



Fast Beauty, Smart Supply Chains

HudaBeauty's DDMRP makeover – A case study

Emmanuelle Cohen

ABOUT hudabeauty





**HUDA
KATTAN**

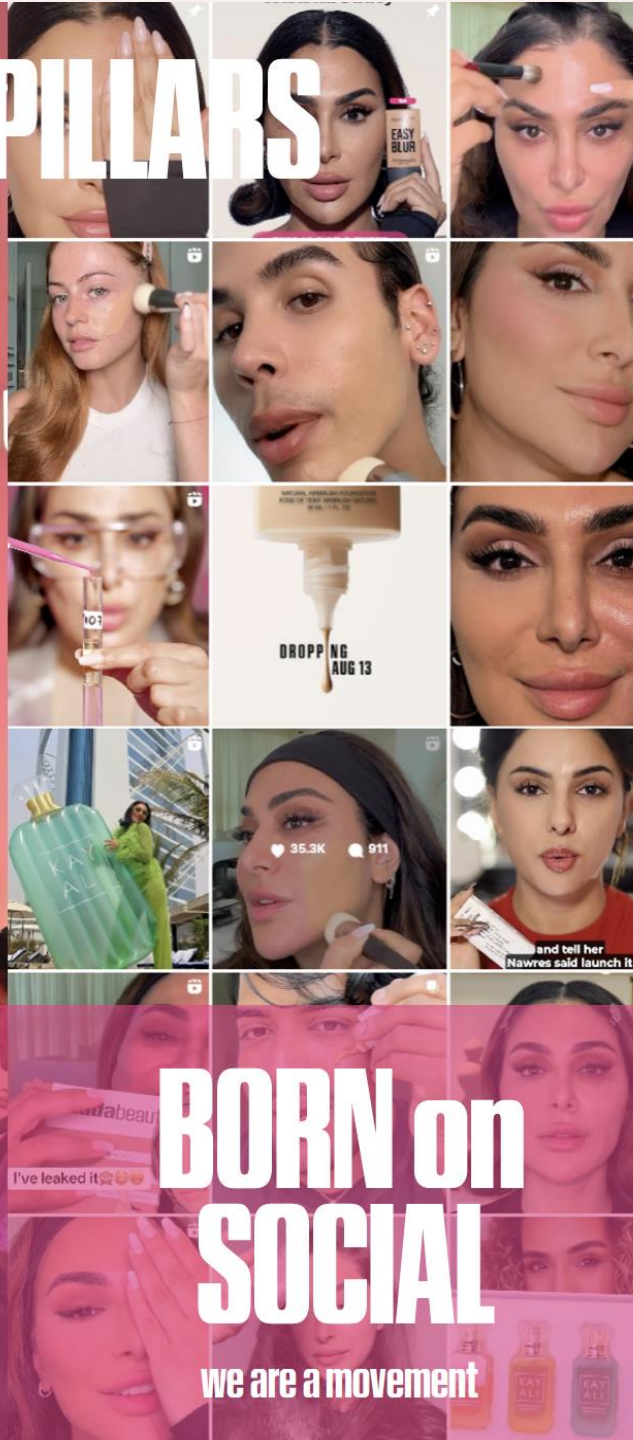
founder & ceo, beauty authority



BRAND PILLARS

**OUR
COMMUNITY**

everyone is welcome



**BORN on
SOCIAL**

we are a movement



**GLAM made
EASY**

education x entertainment

HUDA BEAUTY

HUDA BEAUTY

PINK VS PEACH

hudabeauty

NEW

NEW

FACE

NEW

LIP

CONCEAL
BAKE
SNATCH

BEST SELLER

FACE

EYE

CHEEK

EASY
PRIME

FACE

FACE

EYE

LIP

PRETTY
GRUNGE

THE
FILTEREFFECT

FACE

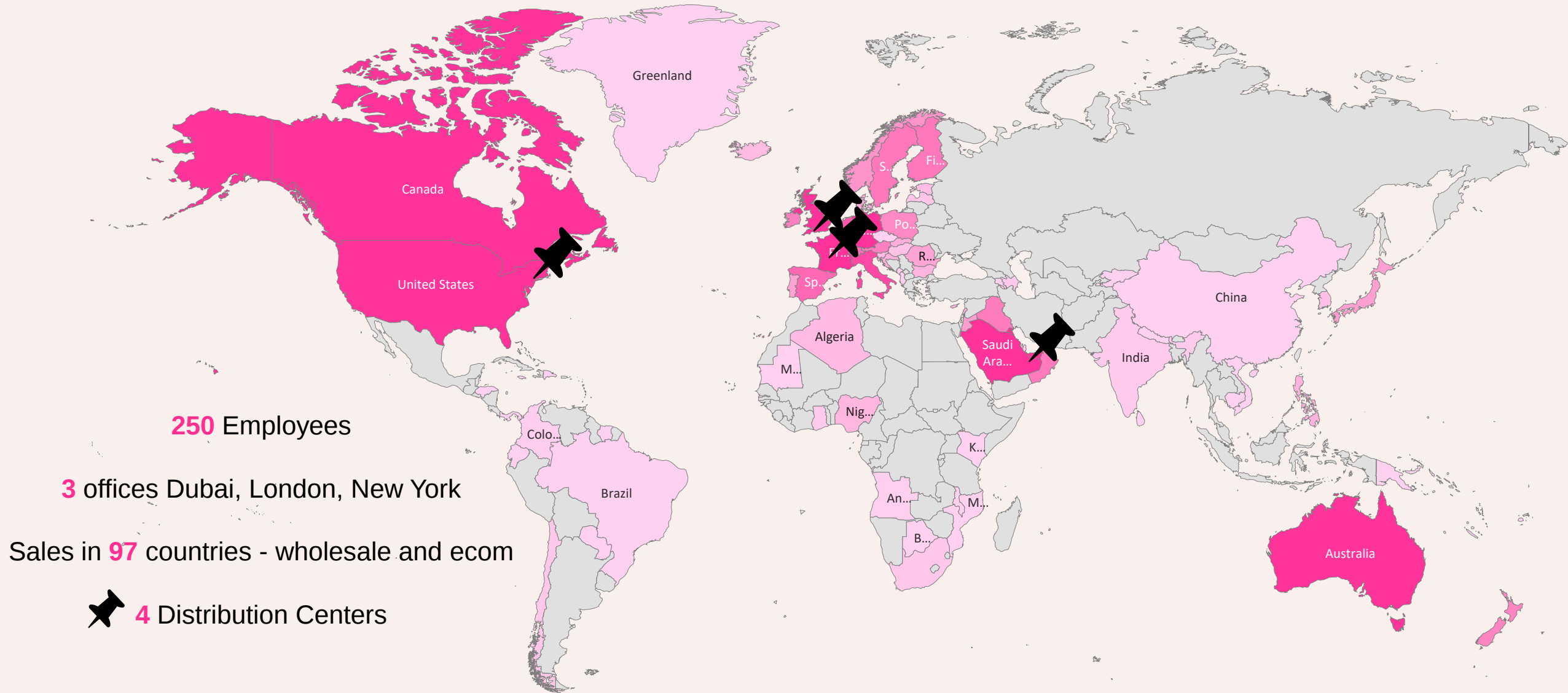
FACE

EYE

LIP

GLOBAL FOOTPRINT

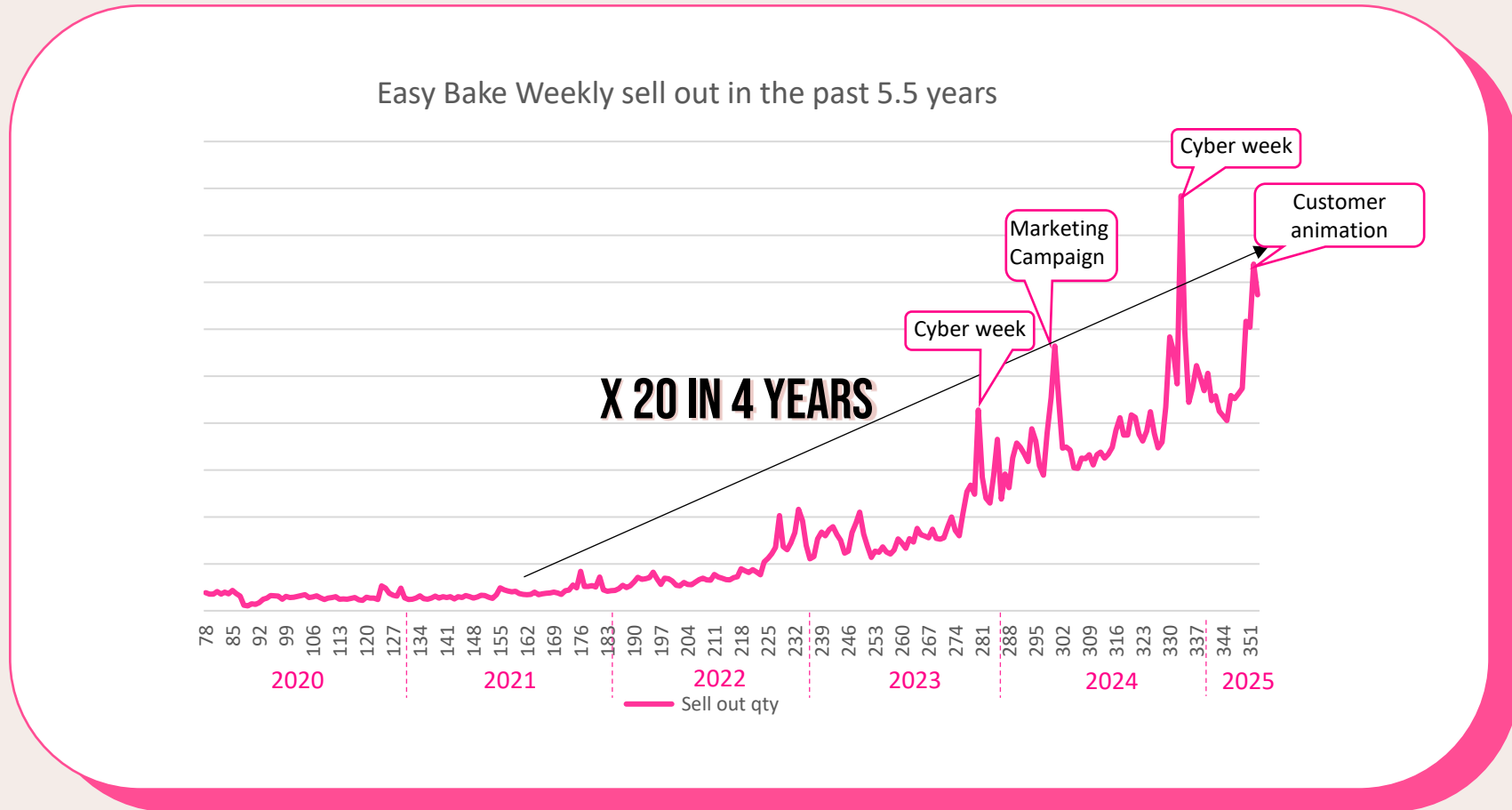
hudabeauty



THE CHALLENGES



HIGH VOLATILITY OF THE DEMAND

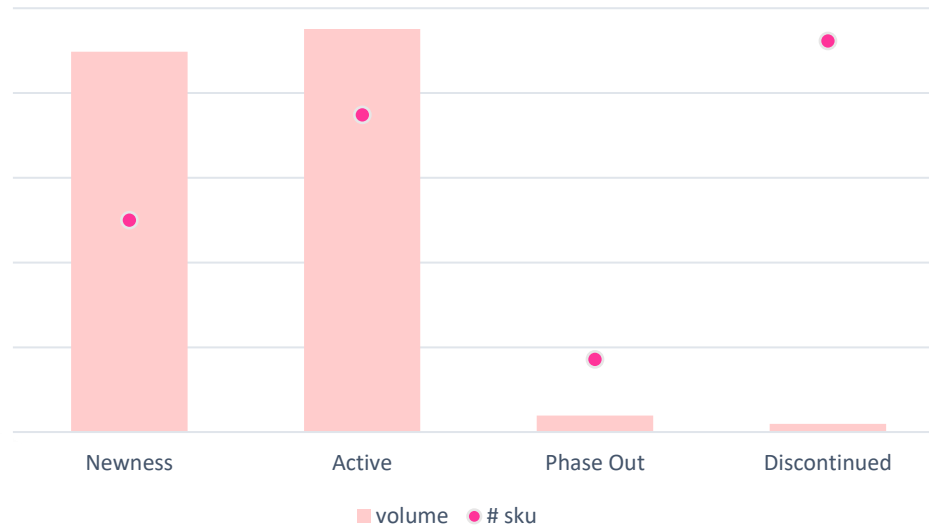


The viral effects

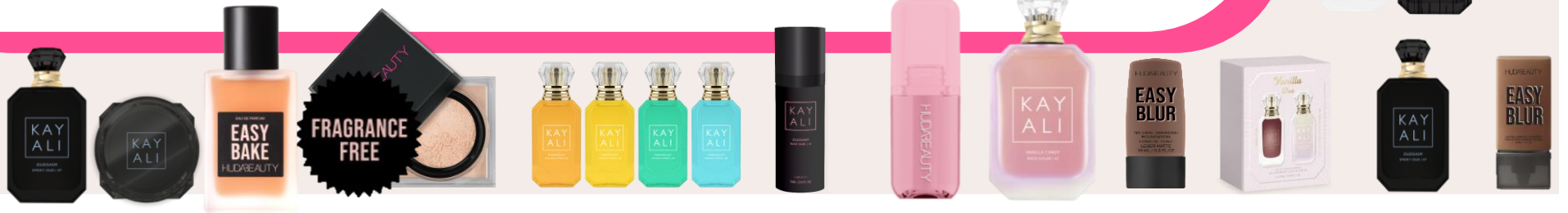
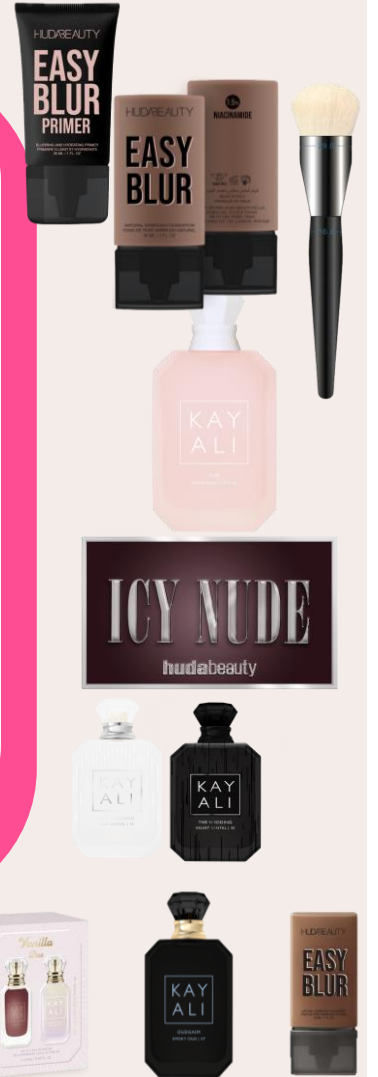
MARKET HIGHLY INNOVATIVE, WITH A SHORT LIFECYCLE

