

Materia's Inventory Management Solutions turns brand profitable

The Customer

Warfighter Hemp is a direct-to-consumer brand specializing in supplying our nations heroes with natural pain and anxiety relief.

Key metrics

In the first 6 months while partnering with Materia, Warfighter was able to get into 200 new stores due to their new wholesale price and cGMP products.



MATERIA
REGENERATIVE

 [Materiaregenerative.com](https://materiaregenerative.com)

 Denver CO 80223

CHALLENGES



Warfighter Hemp was an established brand with a major inventory management problem. Despite strong sales and a loyal following, Warfighter was unable to turn a profit due to poor inventory management and high COGs. They also lacked in quality control and cGMP testing requirements, opening them up to potential risks.

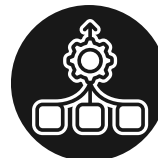
SOLUTIONS



Materia started by running an analysis of historical sales by SKU and the current retail environment. Based on this review Materia recommended Warfighter consolidate its product offering, better position retail pricing to fit its market and launch differentiated SKUs. In addition, Materia took control of manufacturing and the supply chain for each SKU to help control COGS and meet cGMP manufacturing standards.



Inventory Management



SKU Consolidation



Creative Financing

BENEFITS



Cost Reduction

1

SKU consolidation, repricing, and Inventory management solutions decreased COGS by 60% - bring the company into profitability.

Operational Efficiency

2

Inventory management solutions have enabled Warfighter management to focus on their strengths, which is promoting the brand without ever having to worry about forecasting or running out of inventory

Cashflow Management

3

Inventory management and creative financing, have smoothed previously lumpy cash flow requirements - providing stability to the business