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Case study:

Moory

moory



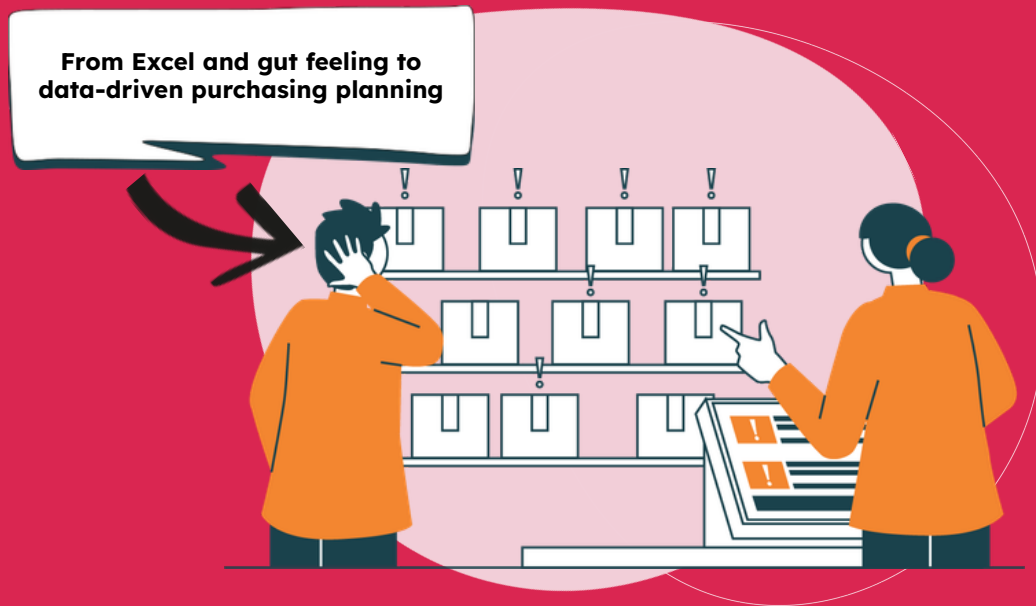
Moory was founded in 2021 to make boating easier and more fun. In just a few years, the company has grown into one of Sweden's largest online stores for boat accessories, with a wide range and sales across 14 European countries.

Moory is led by experienced entrepreneurs who have built successful e-commerce companies, including Bythjul, Mekster, and Cykelkraft. The common denominator is complex products that people usually prefer to buy from a physical store.

Boat accessories are no exception. Choosing the right anchor, propeller or safety equipment can require both knowledge and guidance. That's why Moory emphasizes a simple buying experience, with clear information and fast delivery.

However, a wide range, strong growth and international expansion also increase demand on purchasing, inventory control and capital commitment. With thousands of stocked items, long lead times, and a strong focus on private labels, effective inventory optimization has become crucial to the company's growth.

We met with one of Moory's founders and CEO, Torkel Hallander, to discuss how the company approaches purchasing planning and the role EazyStock plays in supporting continued expansion.



Challenge

Moory's experienced rapid growth in their product range. With tens of thousands of items, major capital investments, and high growth ambitions, purchasing and inventory control quickly became strategically important.

Initially, forecasts and purchasing planning used relatively simple methods. The company worked largely in Excel and gradually built up its inventory by purchasing one item at a time and replenishing as demand arose. Torkel Hallander, founder and CEO of Moory, explains:

"It was pretty simple; buy everything from everyone. We had raised a lot of capital and could be aggressive. However, before EazyStock, we actually had a pretty rudimentary system in Excel."

Experience leading previous e-commerce companies meant Moory's founders knew the risks of rapid growth and large inventory investments.

“If you look at many e-commerce bankruptcies, the problems often come from poor control over inventory and purchasing. Companies rarely fail because they don't make money. What brings a company down is almost always liquidity,” says Torkel.

