



Fetch-ing Better Outcomes for Pet Retail

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Fetch-ing Better Outcomes for Pet Retail

Key Takeaways

Unified commerce is a growth strategy—not an IT project. A single operating model across stores and digital channels protects loyalty, lifts conversion, and enables consistent pricing, promotions, and service.

REMEMBER

Treat unified commerce as a strategic growth lever. A single operating model across all channels protects loyalty, increases conversion, and ensures consistent pricing, promotions, and service.

Inventory accuracy is the margin engine. Real-time visibility and smarter allocation and replenishment reduce stock-outs and markdowns while improving turns and freeing working capital.

KEY IDEA

Real-time inventory accuracy drives margin: fewer stock-outs and markdowns, better turns, and more working capital released.

Turn stores into a competitive advantage for speed and cost-to-serve. BOPIS, ship-from-store, and intelligent order routing use your footprint to meet “need-it-now” demand (for example, pet food replenishment) while lowering last-mile costs.

REMEMBER

Recast stores as mini-fulfillment hubs using BOPIS, ship-from-store, and smart order routing to meet urgent pet needs while lowering last-mile costs.

Supply chain agility is the new service-level promise. Better demand planning, vendor collaboration, and warehouse execution reduce disruption risk, improve on-shelf availability, and support scalable growth.

KEY IDEA

Agile supply chains—grounded in better planning, collaboration, and execution—are now core to on-shelf availability and service levels.

Lead with outcomes and KPIs to de-risk transformation. Modernization must be linked to executive metrics such as fill rate, fulfillment speed, labor productivity, retention, and ROI so leaders can govern progress and value realization.

REMEMBER

Anchor digital transformation in measurable outcomes and KPIs (fill rate, speed, productivity, retention, ROI) to govern risk and value realization.



Pet Supplies Industry in an Omnichannel Era

Embracing Digital Transformation in Pet Retail

The pet supplies sector is undergoing a digital evolution, driven by booming demand and changing customer expectations. Pet owners now seek seamless shopping across brick-and-mortar stores and online

For example, Pet Supplies Plus has signaled strong interest in cloud ERP and advanced inventory management, recognizing the need for better integrated systems. Even industry giants like Petco are focusing on last-mile delivery innovations to enhance

channels. Leading pet retailers are responding by investing in modern enterprise solutions to unify their operations.

customer convenience. As Pet Supplies becomes a formal retail vertical category for unified commerce solutions, it is clear that digital transformation is no longer optional—it is essential for sustained growth and customer loyalty in pet retail.

KEY IDEA

“We knew we were embarking on a major digital transformation, and for us that vision started internally, and the Jesta Vision Suite was the foundation for that.” – Christy Sports



Optimizing Merchandising & Inventory for Pet Supplies

The Right Products in the Right Place, Every Time

A successful pet supplies retailer must manage thousands of SKUs—from pet food and toys to health products—across stores and distribution centers. Vision Suite's Merchandising module provides a centralized system to control inventory and product data across the entire enterprise.

Every movement of stock—from warehouse to store shelves to online orders—is tracked in real time, giving teams a single, accurate view of merchandise levels and item lifecycles. This end-to-end visibility ensures that popular pet products stay in stock and inventory is not lost or overlooked.

Advanced allocation and replenishment algorithms help maintain optimal stock levels, reducing overstocks and markdowns while cutting stock-outs. Auto-replenishment features have been shown to eliminate stock-outs and boost top-line sales by up to 5%, while smarter allocations reduce excess inventory and improve margins by approximately 5–7%.

By aligning product assortment with demand and providing real-time inventory updates, modern merchandising systems enable pet supply retailers to keep shelves full of the right products, driving sales and customer satisfaction.

KEY IDEA

Key merchandising outcomes: up to 5% sales lift from auto-replenishment and 5–7% margin improvement from smarter allocation and reduced excess inventory.



Omnichannel Customer Experience in Pet Retail

Unified Commerce – From Pet Store to Doorstep

Today's pet owners expect to shop whenever and wherever they want, whether browsing treats in a store or ordering pet food online for curbside pickup. Vision Suite's omnichannel capabilities empower pet supply retailers to serve customers seamlessly across channels.

