

Pets Corner – expanding fast with the help of ART

Since it was established in 1968, West Sussex-based Pets Corner has worked hard to establish itself at the forefront of pet retailing in the UK, and is committed to providing the highest standards of quality and service to pet lovers across the UK. Over the last three years, an ambitious expansion programme has seen the company grow significantly, with twelve new sites opening in the last twelve months alone, and further new sites planned over the next few years. Offering a pledge to its customers always to provide genuine service, qualified advice, value for money, quality products and a hassle-free shopping experience, the current management is keen to build a company that is ethical, respected and trusted.

>> Controlling stock levels

Pets Corner's dynamic expansion plans had placed the company's existing EPoS system under pressure, as it was only capable of handling 15 branches in total. The management team urgently required a new EPoS and supply chain system that could not only take future expansion in its stride, but which also provided a highly efficient stock replenishment system, enabling them to expand quickly, while maintaining control. In particular, they needed to ensure that all stores had the required stock levels, but that the overall stock value was kept within strict limits.

>> In-store branding

A major part of the Pet's Corner requirement was an EPoS front end system that was modern and would fit in with the company's in-store branding. ART recommended the Microsoft.Net based TraXs-TS system, which allows the customer to define the visual themes required. This not only enabled Pets Corner to brand the EPoS system tills with their signage, but also provided them with a powerful, yet

simple-to-use touch-screen interface. The supply chain and replenishment system also managed stock levels at the various branches, ensuring they were small enough to reduce the company's financial exposure, but high enough to make sure sales were not lost by stock-outs.

>> Fully tested

ART worked closely with the Pets Corner's management team to gain a first hand understanding of their business plan and requirements. To ensure the new TraXs system had the capability to meet the company's ongoing needs, ART was able to provide configuration changes throughout the process of implementation, enabling it to be fully tested before going live. An interface was set up between the new and existing systems, enabling them to run in parallel, while data passed from one to the other.

>> Exceeding expectations

Pets Corner now has a highly efficient, scaleable EPoS system that has enabled them to successfully roll

out expansion to a far greater number of stores that was initially envisaged. To date, Pet's Corner has 48 stores across the UK, utilising 70 ART tills – and the company is still growing. In addition, Art has implemented the TraXsMobile-Warehouse system at their Main Warehouse, using wearable point and shoot wireless mobile units to manage all the main warehouse functions, including: Picking, Booking in, Putting Away, Transferring stock and Stocktakes.

