



Case study: Campingvaruhuset

CAMPING
VARUHUSET.SE

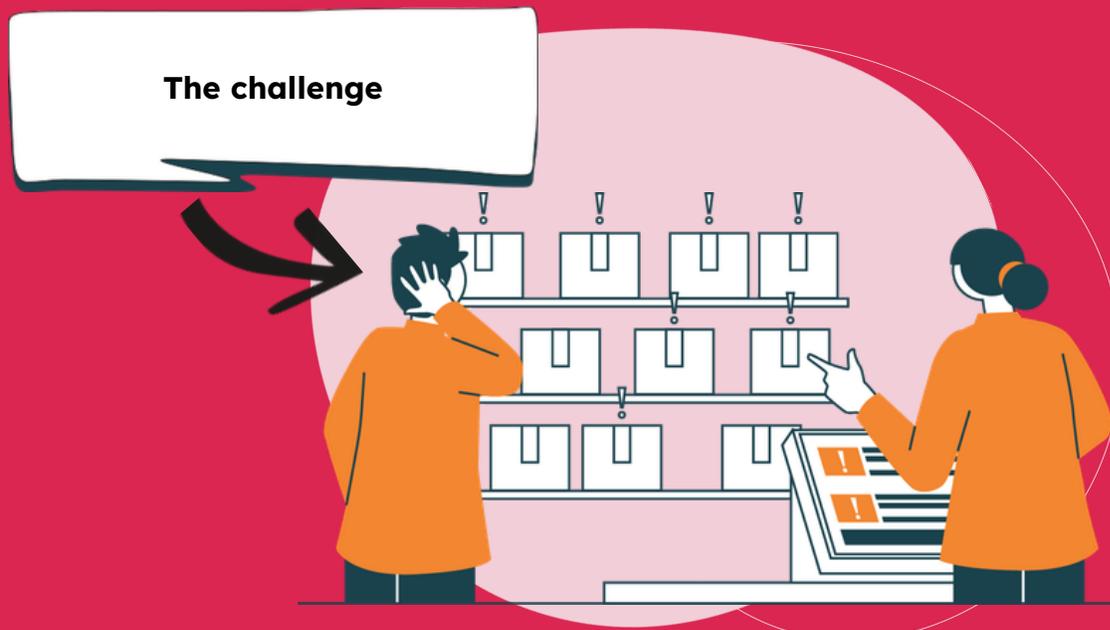
Campingvaruhuset

Campingvaruhuset, known as CampMarket in other markets, is the Nordic region's largest camping equipment supplier, selling everything from spare parts to smart accessories for everyday campers and long-distance travelers. Founded in 2008, the family-owned company has over 50 years of experience in camping and outdoor living, with industry ties dating back to 1968.

Today, Campingvaruhuset delivers to over 20 countries via its online store. They also have a 2,500 square meter store just outside Enköping and a 900 square meter tent exhibition, with a warehouse next door.

In an industry with significant seasonal variations and a wide, growing range, high customer demand places considerable pressure on purchasing and inventory management.





The challenge

With an assortment of around 17,000 items, it became increasingly complex to stock the right products without tying up capital in the wrong items or overstocking.

The camping department store's co-owner, Gustav Henriksson, describes the situation:

"We mostly kept track of what was already out of stock or was on customer orders. However, we did not have very good foresight about which products were in stock before they were sold; we often ended up ordering them afterwards."

Time-consuming and inefficient manual purchasing processes required extensive order reviews, causing planning uncertainty. The heavy seasonal variations in the camping industry exacerbated this.

Order volumes increased rapidly during the peak season, with demand shifting sharply between items. As this was difficult to track, it often led to:

- Summer products left on the shelves over the winter
- Online and in-store stockouts of popular items at peak times
- Capital tied up in the wrong products, leading to missed sales of key products

"We spent an excessive amount of time going through and placing orders, but there were still errors in the items we had in stock. We simply didn't have a good enough overview," says Gustav.

Campingvaruhuset needed a solution that would provide better control over inventory levels, reduce manual effort, and enable proactive purchasing based on actual demand and seasonal patterns.





The solution

Thanks to its user-friendly interface, ready-made Microsoft Business Central integration and advanced forecast calculations, EazyStock was the clear choice.

"We looked at another solution, but in the end, the forecast calculations were the deciding factors. EazyStock did what the others didn't," says IT Manager, David Linder.

