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Paulâ€™s Warehouse selects 24Seven Cartâ€™s Multi-Store Solution to run its ecommerce business by Sonya Dsouza1

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The company

Paulâ€™s Warehouse is leader in discount sports retail and operates 15 retail stores spread over New South Wales, Victoria and Tasmania in Australia. Products such as footwear, apparel, Gym equipment and other major sporting accessories are offered at discounted rates throughout the year by Paulâ€™s warehouse.

Paulâ€™s warehouse, started as a family owned business this store has grown in leaps and bounds and is currently celebrating its 24th year of existence in discount retail segment. Paulâ€™s warehouse was the first Australian sports retailer which imported and offered sporting goods , surf wear and brought leading sports brands like Billabong, Havaianas, Globe, DC Shoe Co, Etnies, Hurley and many more to Australia.

The real attraction remains best deals which Paulâ€™sâ€™ warehouse offers to its customers through its presence with such a large number of retail outlets and simplified e-commerce website or web store which is revolutionary in discounted sporting retail segment.

Challenges

Paulâ€™s warehouse each retail outlets used Microsoft RMS as point of sale application to manage inventory, accounting and sales orders for smooth operation. These outlets were well equipped to ship orders. Paulâ€™s warehouse management was looking out for solutions to interlink all the retail outlets.

Being a discount store Paulâ€™s warehouse ran different discount scheme and buy one get one free scheme in footwear is one of the revolutionary schemes which was required to be incorporated and tracked to attract more customers.

Paulâ€™s warehouse were looking out for regular updates of new products as crackers of the week and a simple access point to download and upload the product details in tabular form and change them according to the product specifications.

Numerous regular customer of Paulâ€™s warehouse enjoyed the status of VIP customer and got more discounts on purchase of products frequently. A proper application to check validity of customer as VIP at the RMS backend was required to attract more customers to become VIP members and enjoy the benefits.

As an efficient web store Paulâ€™s warehouse also wanted to display the shipping rates of the product from different store locations and a real time mechanism to track and update status of orders from different locations on the website.

With ever growing e-commerce market Paulâ€™s warehouse was eager to maintain its market leader position in this domain and wanted a customized e-commerce solution which can take care of the specific requirements and also provide some additional features.

Solution

Delivering solution which can cover all the major requirement of Paulâ€™s warehouse was a major task and 24SevenCart with it robust shopping cart and features of dynamic RMS was an amicable solution. A solution was required to be developed keeping in mind the usage of the website, ease of work for warehouse managers, providing benefits to the users and combining the entire retail stores under one web store.

The web store required new and latest retail management software which can be customized easily and linked to each retail outlets to enable updates in the RMS database on a regular basis.

The solution was designed keeping in mind the Paulâ€™s warehouse basic business model as it is a prominent retail outlet and required host of feature which can supplement the growth of the company. We have to provide solution to the company to offer better features to its customers rather than being an e-commerce store.

24Seven Cart solution for Paulâ€™s Warehouse

Installation

24SevenCart solution for Paulâ€™s warehouse started with providing integrated independent RMS links to each of the 15 stores. Each store was now enabled to update their inventory, sales and order details in singular RMS database.

Benefits

24SevenCart offered Paulâ€™s warehouse a fully customized solution to track down inventory, orders, sales, schemes, payments and shipping. A fully fledged e-commerce website connected all the stores through RMS links which enhanced the users experience in online shopping.

The integration of 24SevenCart saves time and money in updating the information related to inventory and operations as all the links

corresponds to the RMS database directly.

Earlier it was impossible to deliver products which were out of stock, after installing 24Seven Cart one can fulfill the order provided by the customer by redirecting the order to the required store.

Online shopping cart and the ecommerce web store designed by 24SevenCart for Paulâ€™s warehouse provides customers multiple options and array of choices with a better navigation and informative features.

The essence of Paulâ€™s warehouse tagline that â€œDonâ€™t pay full Price, Pay Paulâ€™s Priceâ€• ha shown by 24SevenCart as this customized solution is installed at a very cost effective price which has helped Paulâ€™s warehouse to reap rich dividends.

For more information

For information regarding the products offered by Paulâ€™s Warehouse log on to http://www.paulswarehouse.com.au

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I am associated with LAN Services, LLC, an a Microsoft dynamic RMS, a RMS integrated provider based in California, USA. A decade in the information technology market of the United States and with 500+ satisfied customers, LAN Services (a Microsoft Certified Partner) have now an enviable list of worldwide clientele. Our core area of expertise is in Microsoft Dynamics RMS and POS 2009 integrated shopping cart solution developed on .NET platform.

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