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**Results**

Running both LIDO and SMRT, we obtained the optimal transfers from SSA to each store (Flagship & Men’s) for each day and summarized the key results.

**Transfers**

- **Weekly seasonality**
- **Sales & Transfer volume: Flagship & Men’s store**

**Simulation starts**

- LIDO transfers less than SMRT
- Current inventory levels within lower holding cost

**Simulation ends**

- Gap between LIDO and SMRT transfers is closed
- Current inventory approach does
- Transfers reflect actual sales

**Cost**

- **Holding cost**
- **Lost sales**
- **Transport**

**Total Cost**

- Actual vs Expected
- LIDO: Using sales & expected cost
- SMRT: Actual sales

**Customer Fulfillment Rate (CFR)**

- Percentage of customer demand met by immediate stock availability
- Absence of stockout/lost sales

**Comparison**

- **LIDO 99.7%**
- **SMRT 99.0%**

**Trade-off**

- Use of inventory levels generates minimal increase in stockouts.

**Sensitivity Analysis**

Varying cost parameters (e.g. average cost, product lifecycle) would have a profound impact on the daily cost due to the outsized proportion of holding cost. However, focus is on the effect of parameters whose data was entirely unavailable as there is greater uncertainty about their true values.

**Conclusion**

- **SMRT**
- **LIDO**

**Cost**

- $205k; $182k

**Customer Fulfillment Rate**

- 99.7%; 99.0%

**Framework Integration**

- Independent; Reactive
- Integrative; Proactive

**Operational**

- Manual; Automated
- Yes

**Acknowledgements**

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