47% of the sales
on Newness

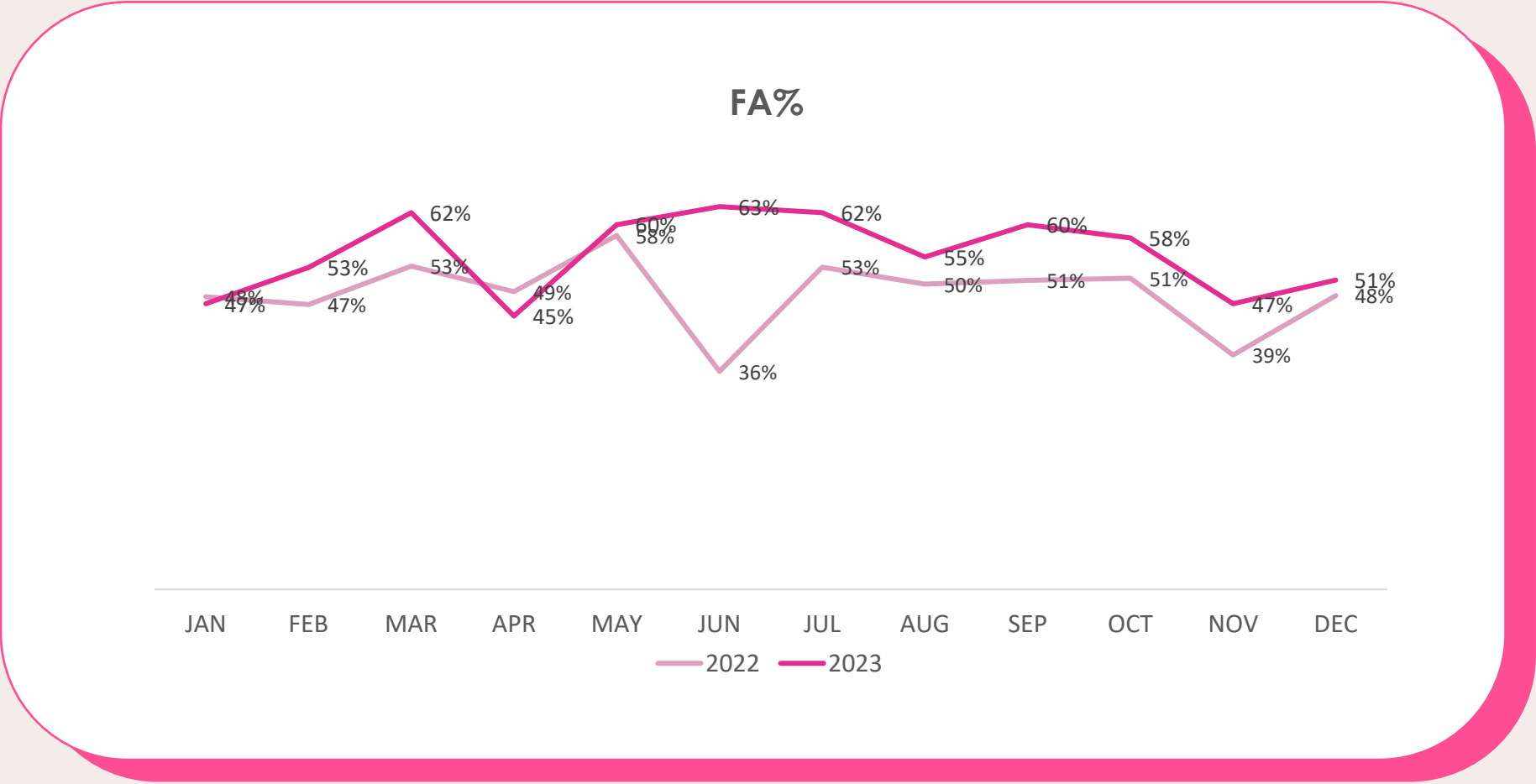
47% of the sku
in End Of Life



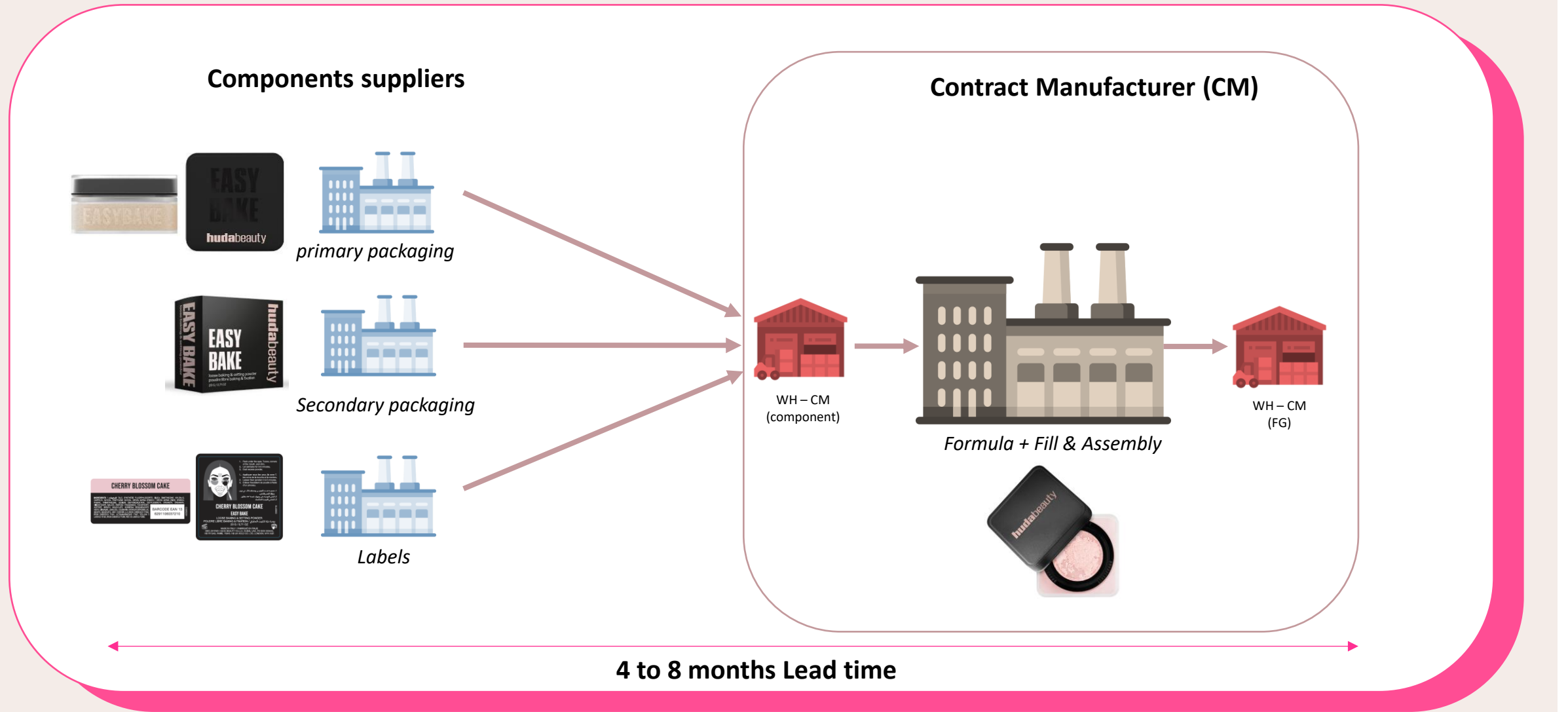
AVERAGE LIFECYCLE
2.8 YEARS



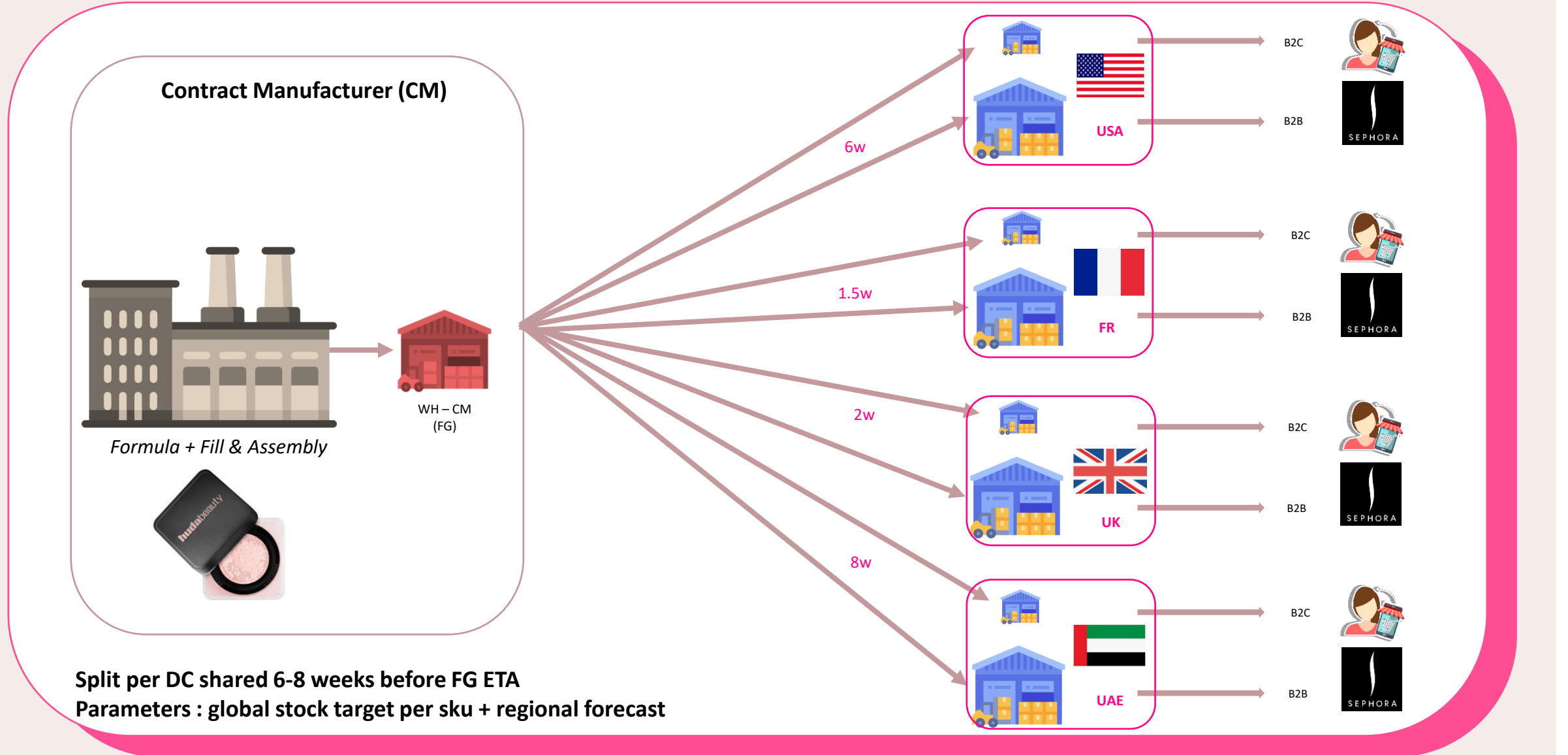
INACURATE FORECAST



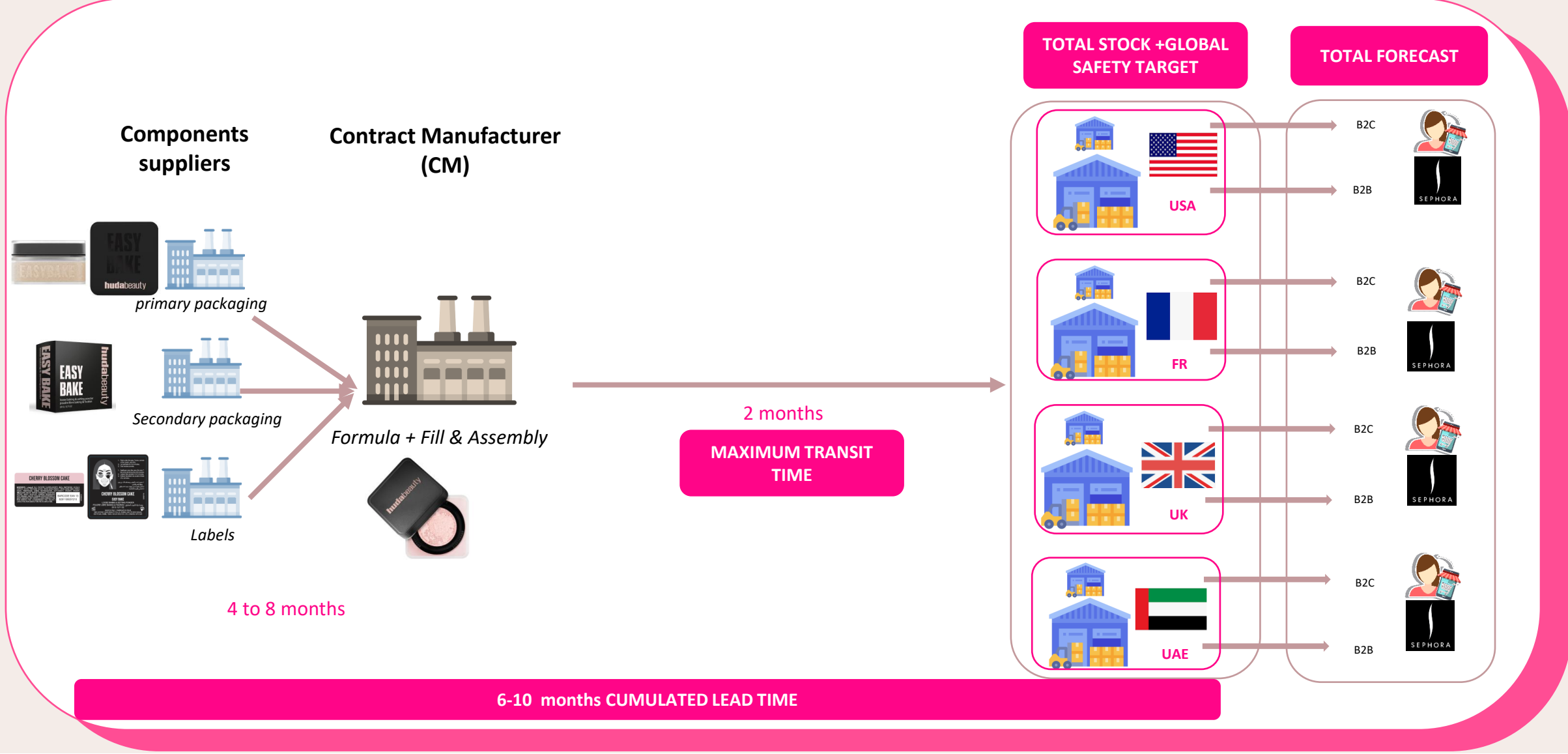
OUTSOURCED PRODUCTION WITH LONG LEAD TIME



