

Fiba Retail Group enhances forecasting and inventory planning for GAP and Marks & Spencer with invent.ai

Key Results



Improved availability



Reduced lost sales



Case Study

About Fiba Retail Group

Brands: GAP, Marks & Spencer
Number of stores: 80
Number of SKUs: 30,000

Solutions

Assortment Planning
Replenishment
Transfers

Background:

Growing retail footprint required
better inventory planning

Fiba Retail Group operates 175 stores and multiple e-commerce platforms across Turkey, Russia and Ukraine. As the franchise holder for GAP, Marks & Spencer and Banana Republic, Fiba serves a broad customer base and is a well-established name in the Eastern European retail market.

To keep growing and stay responsive to customer needs, Fiba knew it had to get more intuitive about how it managed inventory. The team needed a better way to forecast demand, avoid overstocks and shortages and keep shelves full of the right products at the right time.



Invent.ai's team and technology helped us shift from a reactive to a predictive planning model. Their retail expertise and hands-on support have been instrumental in our transformation.

Batur Can
General Manager
Fiba Retail Turkey

Challenge:

Manual planning struggled to keep up with demand

Managing inventory across hundreds of stores and multiple brands isn't easy—especially when demand can shift quickly. Fiba's planning teams were spending too much time trying to react to issues like size gaps or unbalanced stock between stores. It was clear they needed a more flexible, forward-looking system that could help them make faster, more accurate decisions.

Solution:

AI-driven forecasting and replenishment tailored for fashion retail

After evaluating several vendors, Fiba chose invent.ai for its cutting-edge forecasting technology and proven track record in fashion retail. The implementation included a full suite of AI-powered solutions—covering demand forecasting, allocation optimization, automated replenishment and store-to-store transfer planning—tailored specifically for GAP and Marks & Spencer.

With these tools in place, Fiba gains the ability to forecast demand with precision at the size and store level, ensuring products are stocked exactly where and when customers need them. The platform also helps streamline store transfers, anticipate seasonal spikes and shift planning from reactive guesswork to a more agile, revenue-driven strategy.



Results:

Predictive planning delivers higher availability and sales conversion

Partnering with invent.ai helped Fiba move from reactive inventory management to a predictive, data-driven approach—delivering measurable improvements across key areas:

✦ **Improved availability across all stores and sales channels**

✦ **Reduction in lost sales caused by out-of-stocks**

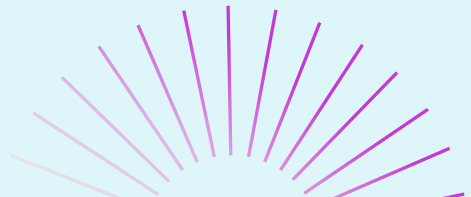
✦ **Better decision-making around product purchasing and distribution**

✦ **Increased inventory efficiency through automated replenishment**

✦ **Enhanced flexibility with size-based, store-to-store transfers**

✦ **Reduced reliance on reactive planning and manual processes**

✦ **Stronger sales conversion through better stock positioning**



Fiba continues to partner with invent.ai to push its planning capabilities even further. With AI-powered planning embedded into its core operations, Fiba is well-positioned to navigate shifting market demands and continue delivering value to its customers.



About invent.ai

Invent.ai is a multi-agentic AI-decisioning platform that enables retailers to turn data into real-time decisions and automated actions across inventory, pricing and merchandising. Powered by a multi-agentic AI architecture, the platform predicts outcomes, refines strategies and executes merchandising decisions at scale —driving measurable sales, revenue and margin performance. By combining advanced AI with deep retail expertise, invent.ai helps retailers across the globe navigate dynamic markets, improve operational efficiency and achieve sustainable financial outcomes.

Invent.ai is recognized in the Gartner® Market Guide for Retail Forecasting, Allocation and Replenishment Solutions and for Retail Unified Price, Promotion and Markdown Optimization Applications – Short Life Cycle. The company has also received the RetailTech Breakthrough Awards' Customer Experience Award, SupplyChainBrain's Great Supply Chain Partner recognition and Supply & Demand Chain Executive's Top Supply Chain Projects award. With SOC 2 and ISO 27001 certifications, invent.ai ensures security and data protection across all AI-powered solutions.



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