, which made our customers very happy," said Laurentiu Miron, company manager. "We found a better business flow by streamlining warehouse and sales procedures, and we now have enhanced operational capacity in a new and modern warehouse, all thanks to our state-of-the-art WMS".

pentruanimale.ro were well rewarded for finding their flow – in 2017 they received the GPeC award (in the pet product category), the most prestigious e-commerce recognition in Romania. They continue searching for ways to improve their business and the lives of pets and pet owners alike.

www.ebrd.com/knowhow
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Turnover
+76%

Productivity
+25%

Incomplete orders per year
-75%

Total project value
€17,766

Client contribution
€10,363