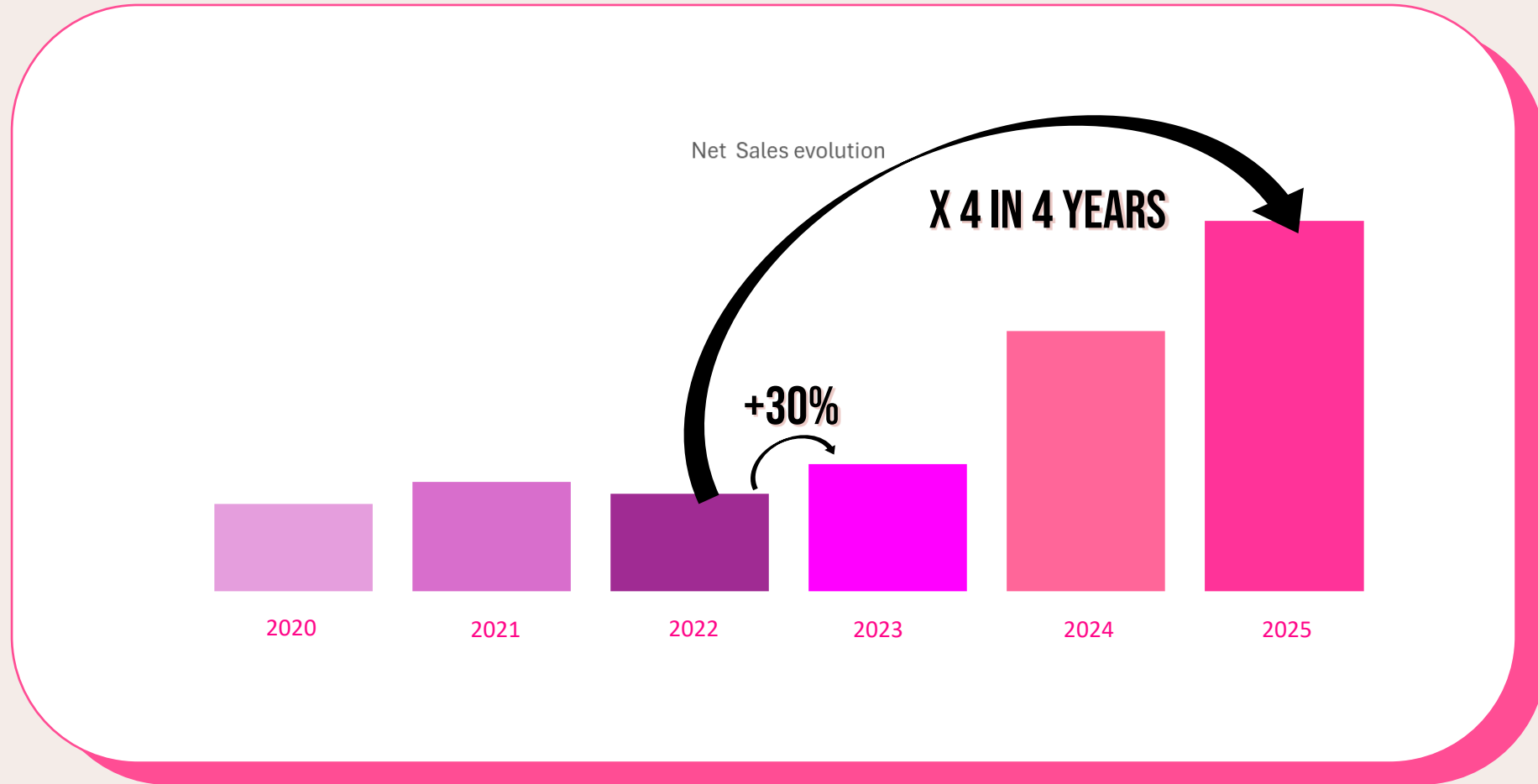
"PUSH" DISTRIBUTION MODEL



EXCEL “CONSOLIDATED PLANNING”



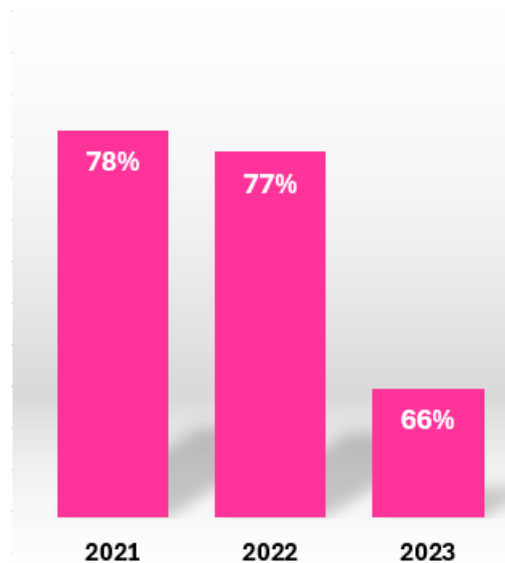
RAPID GROWTH



Necessity to scale up the business

CONSEQUENCES

LOW SERVICE LEVEL



OVERSTOCK

50%
OF THE STOCK IN EXCESS

STOCK REBALANCING BETWEEN DCS

9%
OF THE FG SHIPMENTS
(3/4 BY AIR)

720K USD

+ Lack of visibility on the risks, priorities for production , freight, DC reception

THE TRANSFORMATION PROJECT



TARGET :