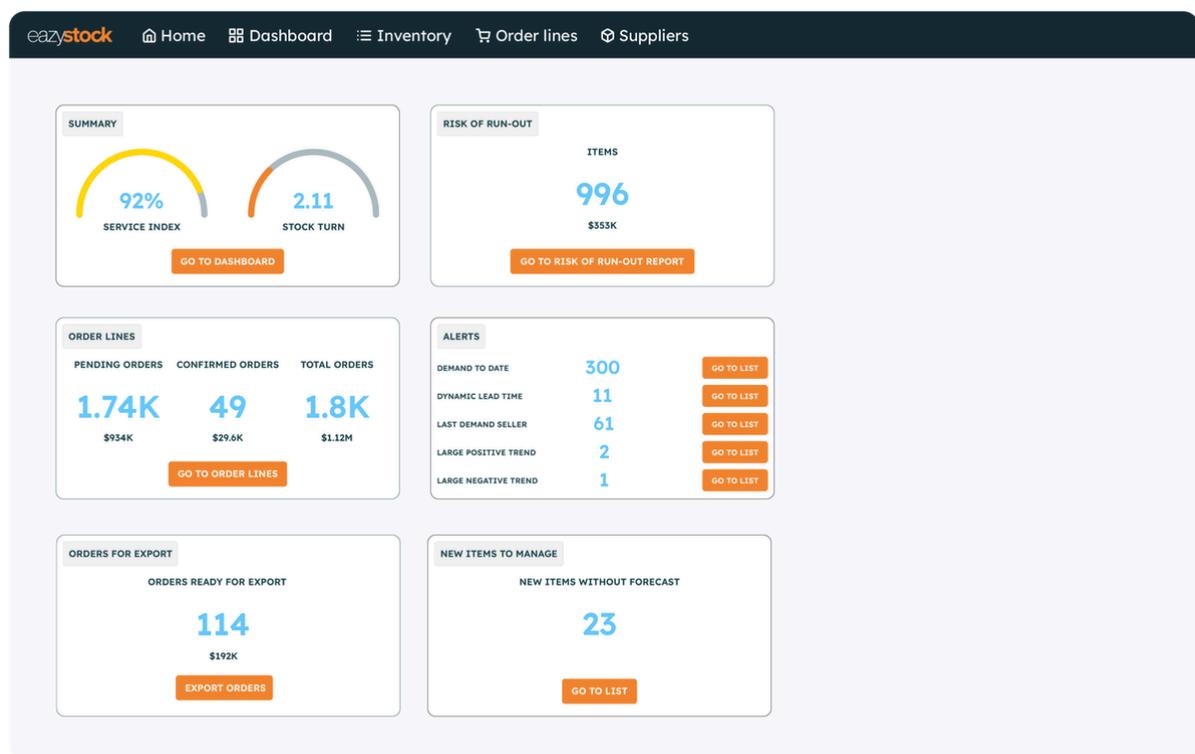
The implementation went smoothly and was carried out in collaboration with EazyStock's dedicated Customer Success Manager, Jörgen Wagendahl. David Linder describes the process:

"It was very painless. We had such inefficient processes before that we were excited to get started. EazyStock is straightforward, so after our initial questions, it was easy to use. The Evolution interface is also really nice to work in. It's clear. click Order Lines, filter out what you want to work on, and get to the daily work."

Once the item data and order flows were in place via the Business Central integration, the team got to work quickly.

“As soon as we got everything rolling as it should, with the item data and the right fields, it was just a matter of hitting the gas and going,” says David. For Gustav, simplicity was a decisive factor:

“It was important we had a smooth system for everyone doing daily purchasing. Instead of asking David for reports all the time, we wanted to work efficiently in the system ourselves.”



EazyStock's dashboard shows daily order suggestions, items at risk of running out, and exceptions that need to be handled.





The results

Since implementing EazyStock, Campingvaruhuset has seen significant improvements in both working methods and warehouse structure. One of the most notable changes is the time saved.

"Today, the work is much faster; we save several hours per person per day," says Gustav.

