

CASE STUDY

Improving the process of selling outstanding goods in the warehouse

COMPANY



CHALLENGE

In wholesale, end-of-series products and products withdrawn from the manufacturer's offer are often a challenge. The goods lying in warehouses are fully operational and valuable. However, it generates additional storage and disposal costs for the company.

SOLUTION

In response to the business needs of FEMAX, we have implemented a dedicated KupTam auction platform - thus obtaining a new sales channel for business customers, through which it is possible to effectively sell unnecessary products that cannot be sold using other methods.

BUSINESS EFFECT

Advantage #1

In this way, FEMAX achieved a significant reduction in the costs of storing and disposing of goods lying in warehouses, as well as the satisfaction of customers who gained the opportunity to purchase full-value products on preferential terms. Annually, the company sells approximately 2% of its inventory in this way.

Advantage #2

Both the FEMAX company and its clients appreciate KupTam as a solution distinguished by its practicality and refined functionality, enabling, among others, intuitive and easy-to-use shopping and easy listing of items for sale.

Project in numbers

- **1000+ completed auctions**
- **Up to 2% of additional revenue generated using the tool**
- **150+ number of users in the FEMAX sale zone**

About the client

FEMAX is a wholesaler and showrooms offering bathroom equipment, heating and sanitary equipment - it has 14 sales outlets and employs over 140 employees.



Implementation and support services provided by INNOKREA sp. z o.o. are made with above-average quality, professionally, carefully and reliably. Response times to submitted applications are short.

Krzysztof Dolny

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