BUILDING AN AGILE SUPPLY CHAIN TO SUPPORT THE BUSINESS SCALE UP

TRANSFORMATION ROADMAP

S&OP

- DDMRP methodology
- New Planning tool
- New Forecasting tool

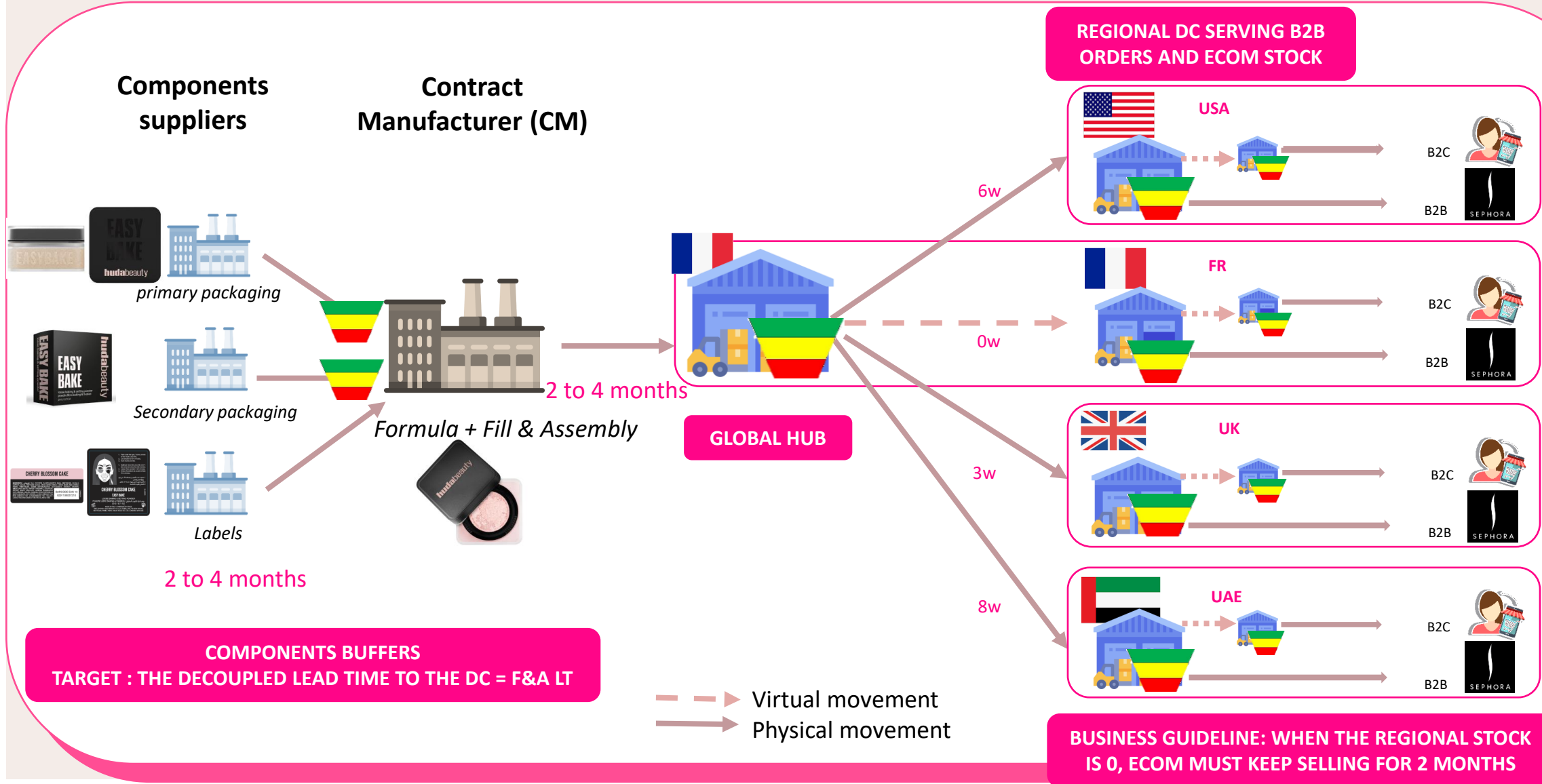
MANUFACTURING

- Production Clusters
- Forecast agreements
- Components stock at CM

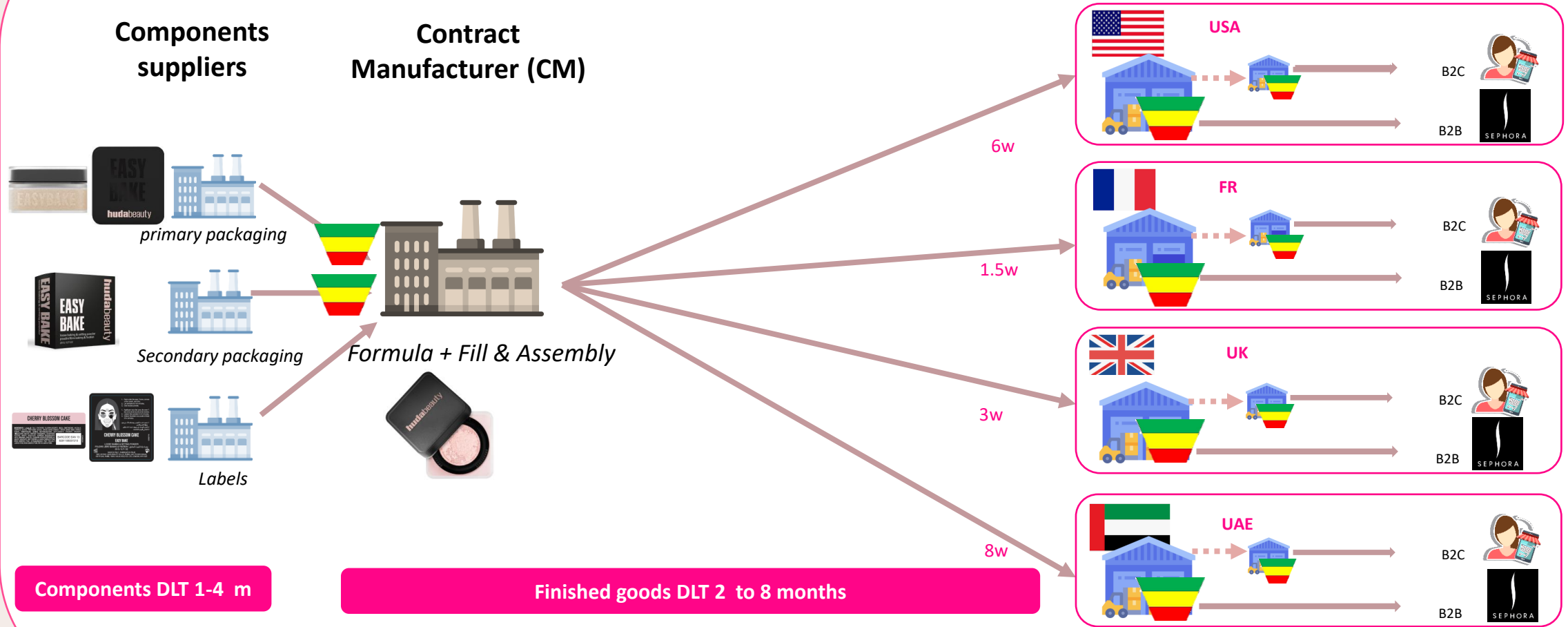
LOGISTICS

- 1 Regional Buffer for Ecom & Wholesale
- 1 Global Hub

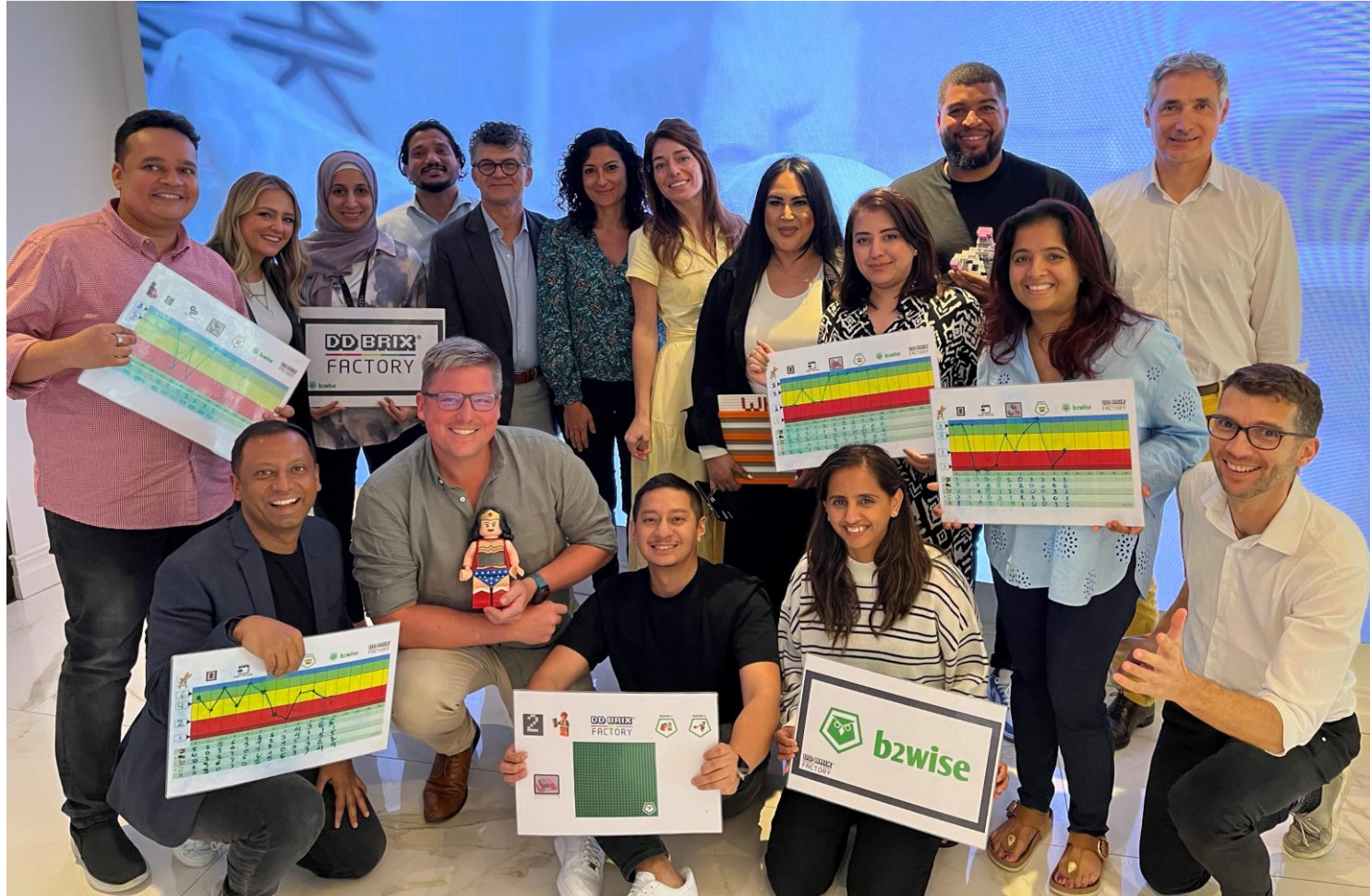
TARGET MODEL : "PULL" DISTRIBUTION MODEL



