

ELECTRICAL RETAILER



CASE STUDY

SUMMARY

IMTS Successfully implemented its ERP Solution at a prominent independent electrical retailer, with a central office and 2 retail units simultaneously.

The independent retailer trades in white goods as well as TV's, Computers, Mobile phones, and Accessories. Through building long term relationships with its customers, it has grown to become a single point of call for its loyal customer's electrical goods needs. Its success has recently enabled it to establish another retail unit.

The complexities of operating a central warehouse and 2 retail units has made the retailer realise the need to employ an integrated management system.

CHALLENGES

- The need to integrate the Point of Sale Systems with the Warehouse system, in order to manage inventory across the 3 locations proactively.
- A requirement to facilitate a sophisticated rewards scheme and multi-level discounts on a diverse range of products.
- Provision of after-sales services to customers.

PROJECT OBJECTIVES

Enabling Integrated stock control throughout the multi-site operation and the introduction of a rewards scheme and multi-level discounting, through IMTS's integrated ERP solution.

BENEFITS

Through the implementation of the IMTS Integrated ERP Solution, the manufacturer was able to achieve several benefits including:

- Complete visibility and transparency of operations across the extended organisation including sales, inventory, purchasing, operations, and financial management.
- Enabling multiple discounts to be applied and the total discount automatically calculated, through the introduction and seamlessly integrated custom rewards scheme addon.
- Simplifying the implementation of a rewards scheme for customers , thus encouraging repeat purchases.
- Facilitating after sales support, through a seamlessly integrated self-service portal addon, reducing the cost of administering after sales services.
- Quicker benefits realisation ,through the use of the IMTS managed implementation and intuitive user interface of the IMTS ERP solution, thus minimising training needs.

