



# 'Watch'ing Enterprise E-commerce grow to the Store Level

Tackling segregated store ownership and Brand Liquidity on E-commerce space.



## ABOUT THE CLIENT

**Timex Group**, founded in 1854, designs, manufactures, and markets innovative timepieces and jewelry globally. The company has one of the most powerful portfolios of brands in the watch industry and with technological innovation and cutting-edge design, it has created each brand's individual identity, personality and customer base.

## PROBLEM

- **Browntape** was chosen as the **partner of choice for Timex** to venture into the Indian e-commerce market
- A **unique parent-child account setup** to allow for multiple franchise accounts, but a single parent account to keep overall control.
- Browntape's **Omni-channel capabilities** were leveraged to:
  1. Create individual child accounts for **multiple franchise stores**.
  2. Added Amazon.in as a channel for each seller.
  3. Mapped to a parent account for **central control over pricing & stock**.
- Integrated with **Timex's POS system**. Regular stock updates from this system were pushed to the marketplaces, thus **automating stock updates**.

## SOLUTION

- List **multiple stores' inventory** on all the **major e-commerce marketplaces** in India.
- The challenge lied in integrating the **different types of stores**: Company owned – Company operated and Franchise owned- Company operated.
- **Tackle brand liquidity** in the Indian e-commerce space: distributors were listing watches at **discounted rates** on Marketplaces.
- **Complete control** over online SKU availability, listing, and pricing.



## RESULT

- **Reduced stock-out leakages** drastically as a direct result of the solution.
- **Predatory pricing** issues have essentially been **eliminated**, as Timex can limit distribution of the same products on marketplaces.
- All accounts are under a **single listing source**, improving online Brand retention & recall.
- The company going online has greatly **reduced counterfeit goods** availability, **increasing Brand value** directly.
- **Franchise owners** now maintain their online presence at **marginal costs**.
- A **new channel of trade** has opened, giving a **boost to the franchise business** itself.
- Online orders can now be fulfilled from the offline place of business.




## CRITICAL SUCCESS FACTORS

- The unique parent-child setup allowed for **unmitigated flexibility and control**.
- Timex brand value created a **boost to digital sales** as a result of moving into the multichannel online retail business.



+91 95953-23155



hello@browntape.com



Xenia Building, 2nd Floor, Church Street, Defence Colony, Porvorim, Penha de França, Goa 403516