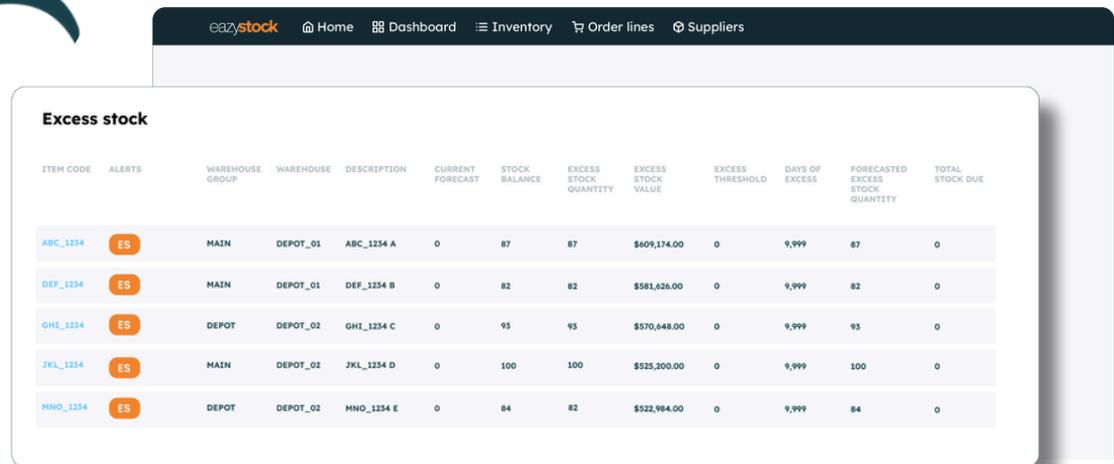
With EazyStock, the company has gained better control over stock levels and ensured that the right items are in stock at the right time. This is especially important in an industry with strong seasonality, where demand shifts rapidly between summer and winter. Some significant improvements include:

- Stocking the right items in the right quantities, with a reduced risk of running out of key items.
- Less capital tied up in the wrong items and excess stock.
- Better control of products with little or no demand, ensuring stock sells and reducing excess stock.

With the freed-up time, the procurement team can focus on strategic tasks, such as identifying items at risk of becoming obsolete. EazyStock's features for managing excess stock (such as the excess stock list) actively support stock clearance during peak sales periods, such as Black Week, and make room for new spring products.



The Excess Stock list is an effective tool for working in a structured way to clear inventory and free up tied-up capital.



ITEM CODE	ALERTS	WAREHOUSE GROUP	WAREHOUSE	DESCRIPTION	CURRENT FORECAST	STOCK BALANCE	EXCESS STOCK QUANTITY	EXCESS STOCK VALUE	EXCESS THRESHOLD	DAYS OF EXCESS	FORECASTED EXCESS STOCK QUANTITY	TOTAL STOCK DUE
ABC_1234	ES	MAIN	DEPOT_01	ABC_1234 A	0	87	87	\$609,174.00	0	9,999	87	0
DEF_1234	ES	MAIN	DEPOT_01	DEF_1234 B	0	82	82	\$581,626.00	0	9,999	82	0
GHI_1234	ES	DEPOT	DEPOT_02	GHI_1234 C	0	93	93	\$570,648.00	0	9,999	93	0
JKL_1234	ES	MAIN	DEPOT_02	JKL_1234 D	0	100	100	\$525,200.00	0	9,999	100	0
MNO_1234	ES	DEPOT	DEPOT_02	MNO_1234 E	0	84	82	\$522,984.00	0	9,999	84	0

To plan for the coming seasons, Campingvaruhuset uses EazyStock's Purchase Forecast Report. The report provides a clear overview of which items are sold on a recurring and seasonal basis and recommends when to place orders. This allows Campingvaruhuset to plan to order a certain percentage of the goods in March and the rest in June, without manually checking each item.

An important effect of the work is that capital has been freed up. The camping department store has cleared incorrect balances and optimized inventory, creating space for new products and bestsellers. Since the company operates in an industry with significant seasonal variations, it has also implemented seasonal profiles for each item group. This provides more accurate forecasts and relevant purchase suggestions, making planning more accurate, easier, and more profitable.

"We have previously had a high inventory value, but with the wrong products. At the same time, the bestsellers were missing when customers needed them. It was difficult for us to anticipate the need and plan correctly. Now we have much better control over which products we should have at home and in what quantities. It has made a huge difference," says Gustav.

The physical store has also benefited from EazyStock. The forecasts allow store sales representatives to focus on customer service instead of administration. Since there are separate warehouses with different quantities, EazyStock can account for this when making purchases, reducing the need for internal communication and ensuring the store also gets the right products on the shelves.

Further improvements:

- Daily purchase suggestions are handled quickly and efficiently.
- The team uses the Excess Stock report to support campaigns such as Black Week and stock clearances to free up capital.
- Long-term forecast reports provide better planning for future seasons.
- Automated store inventory levels save time and streamline internal communication.

"EazyStock has helped us with the big picture. Even though we've reduced our stock value, we have more of the right products that actually sell in stock and stores," concludes Gustav.



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Find out more

**Find out how EazyStock can help you digitize
your purchasing process and work smarter.**

Book a demo