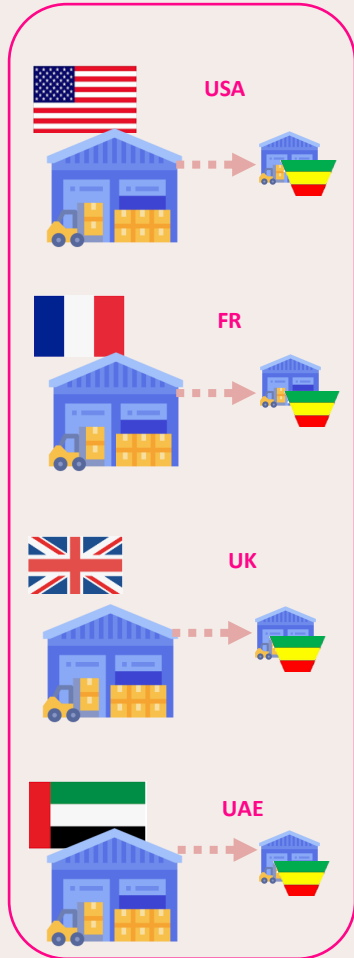
CURRENT MODEL



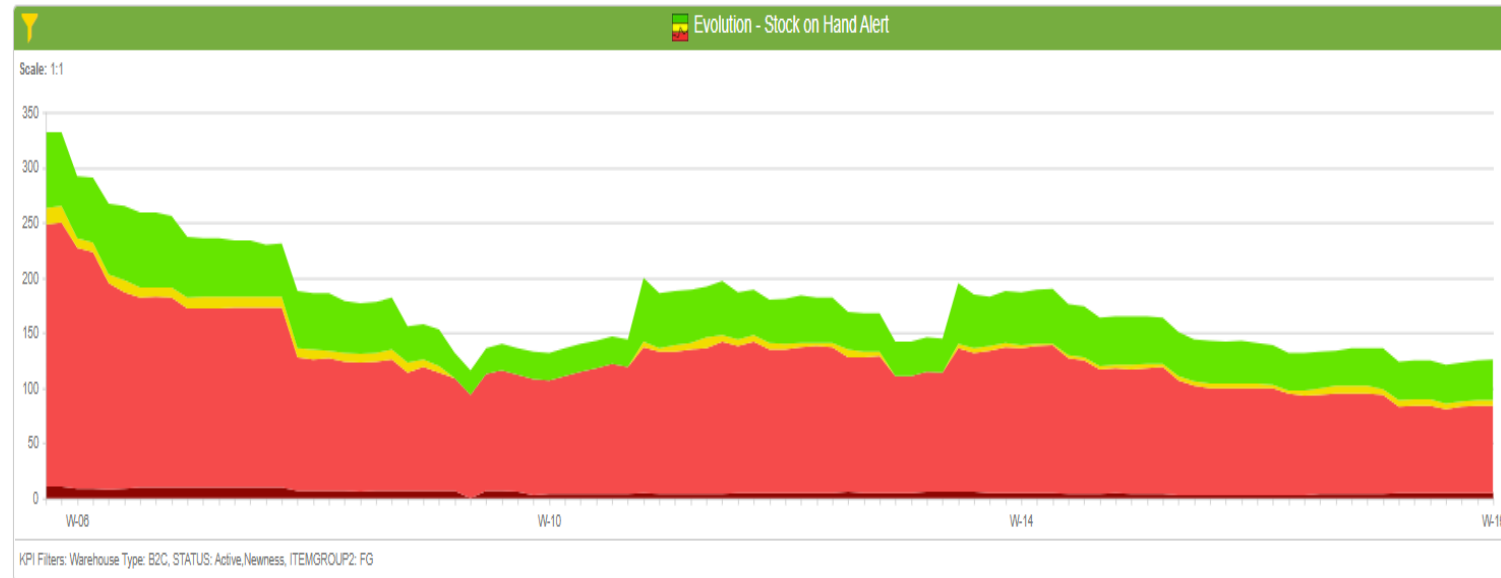
TEAMS TRAINING



DISTRIBUTION PLANNING – DC TO B2C

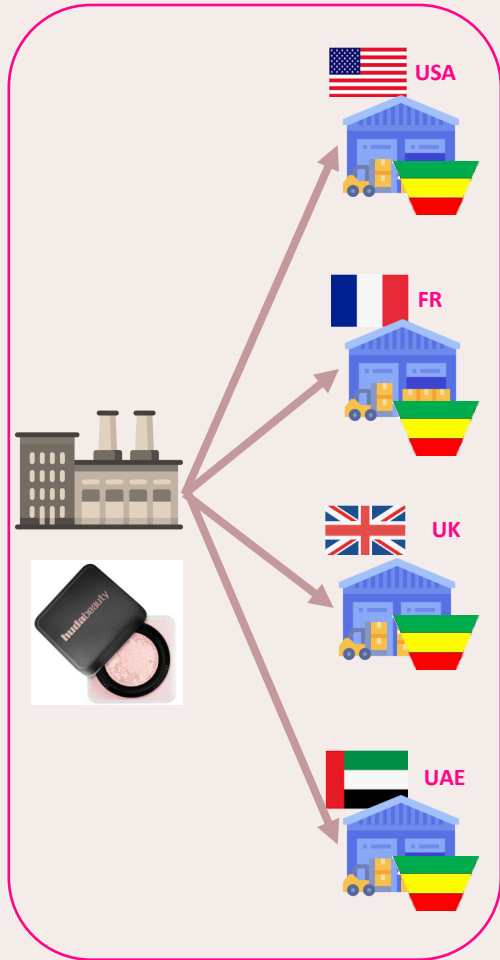


FIRST RESULTS



- Accelerated flow thanks to the daily checks and the visibility
- -66% of sku x DC in red zone

DISTRIBUTION PLANNING – CM TO DC



PRIORITY SHARE



	Item Code	Item Description	Warehouse Code	SOH	Open Supply	Qualifex Demanc	NetFlow	Net Flow	Actual Qty	New Net Flow Alert	
☐	HB00570	Easy Bake Loose Powder Cherry Blossom Cake	WH-DERET	10,189	38,796	408	48,577	14.97%	32,232	24.90%	2
☐	HB00570	Easy Bake Loose Powder Cherry Blossom Cake	WH-MAERSK	44,874	30,204	0	75,078	13.80%	60,384	24.90%	1
☐	HB00570	Easy Bake Loose Powder Cherry Blossom Cake	WH-UAE	37,967	0	3,172	34,795	27.62%	0	27.60%	1
☒	HB00570	Easy Bake Loose Powder Cherry Blossom Cake	WH-CYGNIA	11,757	5,928	270	17,415	17.53%	7,380	25.00%	2
				104,787	74,928	3,850			99,996		

100 parts per page Current Filter: ([PartCode Contains hb00570]) and ([WarehouseCode = WH-CYGNIA] or [WarehouseCode = WH-DERET] or [WarehouseCode = WH-MAERSK] or [WarehouseCode = WH-UAE]) Remove Filters Sorting: NewNetFlow__Alert desc Remove Sorting

Priority Share:

Calculation Type

Buffer Penetration (%):

Calculation Target

100000

Calculation UoM

Actual Hours:

Critical Part Quantity:

Order Units:

Units:

Value:

Volume:

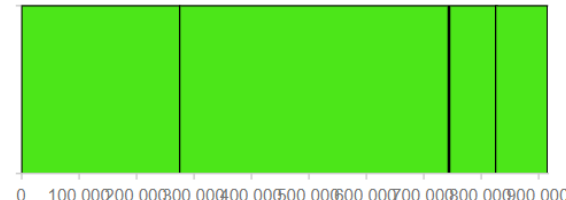
Orders (Before / After)

Lines: 4 / 3

Fill % (Before / After)

