

PRESS INFORMATION

Menarys installs Futura's retail control software throughout 21 stores

New software helps move from financial to unit stock, improve staffing efficiency, optimise opening hours and respond rapidly to sales trends

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Northern Irish department store chain Menarys has completed the installation of Futura's retail stock control and management software throughout its 14 main stores and 7 Tempest stores. The company now operates the software across approximately 80 tills which link to the company's head office to give a comprehensive picture of current stock levels and sales activity across the group.

Iain Gillespie, Finance Director at Menarys, explained the reasons for choosing Futura, "We had decided to replace our existing system because it no longer gave us the flexibility that our business needed, so we undertook a review of the various options. We identified 7 potential suppliers and settled on Futura because in addition to the extensive range of features that their software offered we liked the level of individual service and attention that the company could provide us."

One of the most dramatic effects has been a move from 59 percent unit stock / 41 percent financial stock control split to just 7 percent financial stock, with the resulting benefits of lower stock holding and the ability to react more rapidly to fast-selling lines or to quickly discount slower lines if necessary. This change was achieved by taking advantage of Futura's ability to run both unit and financial stock control simultaneously, enabling retailers to gradually migrate to unit stock if they wish.

The software can also show the sales activity within each store over any period from 15 minute intervals upwards. Menarys has used this information to help decide the appropriate staffing levels and ideal opening hours for individual stores on each day. This level of control greatly boosts the efficiency of the organisation.

Iain Gillespie concluded, "There's no doubt that Futura has had a significant positive impact upon our business, helping make accurate management decisions relating to stock, promotions, staffing and operating hours. The software will form part of our ongoing plans in terms of growing the business and improving the service level that our customers experience."

About Menarys

Menarys is a locally owned and managed Northern Ireland family business. The chain of department stores was founded in Dungannon in 1923 when Mr Joseph Alexander purchased a gentlemen's clothing emporium. Since then the brand has gone from strength to strength, while retaining its solid local family values. Now there are 14 Menarys stores, with a range of top brands including names such as Gerry Weber, Gold by Michael H, Watercolors and Jacques Vert. Menarys also offers customers everything from lingerie to linens and handbags to health grills. The company remains one of the leading family run firms in Northern Ireland and the group and over 1000 people are employed within its stores.

About Futura Retail Solutions Ltd

Futura has been supplying retail control solutions in the UK for over 10 years. It is the only company to deliver an affordable, proven and reliable solution that integrates all aspects of a retailer's business including EPOS, merchandise planning, data mining, address and merchandise management, customer ordering and inventory control. With Futura, data is up-to-date, stock can be in the right place, at the right time, at the right price and staff can respond to customers flexibly and professionally. The Berkshire-based operation is supported by an international business with over 120 employees. Retailers benefit from extensive support and comprehensive training from a UK team experienced in the needs of the UK retail community.

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