

Increasing efficiency for Latif's discounts stores

Latif's is a family-run business that has been selling quality discount and speciality goods for over 40 years, with stores in the centre of Birmingham, Bilston, Walsall, Coventry and Stoke. The stores turn over a large volume of sales and their square footage reflects the massive range of goods passing through their doors on a daily basis. The main shop in Birmingham city centre, for example, covers 10,000 sq ft on three floors, the upper storeys accessed by large, flat escalators, which can easily accommodate wheelchairs and prams. On the ground floor, a bank of twenty checkouts, fitted with ART tills, handles customer sales. The other stores are slightly smaller, but would still be described as large retail outlets.

Each of the stores sells a very wide variety of goods, ranging from curtains to fireworks, and as such, Latif's required a system able to cope with the high volume of trade, particularly during periods of peak trading, such as Christmas. They also needed to keep check of their extensive stock levels, so popular product lines could be re-ordered according to demand.

>> Managing the massive volume of sales

The main deliverables for Latif's were an EPOS front end system capable of dealing with the heavy work load 364 days a year, with zero down time; a supply chain system to ensure stock was where it should be when required; and a Business Intelligence system to provide useful analysis of data provided by the EPOS system.

ART's TraXs EPOS system, built on a powerful Microsoft SQL Server, was more than capable of coping with the huge amount of data generated by Latif's high volume of sales, while the TraXs head office, back office and communications infrastructure dealt could easily handle their stock and replenishment requirements.

The internationally renowned BI system, CorVu, was integrated with the TraXs database to handle their business intelligence requirement.

>> Speed and efficiency

ART were able to import all data from Latif's existing system into the new EPOS system, configure it and ensure the company was successfully trading with TraXs within two weeks of receiving the order. Following that, an ART consultant worked closely with Latif's management and accounting team to design and develop the reports they required from the BI system.

ART later introduced the TraXsMobile-Solo handheld system to speed up stocktaking, booking-in goods and transferring goods between branches and the warehouse.

>> Ready for expansion

Latif's now enjoy a much higher degree of control over stock and sales, which is good for business and for customers. They are fully

aware which products are selling, enabling them to manage stock levels and re-ordering much more efficiently than before. ART's TraXs EPOS system was ready with Chip and Pin as soon as Latif's were ready to install it, and with another new store about to be opened, they are in a strong position to expand as their business plans allow.

