



HAWES & CURTIS
JERMYN ST, LONDON 1913



CASE STUDY

PLANNING TRANSFORMED: HOW HAWES & CURTIS ELEVATED SALES AND STOCK VISIBILITY

Heritage menswear brand Hawes & Curtis partnered with bdg to modernise their sales and stock planning. Moving beyond Excel, they adopted a streamlined, data-led approach that improved visibility, efficiency, and confidence across the planning process.

The result? Clearer insights, smoother workflows and a new level of confidence in their planning.

THE CHALLENGE

Hawes & Curtis wanted greater **visibility** over sales and stock performance and a more structured planning process. Their Excel-based setup limited agility as the business grew, making stock intake and weekly performance harder to track.

The team needed a **centralised platform** to provide real-time insight, support a consistent WSSI process, and make reporting faster and more reliable.

OUR APPROACH

The project was kept deliberately **lightweight** and **collaborative**. The bdg team worked in close partnership with Hawes & Curtis to design and deliver a solution that felt natural to use and was aligned with their day-to-day reality. Rather than adopt heavy frameworks or formal processes, bdg and the client opted for frequent, open conversations that enabled fast iterations and **constant refinement**. As the solution took shape, the client shared examples of what they'd built in Excel, while bdg offered enhancements based on proven approaches.

THE GOALS

- Implement a **tailored MFP and WSSI** solution to streamline planning.
- Deliver **intuitive dashboards** to drive business insight.
- Reduce reliance on spreadsheets and **empower the team** with an easy-to-use platform.



"They've all worked in the industry as well, so they've got that great level of detail"

**Head of Merchandising & Trade,
Hawes & Curtis**



THE SOLUTION

The solution focused on reporting, planning, and scalability.

- **Reporting:** Week-by-week dashboards provide visibility into sales, product mix, year-on-year performance, and stock intake.
- **Planning:** A robust MFP and WSSI framework cascades seasonal targets into weekly plans across sales, margin, and average selling price, with version control and publishing.
- **Scalability:** A flexible design, including a web analytics module ready for future activation.

THE COLLABORATION

The partnership was built on trust, transparency, and shared ownership. Planning and merchandising teams were **highly engaged** throughout, shaping enhancements and championing adoption. The solution was delivered on time, within scope, and with strong internal buy-in.

WE ARE BDG

We are the better decisions group (bdg), an international consultancy for business intelligence (BI) and corporate performance management (CPM) solutions. As a long-standing partner of leading software providers such as Board, Jedox and SAP Analytics Cloud (SAC), we have been delivering customised solutions and best-practice approaches for planning, reporting and analysis for 20 years.

THE RESULT

The transformation brought both immediate wins and long-term value.

- Faster, more focused planning and reporting
- Real-time visibility of sales and intake
- Improved efficiency through accessible data
- Increased confidence and self-sufficiency within the team
- The team can now build and maintain reports independently.

LOOKING FORWARD

Hawes & Curtis now has a **scalable, user-friendly** platform that supports future growth and ongoing in-house enhancements. With embedded WSSI and MFP frameworks and **stronger data visibility**, the team can plan faster and smarter. For bdg, the project marked the first API-driven Board solution, with learnings shaping future delivery.

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