918.18% / 100.00%

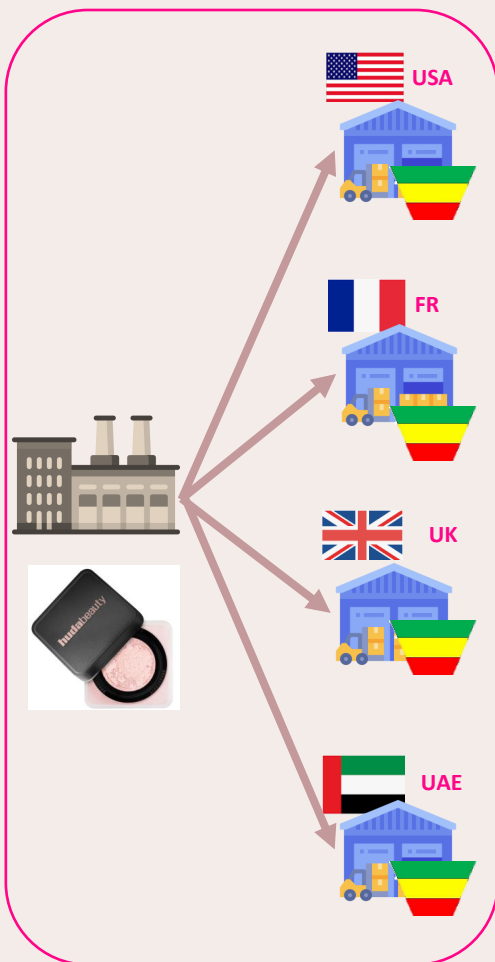
Load Before



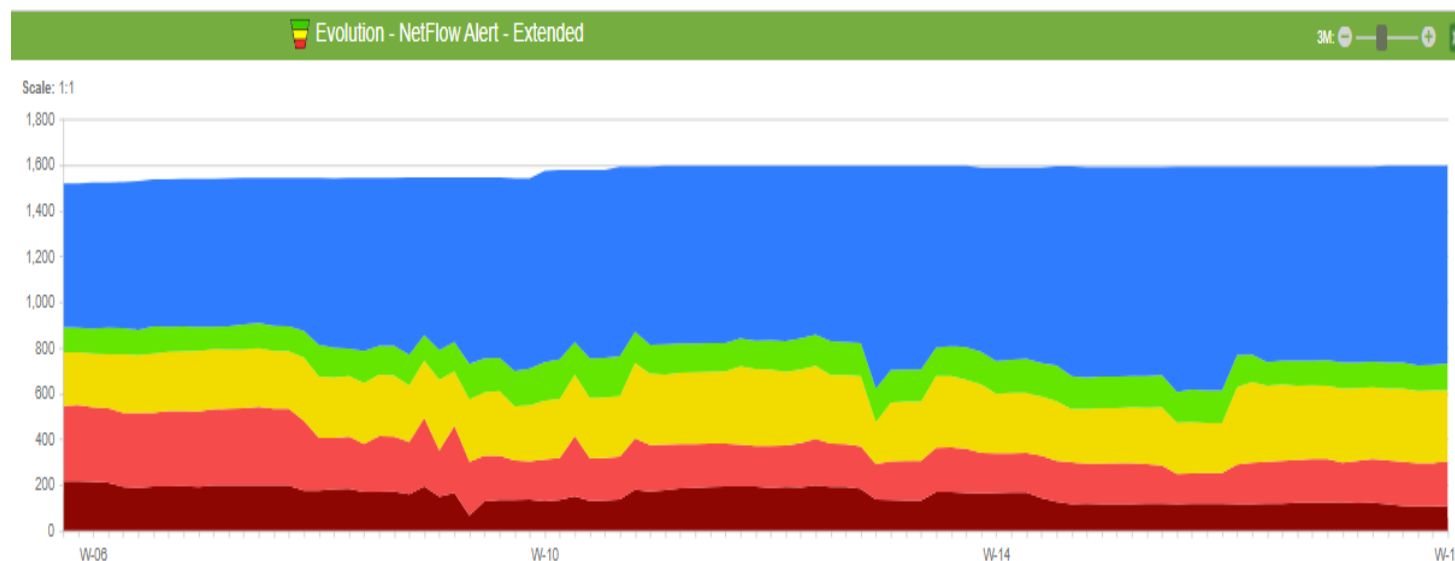
Load After



DISTRIBUTION PLANNING – FG TO DC

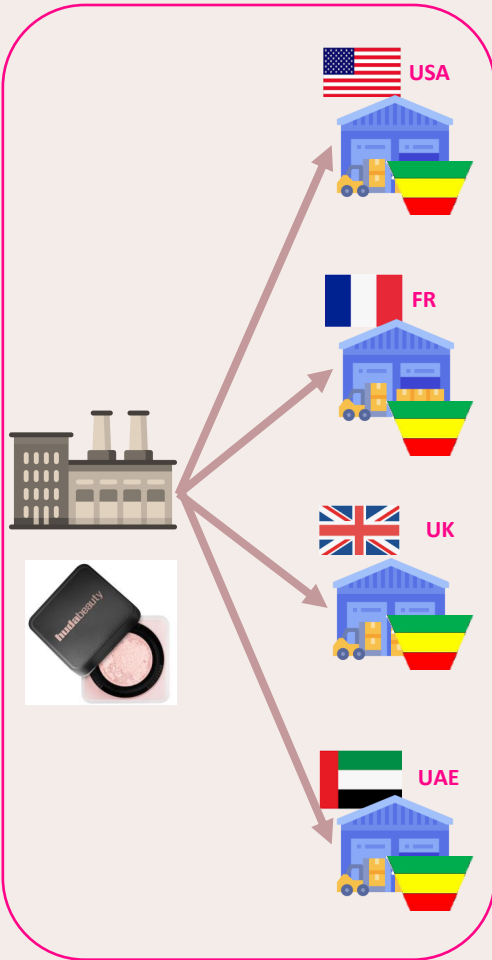


FIRST RESULTS

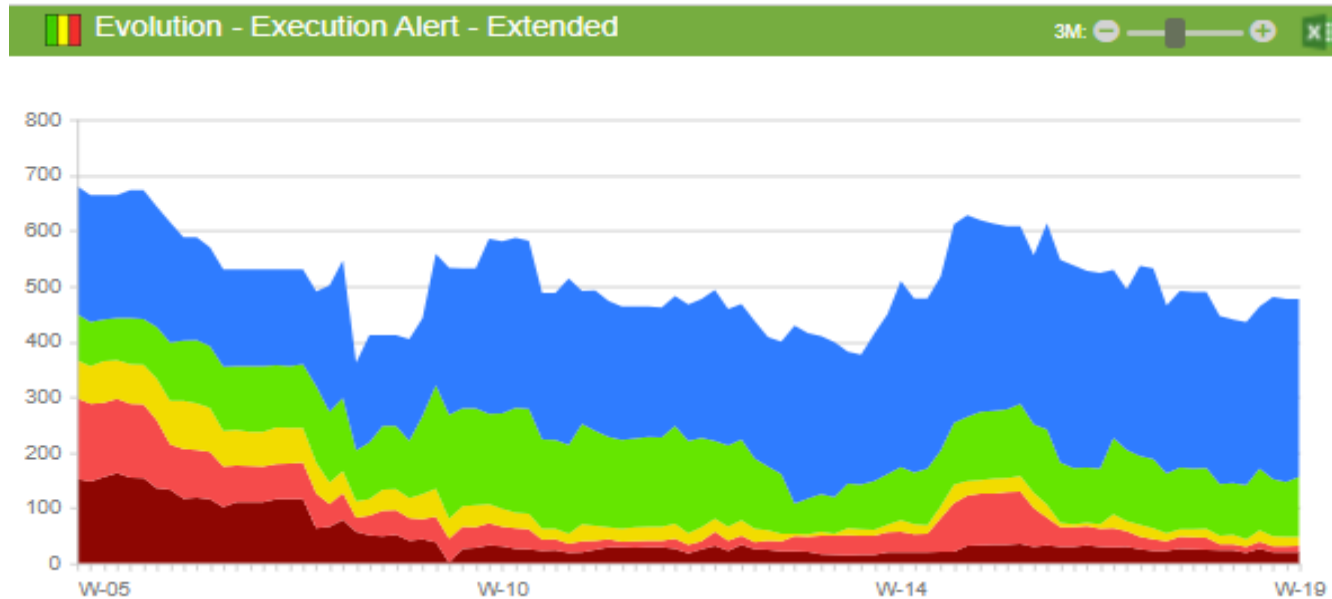


- -41% of sku x DC Net flows below their Top of red
- Better visibility on the stock availability at regional level
- Productivity

DISTRIBUTION PLANNING – FG TO DC

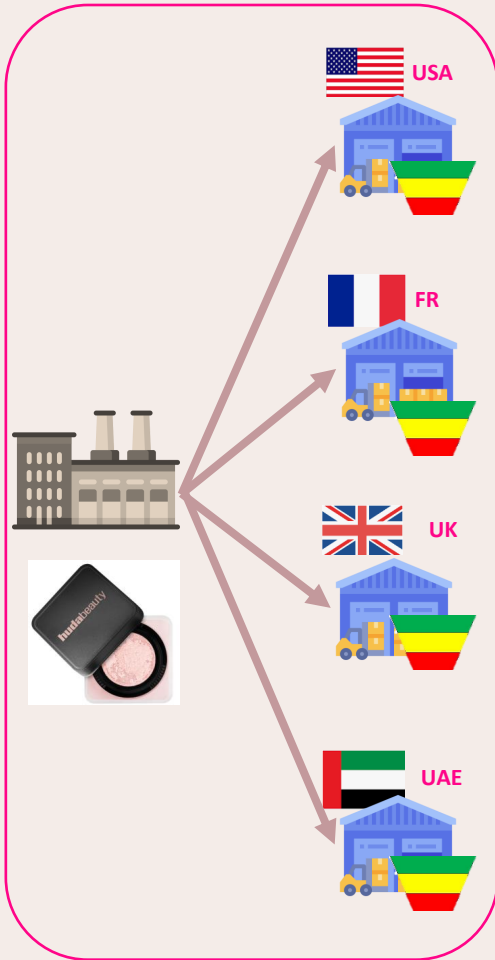


FIRST RESULTS



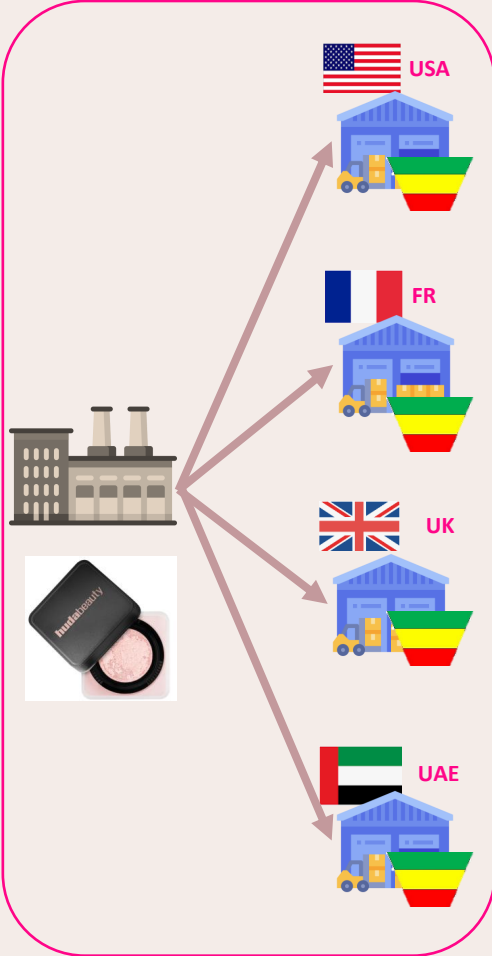
- -89 % of urgent transfer order lines
- Better visibility on the logistics priorities
- Serenity

DISTRIBUTION PLANNING – DC TO DC



- Quick identification of overstock to rebalance

FREIGHT PRIORITIES



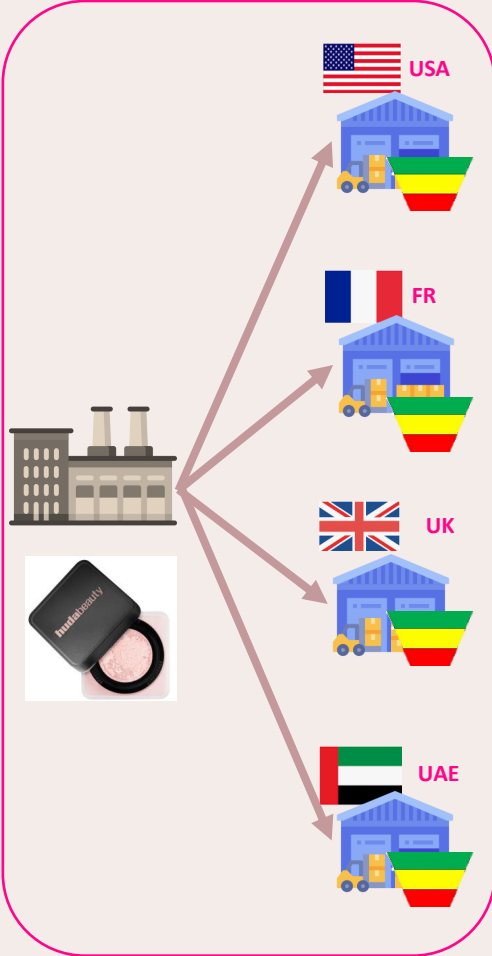
FIRST RESULTS



Item Code	Item Description	Warehouse Code	Execution Alert	Confirmed Date	Shipment Status	Shipment Reference	MOT	ICSalesID	SOWD
HB00981	Creamy Kohl Eye Pencil Very Vanta	WH-DERET	-11,883.79%	13/05/2025	InTransit	CTHO2-33690	LAND - FTL	SO0048812	☐
KY00290	Capri Lemon Sugar 14 EDP 10ml	WH-MAERSK	-6,492.91%	11/05/2025	DestinationCl...	1066451405	airfreight	SO0049168	☐
HB00488	FauxFilter Luminous Matte 245B Peac...	WH-DERET	-3,645.45%		None			HBFR-SO-00...	☐