With a unified commerce platform, every store can double as a fulfillment center: online orders check real-time inventory in stores and warehouses, preventing disappointing "out of stock" situations and reducing canceled orders.

Retailers can offer convenient services like Buy Online, Pick Up In-Store (BOPIS) and even same-day delivery, confident that the inventory shown online is accurate across all locations. Intelligent order routing ensures that web orders are automatically directed to the optimal fulfillment location, whether a store or

distribution center, based on stock availability and proximity to the customer.

These capabilities translate into tangible benefits: unified inventory and endless-aisle services have been shown to increase in-store traffic by up to 10% as customers take advantage of flexible pickup options, while omnichannel conveniences drive higher customer retention, with more than 20% improvements in loyalty.

In the pet supplies space—where urgency, such as running out of pet food, is common—such responsiveness and consistency are key to keeping pet parents happy and loyal.

Omnichannel services like BOPIS, ship-from-store, and endless aisle can lift in-store traffic by up to 10% and improve customer retention by more than 20%.



Supply Chain Agility for Pet Supplies

From Suppliers to Shelves – Streamlined Fulfillment

Behind every bag of kibble or cat toy on the shelf is a complex supply chain. Vision Suite's Supply Chain Management components—including Vision Sourcing & Demand and Vision WMS—help pet retailers coordinate this process from vendors to distribution centers to stores.

The system supports wholesale purchasing, demand planning, and supplier collaboration on a single platform. Through the Trade Management Portal, retailers can work closely with suppliers on orders, drop shipments, and even overseas production and logistics milestones.

In warehouses, Vision WMS optimizes inbound receiving, picking, and shipping, maintaining a unified distribution center pool of inventory for all channels. Real-time data flow between merchandising, warehouse, and store systems means that as soon as

new pet products arrive, from kibble to aquariums, they are scanned, recorded, and made available to sell across stores and online

One specialty retailer that implemented a unified solution reported that enterprise-wide inventory visibility enabled endless aisle service: store associates could instantly locate items in any location and arrange transfers or delivery to meet customer demand.

For pet supply chains, this agility translates into well-stocked shelves, quicker replenishment cycles, and the ability to fulfill customer needs from any stock location. That means a favorite treat or a new aquarium filter gets delivered faster, whether it is coming from the store down the block or a regional distribution center.

Supply chain agility turns network-wide inventory into a shared pool, enabling endless aisle service and faster fulfillment from any node in the network.



Measurable Results and ROI

The Payoff of Unified Commerce

Investing in a robust retail management system pays dividends for pet supply businesses. By breaking down silos and automating workflows, Vision Suite drives both top-line growth and cost savings.

Retailers can achieve faster order fulfillment—for instance, increasing order fill rates by over 25% and reducing fulfillment times by a full day through unified processes. Labor efficiency gains are substantial: automated procurement-to-payment workflows and improved decision support can cut head-office workload, leading to a 50% reduction in headquarters staff needed even as business volume doubles.

Better control of the supply chain and merchandise lifecycle also yields lower inventory carrying costs and

higher sell-through. Advanced analytics optimize pricing and promotions, helping avoid markdowns and improving overall inventory levels by 5–7%.

On the revenue side, a frictionless omnichannel experience—with accurate stock visibility and consistent promotions across channels—can boost online conversion rates by more than 10%, increase physical store traffic by up to 10%, and improve customer retention by over 20%.

These ROI metrics underscore that a unified commerce approach is not just good for customers—it is also beneficial for the bottom line, turning operational excellence into profitable growth.

KEY IDEA

Representative ROI: >25% improvement in fill rate, one-day faster fulfillment, 50% HQ labor reduction at double volume, 5–7% inventory efficiency gains, and double-digit lifts in traffic, conversion, and retention.



