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## Stock Management for Multi-Channel



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The Perfume Shop purchases  
Island Pacific Direct for web order fulfilment & management

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### **A solution that assists stock management for all channels**

Web sales within the UK continue to grow from strength to strength eMarketer reports online sales growth will continue to outpace growth in overall retail sales, as more shoppers use the web to save time, and stretch their pennies. Added to this the number of online shoppers is growing rapidly the same report estimates that over two-thirds of UK internet users ages 14 and older will buy something online at least once per month in 2010. Between 2011 and 2014, the number of monthly online buyers will rise from 27.2 million to 30.8 million

The importance of a web presence has not gone unnoticed to The Perfume Shop [www.theperfumeshop.com](http://www.theperfumeshop.com). The largest fragrance only retailer in the UK with over 200 selling locations in UK and Ireland comprised of the traditional bricks and mortar stand alone stores as well as its growing portfolio of store in store outlets within its parent company A.S. Watson & Co Limited Superdrug stores. Susanna Kenniston Merchandise Director for The Perfume Shop explains "web sales is an important and increasingly important percentage of our overall sales mix we needed a solution which integrated seamlessly with our current front end web provider and allowed the business to manage our web and retail stores sales and stock in one place to ensure stock efficiencies, management and order fulfilment. As well as a solution which assisted us in improving our customer service focus"

The Perfume Shops had already invested in the Island Pacific Merchandising, Warehouse and Planning solution. Island Pacific Direct provided them with a new module which could be integrated with any front end website and integrated seamlessly with the other Island Pacific modules in order to assist the merchandising team in the management of stock. Mike Dotson MD of Island Pacific Europe comments "key to any retailer's strategy in today's global multi-channel store is to have a software infrastructure which can manage and assist in the complexities of differing demands on their stock. Having a solution that provides the tools to manage this is at the forefront of many retailers minds. Island Pacific Direct provides a standalone solution or as is the case with The Perfume Shop offer an integrated solution with Island Pacific Merchandising and Island Pacific Warehouse and enables a retailer to utilise a solution for the management of stock and view of stock across all channels retail, web and wholesale".

Sarah Peters from Verdict the retail research company echoes this sentiment "The online shopper is extremely valuable. Retailers have had it relatively easy with online over the past decade because of the channel's rapid growth and lack of competition, but just as in overall retail, the next five years will be much more challenging. "If they plan their strategy now and understand the change in the competitive dynamics they will be able to ensure they profit as a result."