HB00981	Creamy Kohl Eye Pencil Very Vanta	WH-DERET	-3,599.02%	13/05/2025	InTransit	CTHO2-33866	LAND - FTL	SO0049163	☐
HB00235	Power Bullet Rose Third Date	WH-MAERSK	-3,324.44%	14/05/2025	InTransit	1066559988	airfreight	SO0049034	☐
HB00248	Power Bullet Icon Honeymoon	WH-MAERSK	-2,127.36%	14/05/2025	InTransit	1066559988	airfreight	SO0049034	☒
HB01402	Baby Blush Duo Rose And Berry	WH-DERET	-999.00%	02/06/2025	InTransit	HBOTTAMR5...	SEA	SO0048836	☒
HB01378	Baby Blush Duo Pink And Peach	WH-MAERSK	-999.00%	08/05/2025	DestinationCl...	HBOTTAHS5...	SEA	SO0048835	☐
HB01402	Baby Blush Duo Rose And Berry	WH-MAERSK	-999.00%	08/05/2025	DestinationCl...	HBOTTAHS5...	SEA	SO0048835	☐
WF00070	Get Even Rose Oil (10ml)	WH-DERET	-668.33%					SO0037977	☐
HB00247	Power Bullet Icon Rendez-Vous	WH-MAERSK	-600.18%	14/05/2025	InTransit	1066559988	airfreight	SO0049034	☐
HB00982	Creamy Kohl Eye Pencil Very Brown	WH-DERET	-525.08%	13/05/2025	InTransit	CTHO2-33690	LAND - FTL	SO0048812	☐
HB01485	Lip Contour Stain Baby Pink	WH-MAERSK	-480.67%					SO0049113	☒
HB00555	Life Liner Quick N Easy	WH-CYGNIA	-434.97%					SO0049125	☐
HB00322	HB Lengthie Lash 23 HOODIE	WH-CYGNIA	-363.56%	04/05/2025	DestinationCl...	HBOTTAMR5...	SEA	SO0048480	☒