Thriving in the Pet Supply Market with Vision Suite

A Single Unified Platform for Future Growth

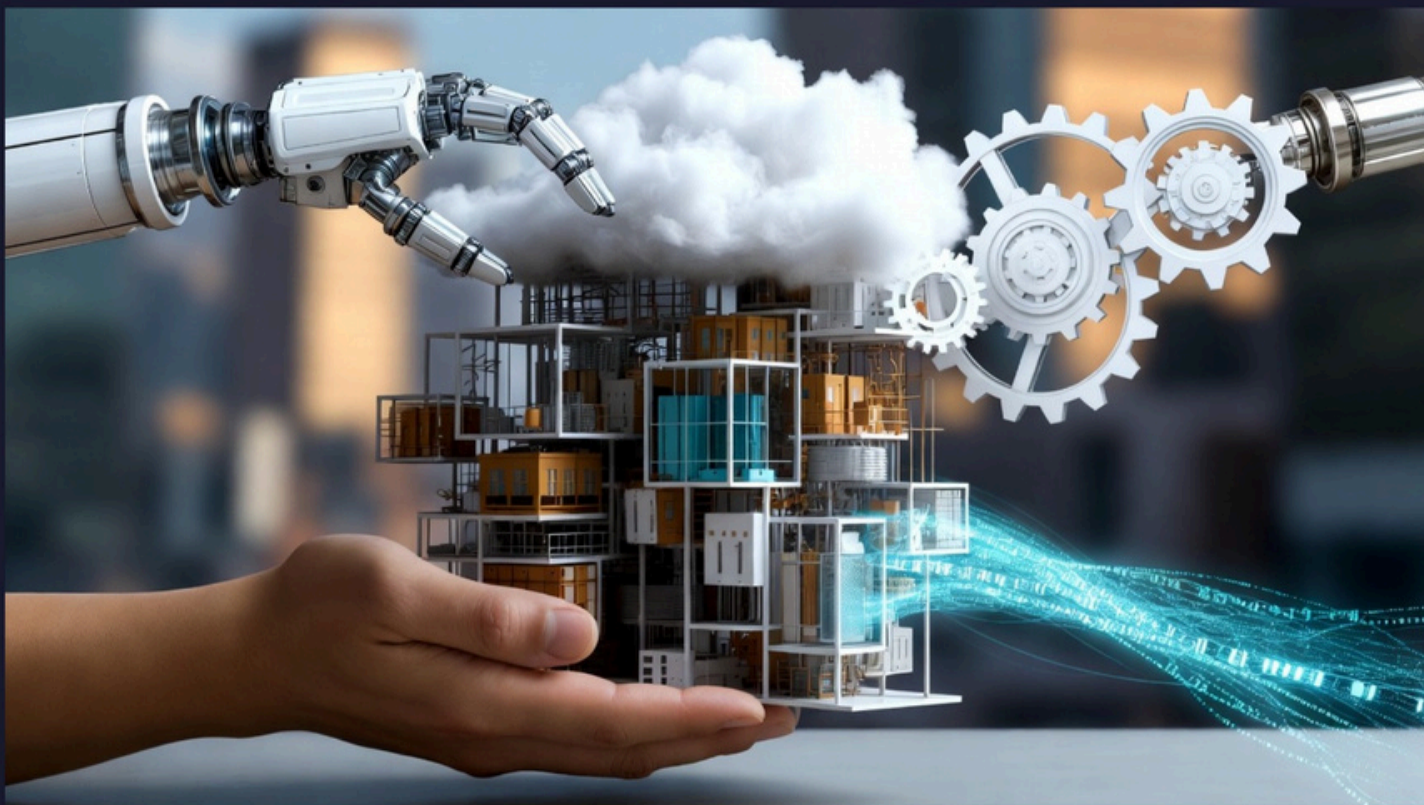
Successful pet supply retailers recognize that managing growth and complexity requires an integrated approach. Instead of patchwork systems and manual workarounds, Vision Suite offers an all-in-one platform covering every core function—from merchandising and planning to point-of-sale, e-commerce, and supply chain execution.

This unified backbone serves as a single source of truth for product, inventory, orders, and customers across the enterprise. By tailoring powerful capabilities to the pet supplies context, such as lot tracking for perishable pet food or support for services like grooming appointments, a unified solution frees teams to focus on strategic growth.

Jesta's retail clients have demonstrated that moving to an integrated suite can reduce manual efforts and eliminate data silos, while providing a foundation to quickly adopt new innovations from AI analytics to personalized marketing.

In a business where trends can change with the seasons and customer expectations keep rising, a modern unified commerce platform like Vision Suite equips pet supply retailers to adapt and scale. It is a proven approach to deliver better service for pet parents and better results for the business.

A unified platform becomes the digital backbone for pet retail, enabling rapid innovation while keeping data, processes, and customer experiences consistent.





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