



## Sandton fashion house chooses the Kerridge CS (KCS) Retail solution.

Rene Mariane, an exclusive woman's fashion label chose to implement the KCS Retail solution as part of their plans to grow their business within the South African market.



Rene Mariane, a European based brand opened its first store in in Morningside Sandton in 2009. Irena Staneva, owner of Rene Mariane, contacted KCS for a solution, as she had plans to grow her business, but the current system she was using could not support her overall requirements. Irena commented "I need a system that will give me control over my stock, the ability to accept customer orders, lay byes, a loyalty programme, and good reporting".

The KCS Retail solution is an end-to-end solution that combines point of sale functionality with stringent inventory management, a detailed colour and size matrix, vouchers, gift cards and a built-in loyalty system powered by comprehensive reporting that is automated and delivered directly to your inbox.

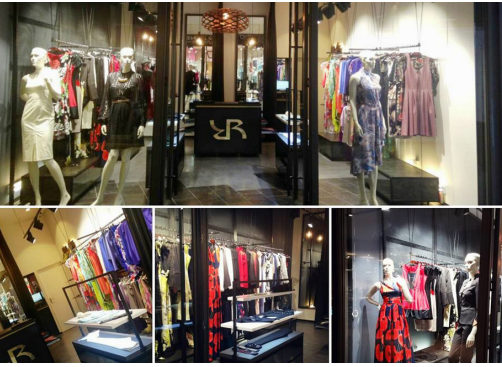
### **Irena needed to improve Rene Mariane's overall business management, and selected the KCS Retail solution based on:**

- Similar retailers recommended the KCS Retail solution
- The product offered all functional requirements as a standard
- Centralised control, using the KCS Retail solution head-office module, meant that additional stores could be opened while stores could be managed from a single location
- Detailed reporting enabled clear visibility of each garment's performance per colour and size
- The system proved to be user friendly, yet feature rich enough to provide the control that the business needed.

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- Irena Staneva, Owner, *Rene Mariane*

# Rene Mariane



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- Irena Staneva, Owner, **Rene Mariane**

## Key facts

- Combines point of sale functionality with stringent inventory management
- Offers a detailed colour and size matrix
- Comprehensive reporting that is automated and delivered directly to your inbox

Nadine Durst, Sales Executive for KCS Retail commented, 'During the implementation, Irena was extremely hands-on and assisted the KCS consultant with all the pre-implementation requirements that resulted in an efficient and timeous system conversion'. She further said that 'Adding Irena's new Menlyn store to her Morningside based head-office was just as seamless and it was up and running within a few hours'.

### The benefits Rene Mariane has experienced thus far since implementing the KCS Retail solution:

- The ability to see sales, by size and colour, allows for accurate stock replenishment
- Store staff can navigate the system with ease
- Clear visibility over all store activities

Irena said "I am very happy with the KCS Retail solution. It has given me the tools I needed to operate my business efficiently and has supported me in opening my Menlyn store within a few short months of implementing the system. I am very excited to branch into other avenues like distributing my collections through other channels and I know the KCS Retail solution can support this part of my business too".

### About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 40 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

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