

# Natsu Optimizes Its Sales Planning and Reduces Leftover Stock by 20%

Customer



Country Germany

Vertical Grocery

Solution Demand Forecast & Replenishment

"Blue Yonder gives us accurate demand forecasts so that we can minimize our leftover stock."

Jan Meier  
CIO, Natsu

**BlueYonder**  
Best decisions, delivered daily

- Considerably more efficient replenishment
- Leftover stock reduced by 20%
- Better calculation of raw materials purchases
- Optimized logistics processes



### Business Challenges

Natsu Foods delivers fresh foods to almost 3,000 supermarkets per day. One of the biggest challenges stems from the premium products, which have a shelf life of only three to five days. This affects demand planning, production and logistics for the company. In the past, Natsu mostly managed its materials planning manually. However, the company's strong growth and high quality standards make data-supported, precise sales planning crucial. By using Blue Yonder Demand Forecast & Replenishment, Natsu will be able to reduce its leftover stocks of sushi, wraps and salads by up to 20%.

### Solution

Natsu uses only the best quality ingredients from selected suppliers. The most modern production and logistics methods guarantee that the traditional sushi products are fresh at the point of sale. In order to avoid costly under-stocks and over-stocks, Natsu is using Demand Forecast & Replenishment. The solution is based on machine learning algorithms and also takes into account external factors such as holidays and weather forecasts. It can simulate demand that is based on actual daily sales and calculate accurate forecasts of real future demand. The result: optimal goods availability and customer satisfaction.

### Results

By using Demand Forecast & Replenishment, Natsu's product planning is now considerably more efficient. Thanks to accurate forecasts leftover stock is reduced by 20%. Additionally, the raw materials purchases can be better calculated to meet the high-quality standards for the products. The logistics processes, particularly in transport, are optimized, ensuring fresh products in the store.

## About Blue Yonder

Blue Yonder enables retailers to take a transformative approach to their core processes, automating complex decisions that deliver higher profits and customer value using AI. With AI embedded into their supply chain and merchandising processes, retailers can respond quicker to changing market conditions and customer dynamics, boosting revenues and increasing margins.

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