Integrated Retail™

Strategize Execute Grow

Case Study

CELINE

Celine Marketing Corporation

is one of Philippines' leading fashion retailers of shoes, bags, apparel and accessories. It has grown to be a formidable name in the fashion industry having consistently provided excellent service and high quality products for 29 years now. In line with the objective of further increasing market share, the company is currently in the process of expansion and diversification in all facets of the organization. It aspires to surge ahead of the competition through offering a variety of first-rate items and exceptional service to customers. As it has been traditionally know from 1978, Celine will continue to redefine value retailing for utmost customer satisfaction.

Mr. Chan Kok Bin, the Chairman and CEO of Celine, tells us about Retail Pro:

Tell us about your stores:

Celine stores specialize in womens shoes, garments, bags and accessories. As of today, the company has more than 80 multi-brand boutiques located nationwide being made operational by more than 600 head office and branch personnel. Our products are know for its classy design and first class quality. The company is catering to middle and upper class bracket. Selected specialty stores particularly CMG catering to the upper income market and maintained for Celine's high-end products. We have an overall count of 30,000 SKUs

How long have you been using Retail Pro?

The company started using Retail Pro for inventory management since 1999 and it has gone through several version updates since, the latest of which being Retail Pro Version8. Up until now, the company has extremely benefited from having acquired the system for all its retail operations. For Celine, Retail Pro acquisition has proven to be a good business decision..

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"We consider Retail pro as a cost effective..."

What made you buy Retail Pro?

The company decided to purchase Retail pro primarily because it offers a comprehensive package for sales analysis and inventory management. As compared to other inventory systems with the same cost, Retail Pro as a system satisfies not just the end user information processing needs but also management demand for operational data. Further, Retail Pro can be easily interfaced with the other applications that the company utilizes.

How has Retail Pro affected your POS operations and inventory control?

Retail Pro has extensively helped us in handling operational and inventory related transactions. With several reports and add-on features, the system has made us process retail information more efficiently and effectively as well. In addition, the reports that can be generated using Retail Pro helps management in arriving at sound business decisions on various alternatives because data is readily available.

How do your employees like working with Retail Pro?

Most of our employees find that Retail Pro is a user -friendly system, which even a neophyte can learn without much difficulty. In fact, we never encountered much trouble during the transition period especially with POS and stock transfer transactions.

How do you find the service and support offered by Integrated Retail on Retail Pro?

The service and support offered by Integrated Retail is good. Their customer support personnel are experienced in resolving any problem that we encountered in our daily operation. They also have good technical support from their principal in the U.S. and are capable of providing solutions to address any technical requirements of the customers.

"We consider Retail pro as a cost effective POS/inventory solution. With Retail pro system in place, we have been able to streamline much paper work which eventually allowed branch personnel to focus more on attending to customer needs. Also, the updates on the inventory status permits management to know exactly when stock replacements are needed. As a result, overstocks as well as stock-outs are avoided making it possible for the company to maximize earnings on investments"

- Mr. Chan, Chairman & CEO of Celine Marketing Corporation

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