

Management of a modern Retail Franchise in Bulgaria and Romania

“ The ERP solution supported us to develop high standards, effective control and flexible approach to innovative retail practices of great value for our business. The elaboration of unique trade policies, as well as their well-timed implementation, contributed to our establishment as a strong competitor on the Bulgarian market. ”

Svetoslav Tsekov, Brand Manager, Debenhams Bulgaria & Romania

The company was founded in the eighteenth century as a single store in London and is now a leading international, multi-channel brand with a proud British heritage which trades out of over 240 stores across 27 countries. Debenhams gives its customers around the world a unique, differentiated and exclusive mix of own brands, international brands and concessions. Debenhams has been investing in design for over 20 years through its exclusive Designers at Debenhams portfolio of brands.

Debenhams Bulgaria opened its first store in Sofia, Bulgaria in December 2012 and in March 2015 opened its store in Bucharest, Romania. Debenhams Bulgaria registered 37% increase in sales in 2014.



The implemented Atlantis ERP solution fully meets the high standards of the British retail chain Debenhams. It includes the following modules: finance, accounting, warehouse, fixed assets, retail and procurement.

The solution automatically carries out the integration of large amounts of data on more than 100,000 items, categorized by brands, divisions, classes, styles, colors, sizes, etc. and allows for flexible input and sale of Third Party Products, coming from different brands with different structure

and type to the standard, provided by Debenhams. The solution provides connection to mobile devices for scanning, fast and effective inventory, mobile print and change of labels, and fast input of deliveries. The mobile part of the solution, has a nice and user-friendly interface

The Atlantis ERP solution supports all commercial pricing and promotional policies of the store like Multi purchase offers (MPO), as Buy one get one at half price, Buy 3 Pay for 2; supports loyalty cards and discount vouchers.

It is integrated with the Debenhams HQ in the UK, which allows for direct import of new items, automated grouping and division of the items according to the Debenhams UK standards, daily reports on sales and availabilities and wireless change of the labels with updated price or other information. It is also integrated with the Loyalty program solution Getti and with fiscal and mobile devices.

The sales process is enabled by the touch screen retail application of Atlantis ERP, and allows for real-time price updates, flexible trade policies, and detailed reports on sales and availabilities. The system is working in real-time and the information at any given moment is actual for all users.

Besides the implementation of Atlantis ERP, Balkan Services performed complete installation of the IT infrastructure.

All functionalities of Debenhams Bulgaria were deployed in the store opened in Romania, which in addition included also localization. One more store in Romania is to be opened by the end of 2015.

SOLUTION OVERVIEW

Company

Debenhams Bulgaria and Romania

Industry

Retail

Activities

The company is a franchise retailer of Debenhams UK and sells a wide range of clothing and cosmetics.

Coverage

Bulgaria and Romania

Users

Store managers, Middle level management (Marketing, Divisions, Operations), Cashiers

Issues to be solved

To open the first and so far the only franchise Debenhams store in Bulgaria and subsequently to open a store in Romania. To identify and implement a solution, that is able to answer all business needs according to the standards of Debenhams UK and the Bulgarian management. Automated reporting to the HQ in the UK, support to a variety of trade and price policies.

Challenges for the Company

Assign a project team; Prepare IT infrastructure – hardware, servers, POS devices, cash machines, mobile devices (labeling, inventory and delivery); Atlantis ERP staff training; Adapt the requirements of the UK head office; Select software solution for their Loyalty program; Define all internal processes.

Benefits

All company data is in a single and unified database, providing a single point of truth for all company operations. The solution covers all aspects of the retail business from the delivery to the POS, and answers the retail industrial standards. The operative processes are optimized and the time from delivery to the shop shelves is significantly reduced. All deliveries are preliminary prepared and the company is able to fully control the process, so the differences between what is expected and what is delivered are minimized. All internal processes are optimized and the possibilities for human mistakes are minimized.