Moory knew it was important to gain better control over demand, purchasing, and invested capital quickly to keep growing without building unnecessarily large inventories.

With a stable warehouse solution through 3PL partner Boxflow and Ongoing WMS, Moory could focus on the next step in development: better control over demand, purchasing, and tied-up capital. At the same time, the company was recommended to review EazyStock for warehouse optimization and purchasing planning.

“It just felt like this is great. We have to have this. We really haven't regretted it. We're super happy,” says Torkel.



EazyStock + Ongoing as a hub in purchasing planning



Solution

As part of the implementation, Moory integrated EazyStock with their existing warehouse management system, Ongoing WMS. For Moory, it wasn't just about implementing a new system, but about building the right way of working with a partner who could support the business as it grew.

"Everyone finds Jonas (CSM at EazyStock) to be incredibly educational and helpful. We have always felt strong support and a genuine desire to help us get the most out of the system. It has been very valuable to us," says Torkel.



With a product range of tens of thousands of items, Moory uses EazyStock to automate and structure demand forecasting, inventory management and purchasing planning. Every morning, the system generates purchasing proposals based on sales history, lead times, service levels and inventory status. As a data-driven company, Moory wanted to minimize further manual work, so EazyStock automatically approves and forwards purchasing proposals to the company's ordering system. The result is a scalable, efficient, light-touch purchasing process that can handle an extensive product range with limited administration.

"Every morning, EazyStock suggests what needs to be purchased, and we purchase based on those suggestions. The system calculates how much we need to replenish to maintain a reasonable level of safety at all times," says Torkel.

Moory has continuously fine-tuned parameters such as service levels, reorder points, and safety stock. Group-level seasonal profiles have been pivotal in managing the boat accessories market's strong seasonal variation. By analyzing demand within product groups, EazyStock can also forecasts new items with limited sales history.

In addition to daily purchasing proposals, the team uses forecast reports and exports of order and forecast data for further analysis. This lets the company combine EazyStock's recommendations with its overall strategy around growth, tying up capital, and investing in its own brands.

"Basically, we work by setting the parameters, letting EazyStock generate purchasing suggestions, and then replenishing the inventory based on them. We also work actively on how we want to prioritize the inventory and our investments," says Torkel.

High purchasing efficiency
with tens of thousands of items
and one buyer



Result

For Moory, results are not just about better forecasts; they are about creating control in a rapidly growing business where one person is mainly responsible for the daily purchases.

Jonas Borgman, Customer Success Manager at EazyStock and customer manager for Moory, also highlights this:

"I have been working with warehouse optimization for almost ten years and Moory is without a doubt one of the most impressive examples of purchasing efficiency I have come across. Despite a range of tens of thousands of items, the daily purchasing work is effectively handled by one person."



As the business has grown, Moory has also developed its approach to use EazyStock's purchasing and event calendars to adapt purchasing to seasonal variations, lead times and different supplier conditions. The team is currently refining the approach by adapting the calendars to better suit the lead times of many factories and the business's cash flow.

For Moory, the biggest gain has been moving from simple Excel-based planning to a more structured and data-driven process.

"I think one of the biggest reasons why many e-commerce companies tie up too much capital and have difficulty generating cash flow is that they don't really have a handle on what they have in stock, how often the products sell and when they need to be replenished. I think we are already significantly more optimized in terms of tied-up capital than many other companies," says Torkel Hallander.

At the same time, Moory sees EazyStock as more than a tool for buyers. It is a central data source for optimizing cash flow, planning future purchases, and supporting its continued focus on its own brands.

"No one here thinks EazyStock has become less relevant now that we have AI. Quite the opposite. We think it's great and want to use EazyStock even more," concludes Torkel Hallander.

For Moory, EazyStock has become an essential part of the company's data-driven approach. Forecasts, inventory decisions and purchasing planning are now based largely on data rather than gut feeling, creating better conditions for decision-making as the business grows.





Find out more

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

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