- Visibility on the Freight priorities

DC PRIORITIES



Item Code	Item Description	Warehouse Code	Execution Alert	Confirmed Date	Shipment Status	Shipment Reference	MOT	ICSalesID	SOWD
HB01420	Baby Bake Easy Bake Loose Powder ...	WH-DERET	-0.02%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☒
HB01418	Baby Bake Easy Bake Loose Powder ...	WH-DERET	-0.02%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☒
HB00928	Love Fest Obsessions	WH-DERET	0.00%	26/05/2023	Delivered	HB23045212	SEA - FCL	SO0036770	☐
HB00570	Easy Bake Loose Powder Cherry Bloss...	WH-DERET	77.95%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☐
HB01422	Baby Bake Easy Bake Loose Powder ...	WH-DERET	96.09%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☐
HB01419	Baby Bake Easy Bake Loose Powder ...	WH-DERET	125.87%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☐
HB01080	Easy Bake Loose Powder Peach Pie	WH-DERET	495.46%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☐
HB00862	Faux Filter Concealer Nougat 2.5	WH-DERET	525.11%	21/04/2024	Delivered	24A030512060	LAND - LTL	SO0041115	☐
HB00868	Faux Filter Concealer Cookie Dough 4.3	WH-DERET	1,240.96%	21/04/2024	Delivered	24A030512060	LAND - LTL	SO0041115	☐
HB00869	Faux Filter Concealer Granola 4.5	WH-DERET	6,436.09%	21/04/2024	Delivered	24A030512060	LAND - LTL	SO0041115	☐
HB00871	Faux Filter Concealer Toasted Almond ...	WH-DERET	7,894.04%	21/04/2024	Delivered	24A030512060	LAND - LTL	SO0041115	☐
HB00140	Easy Bake Loose Powder Cupcake	WH-DERET	16,488.72%	07/05/2025	Delivered	5015 844 225	roadfreigh	SO0049087	☐

- Visibility on the DC Inbound priorities

FROM

TO

Item Description	Warehouse Code	PRODUCT	Item Group	SOH	Open Supply	Qualifier Demand	SOH Alert	Net Flow	NetFlow	Actual Qty	OriginalRecc
Liquid Matte Hard Launch Bombshell	WH-CYGNIA	Liquid Matte ...	FG	3,512	0	43	616.69%	23.04%	3,469	11,520	11,520
Liquid Matte Hard Launch Bombshell	WH-DERET	Liquid Matte ...	FG	2,518	0	24	4,054.49%	15.01%	2,494	14,016	14,016
Liquid Matte Hard Launch Bombshell	WH-MAERSK	Liquid Matte ...	FG	9,725	0	0	1,478.43%	46.60%	9,725	11,136	11,136
Liquid Matte Hard Launch Bombshell	WH-UAE	Liquid Matte ...	FG	17,976	0	2,255	369.37%	48.54%	15,721	16,512	16,512
Liquid Matte Hard Launch Bombshell	WH-V000218	Liquid Matte ...	FG	0	44,700	53,184	-100.00%	-99,999.90%	-8,484	8,640	53,184

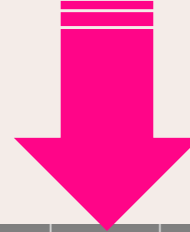
COMPONENTS PLANNING

FROM

Item Description	Stock on hand	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
Baby Bake Outerpack	Prod conso	-	-	-	-	49,526	27,020	112,937
Baby Bake Outerpack	Closing stock	146,980	146,980	102,454	135,434	132,497	156,811	177,567
Baby Bake Outerpack	In transit/Open	0	-	-	-	-	-	-
Baby Bake Outerpack	Sales Forecasts	-	-	49,526	27,020	112,937	15,686	74,244
Baby Bake Outerpack	Order ETA	-	-	5,000	60,000	110,000	40,000	95,000
						2.0	2.0	2.0

Description	Component Type	Open Orders	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Yum Pistachio Gelato 33 100ml	FG	FG Production Plan	-	-	-	25,000	-	12,200
Yum Pistachio Gelato 33 100ml	FG	Forecast	-	-	-	-	-	-
Yum Pistachio Gelato 133 100ml Bottle	Bottle Decorated	Opening Stock Component	10,489	10,489	10,489	-	14,511	-
Yum Pistachio Gelato 133 100ml Bottle	Bottle Decorated	Consumption	-	-	-	25,000	-	12,200
Yum Pistachio Gelato 133 100ml Bottle	Bottle Decorated	Open PO/In Transit	-	-	-	-	-	-
Yum Pistachio Gelato 133 100ml Bottle	Bottle Decorated	Closing stock without any intervention	10,489	10,489	10,489	-	14,511	-
			-	-	-	17,413	-	11,157
		date of new POS	-	-	-	17,413	-	11,157
		stock with New Pos	10,489	10,489	10,489	2,902	2,902	1,860

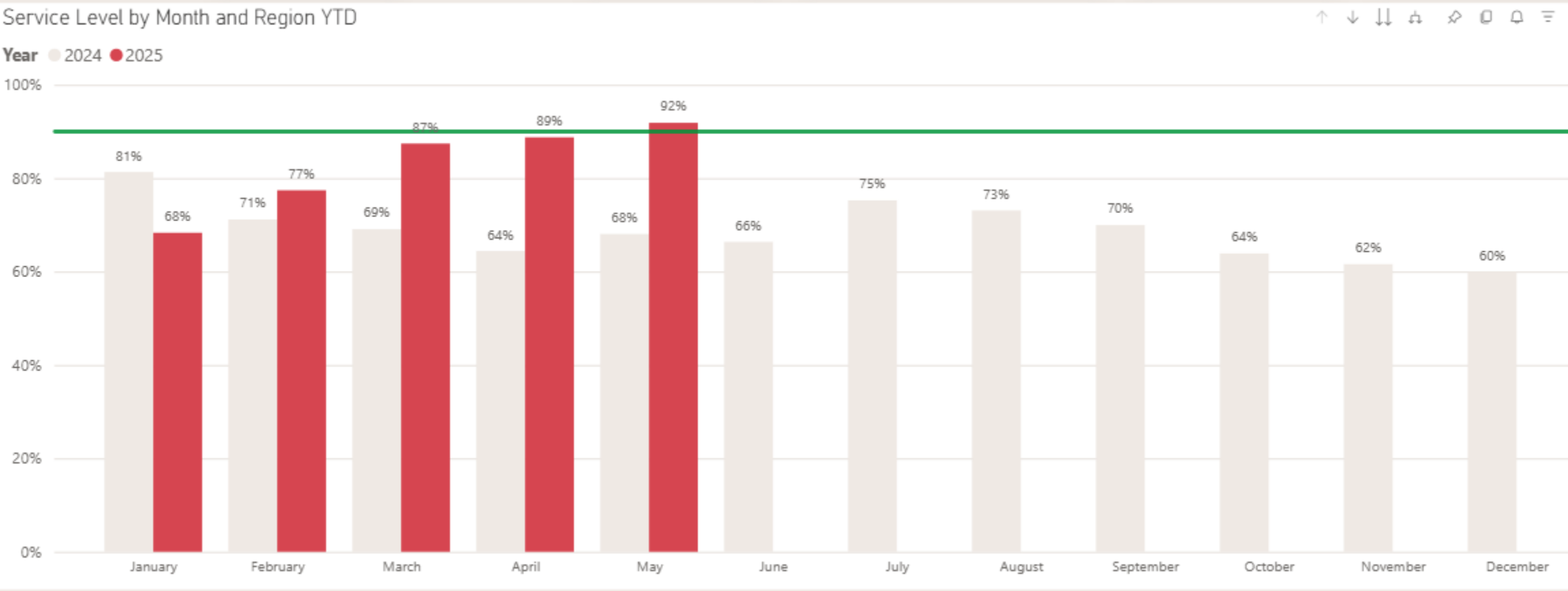
CMI	Category	Sub	MO	LT (M)	SS	Open Orders	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Bottle	CC		25000	4.0	2.0	Opening Stock	68,885	9,648	9,648	9,648	51,752
Bottle	CC		25000	4.0	2.0	Consumption	59,237	0	0	161,400	0
Bottle	CC		25000	4.0	2.0	Open PO/In Transit	0	0	0	100,000	0
Bottle	CC		25000	4.0	2.0	New Order ETA	-	-	-	-	51,752
Bottle	CC		25000	4.0	2.0	Stock Cover	2.1	1.1	0.1	-	-
Bottle	CC		25000	4.0	2.0	New Order Date	51,752	-	-	-	-



TO

Item Description	Warehouse Code	Lifec	PRC	SOH	Open Supply	Qualifier Demanc	NetFlow	Net Flow	SOH Alert	Actual Qty	UOM
Blush Filter Ube Cream Wiper and Bottle BR2405	WH-V001031	Active	Bottle	72,545	10,000	74,500	8,045	21.02%	-16.39%	30,230	Ea
Blush Filter Ube Cream Cap with Doe-foot	WH-V001031	Active	Cap	72,545	0	74,500	-1,955	-5.11%	-16.39%	40,230	Ea
Blush Filter Sunset Lychee Wiper and Bottle BR2405	WH-V001031	Active	Bottle	10,275	0	0	10,275	40.81%	140.78%	14,902	Ea
Blush Filter Sunset Lychee Cap with Doe-foot	WH-V001031	Active	Cap	10,275	0	0	10,275	40.81%	140.78%	14,902	Ea
Blush Filter Strawberry Cream Cap with Doe-foot	WH-V001031	Active	Cap	80,794	0	83,000	-2,206	-2.21%	-8.36%	102,128	Ea
Blush Filter Peach Sorbet Wiper and Bottle BR2405	WH-V001031	Active	Bottle	9,000	0	0	9,000	29.05%	117.79%	21,985	Ea
Blush Filter Latte Cap with Doe-foot	WH-V001031	Active	Cap	0	0	29,603	-29,603	-111.49%	-381.14%	56,155	Ea
Blush Filter Intense Guava Wiper and Bottle BR2405	WH-V001031	Active	Bottle	11,921	0	0	11,921	38.28%	132.71%	19,219	Ea

SERVICE LEVEL



STOCK REBALANCING COST

**BEFORE
ACT 2024**

9%
OF THE FG SHIPMENTS

4%
IN UNITS

720K USD

**AFTER
EST 2025**

3.5%
OF THE FG SHIPMENTS

0.6%
IN UNITS

180K USD

LESSONS LEARNED



SUCCESS FACTORS

MASTER DATA

- Data structure
- Master data processes (life cycle, BOM creations and updates...)
- Accuracy (LT, MOQ..)

TEAM

- Dedicated team (Planning & IT)
- Expertise

CHANGE MANAGEMENT

- Training : Planners & stakeholders
- Cross functional workshops
- Reports for an easy visualization

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THANK YOU!

