

# CASE STUDY : Kaufland Romania

## “MARTISOARE” JEWELRY & DISPLAYS

### > Initial situation

Kaufland headquarter inquired ideas for a display promotion for the cultural holiday “Martisoare” in Romania including various Bracelets and Brooches. These jewelry items were to reflect the spirit of “Martisoare” and to be presented using displays of different sizes to attract customer’s attention.

### > Solutions / implementation by aeptis

A variety of bracelets, brooches and charms were designed from which Kaufland decided to choose 16 jewelry items plus a gift bag that were packed and hung onto card board displays and shipped to Romania. aeptis had to combine the production of over 1.5 million items with several partnering factories to provide the mounted displays including the items in only 30 days. aeptis delivered a very high product quality with audited strategic manufacturers. Moreover, the high volume of products and the labor work included, made it necessary to streamline every step of the production of each item to be as time efficient as possible. Additionally, the displays were assembled with pre-defined quantities of items, additional items were assorted for sales and a sophisticated carton labeling was developed and implemented by aeptis. aeptis outperformed Kaufland’s expectations in terms complex production management and quality by delivering the end products before the delivery date and providing a complete and detailed documentation on each item.

### > Benefits

The “Martisoare” Displays became a major promotion event with special advertisement supporting Kaufland’s anticipation of attracting more clients to the stores. The modular design of the displays allowed each store to be able to place the displays in the main attention areas pertaining to their specific floor plan and therefore offer to its customers a special range of “Martisoare” jewelry.



## PARTNER INFO

### > Kaufland Romania

As part of the Schwarz-Gruppe, Kaufland is a German hypermarket chain that opened its first store in 1984 in Neckarsulm, Germany. Today it operates more than 1,000 stores in Germany, Czech Republic, Slovakia, Poland, Romania, Bulgaria and Croatia. In 2005, Kaufland opened its first store in Romania and is now operating 103 stores in the country of which 13 are in the capital Bucharest. Schwarz-Gruppe is a private family-owned retailer also owning Lidl brand.

- > Industry Retail
- > Sales approx. 20 billion EUR (2015)
- > Staff Lidl and Kaufland combined employ approx. 350,000 people (2015)
- > USP hypermarket with focus on meat and diary

## OUR SERVICES

- > Consultancy
- > Procurement
- > Production
- > Logistic management
- > Fulfillment
- > Designing
- > Factory audit
- > Quality control