



LS RETAIL



CASE STUDY



**MANGO, NINE WEST, ALDO, BALLY, PROMOD, CHARLES & KEITH,
LA SENZA, OKAIDI, INGLOT AND ALDO ACCESSORIES RUNNING
SUCCESSFULLY ON LS RETAIL**



LS Retail Helping global brands to adapt to the changing Indian business scenario and help them to grow manifolds.



Enterprise Business Technologies Pvt. Ltd.



Dynamic Vertical Solutions

www.dynamicverticals.com



The Client

Major Brands India Pvt Ltd is one of the leading franchisees for various international brands. It is dedicated to introducing high quality international brands in all segments and categories providing an international shopping ambience, experience and superior customer service to its patrons. Major Brands was one of the first few retail organizations to focus on the retail of premier international brands through the exclusive brand outlets format in India.

Major Brands has in its portfolio ten international brands namely; **MANGO, NINE WEST, ALDO, BALLY, PROMOD, CHARLES & KEITH, LA SENZA, OKAIDI, INGLOT AND ALDO ACCESSORIES.**

Major Brands currently operates 30 stores across different regions in India. Major Brands will have a total of 100 stores by end of 2009, expanding to newer regions of India.

It is only the sincere effort and belief of the management at Major Brands that more and more international brands are joining their portfolio, hence resulting in a portfolio of 8 well renowned international brands for Major Brands and with more to join in. From just a retailer of one brand, Major Brands now commands a position of an anchor retailer occupying a retail space of over 20,000 sq ft in existing as well as upcoming malls for all of its international brands.

Major Brands (India) Pvt Ltd is headquartered in Mumbai, and supported by a dedicated team of over 300 employees



Why the LS Retail Journey

MANGO, NINE WEST, ALDO, BALLY, PROMOD, CHARLES & KEITH, LA SENZA, OKAIDI, INGLOT AND ALDO ACCESSORIES were running successfully on LS Retail and Microsoft Dynamics globally and hence they also saw the solution as a **direct fit in the Indian scenario.**

Major or Fashion Brands evaluated the performance of LS Retail and Microsoft Dynamics at peer companies. Post satisfactory references and benchmark performances of each of these brands at all global locations, they decided to adopt the solution for their growing businesses across India and Middle East.

Results in Brief

LS Retail and Microsoft Dynamics provide Major Brands with a single integrated system for a wholesome overview of the business. The statutory and localization requirements are taken care of hence **reporting is quick, online and reliable.** These were major factors taken into consideration while evaluating the solution.

Also other benefits that the business has been able to derive from this installation is

- Enables **quick response to market dynamics**
- Easy to **manage promotions**
- Better **control of Online Inventory**
- Better **management of Online Sales**
- **Enhanced item hierarchy** as per the clients business requirement.

The Challenge

Pre-implementation, the client was dependent on disparate softwares which only addressed the accounting issues in the organization. However, with plans to grow multifold, both regionally & globally, Major Brands realized that to manage each store, constant availability of information round the clock was extremely critical to better functioning of business & hence was the most critical requirement to business.

With growing business one is also faced with inventory and database issues. The need identified was of an end to end integrated solution, that would help the client to resolve the growing business challenges.

LS Retail and Microsoft Dynamics NAV was therefore a natural choice moreover internationally these brands are running successfully on the solution.

"We were dependent on disparate software that only addressed the accounting issues of the organization. However with our plans to grow globally, we realized that managing each store and availability of information 24 hours was very critical to our business. With growing business one is also faced with Inventory, Logistics, Human Resource, CRM and database issues. We wanted a solution that will help us realize our vision to grow. LS Retail and Microsoft Dynamics NAV was a natural choice as internationally these brands are running successfully on the solution. It's one solution and package for all our critical activities in Retail Business."

KAMAL KOTAK
MD
Major Brands

"We were very keen to work with Fashion Brands as they were existing users of the LS Retail product globally and it gave us an opportunity to cater to a customer having global presence. Fashion Brands is on a path of high growth and we envisage partnering with them in assisting them with our LS Retail expertise to grow the business manifold."

VINAY IYER
VP Operations
Major Brands

The Challenge

Pre-implementation issues & concern challenges faced are as follows:

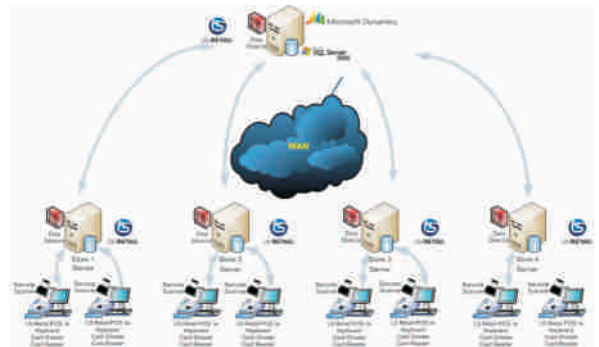
- Billing and Accounting system were disparate and not integrated.
- Multiple systems led to non-availability of online information for decision making
- Store-wise/Brand-wise profitability could not be ascertained
- Inventory costing in the old system was not calculated correctly
- No option in the previous system to define offers and schemes

Challenges during Implementation

- **Training of users**
The software is easy to understand. However, as Retail industry faces constant attrition, the training needed to be a constant feature. It has to be planned and configured in such a way that new employees are also easily able to relate, use and maximize the benefits of the new business application.
- **Business requirements mapping to the product**
 - ❖ The purchase module was automated. Major Brands does not prepare manual POS as the details with the Barcodes are sent by the overseas Vendors. A utility was created to import the data for the POS instead of the users entering the same in the system.
 - ❖ The indirect sales were customized. Major Brands also sells inventory through third party vendors like Shopper's Stop. As Major Brands does not have a billing system at such places, the sales data received from these outlets were automatically imported into Microsoft Dynamics through a utility that was developed by the implementation partner. The results reflected were therefore. **quick, smooth implementation and adapting the global product to Indian business scenarios.**

The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business and customer behavior
- ❑ **INCREASE** efficiency
- ❑ **DYNAMIC** systems initiative
- ❑ **ALLOW** business transparency
- ❑ **MAKE** up-to-the minute decisions
- ❑ **FEWER** mistakes
- ❑ **OPTIMIZE** your purchase
- ❑ **IMPROVE** your merchandising
- ❑ **INCREASE** stability, resilience and speed





Enterprise Business Technologies Pvt. Ltd.

Formed in December 2006, EBT is a young company. The promoters of the company have been associated with Navision since Navision India days and the top management carries between themselves an implementation experience of more than 50 projects. EBT has a strong focus on Retail industry and has successfully deployed large projects in the last 2 years. EBT has more than 50 consultants adept on the Navision domain and 40% of them dedicated towards LS Retail. EBT is head-quartered in Mumbai and has offices in Hyderabad and Pune. It is soon to launch a site at Dubai to exploit the opportunities in Retail there.

"EBT commitment and expertise made this collaboration one that will contribute to the development for companies like Major Brands within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Major Brands, with support of this scalable application and dedicated support from EBT."

Rakhee Nagpal
Managing Director
Dynamic Vertical Solutions



WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under following heads, are designed to help organizations, scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, better control, fast exchange of data and therefore enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

DVS is also the authorized Microsoft Dynamics Partner Development Center in India. All new partners of Dynamics from Aug 2007 in North, East and South (except AP), are recruited, trained also certified by DVS.

Dynamic Vertical Software Pvt. Ltd.

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