



LS RETAIL



CASE STUDY



GANGAR EYENATION : LOOKS TO STYLISE INDIA'S EYEWEAR SCENARIO WITH LS RETAIL NAV

PRESENTING INDIA'S FOREMOST CHAIN OF EYEWEAR SOLUTIONS



LS Retail provides a strong platform to Gangar that has helped them flourish from a single store to one of the most trusted chains of eyewear through robust process control and efficient operations management.



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The Client

For more than three decades, GANGAR EYENATION has been a name that has merged precision with style. From a single store to one of the largest chains of eyewear solutions, in just 30 years, GANGAR EYENATION has today the largest collection of leading brands and labels from the world in frames, sunglasses and consumables with an efficient sourcing process. A family-run Gangar Opticians has gradually transformed itself into a fast growing and rapidly expanding chain of eyewear solutions taking a new look and aggressive approach to the booming Indian retail market.



The Solution

To have an edge over its competitors, Gangar Opticians looked for the most efficient retail solution available in the market and thus evaluated several products. However, after analysing the capabilities of each solution, the company shortlisted LS Retail NAV for their organization.

LS Retail NAV offered them the tools to manage inventory, sales, billing, customer service all under a single roof. The solution was initially deployed for 42 users across the corporate office in Mumbai, the warehouse, assembly unit and 24 functional stores. All base modules and back office modules including Finance, Sales and Marketing, Purchase and Warehouse were deployed.

The Challenge

With rapid growth, the company identified the need for a flexible business solution to integrate all its stores and processes with emphasis on improved customer services. With no legacy software at hand the company was managing all operations including billing, inventory, sales, purchase, and delivery across all stores manually. Not only was this inefficient but also a time consuming activity. The company identified the need for a stable, integrated business solution with skilled professionals to manage the same.

To support effective and precise operations, the management sought a single solution with modules for sale, purchase, finance, and inventory so that all retail operations could be executed in the same place and be more efficient and lucrative. Retail being a customer centric industry, they were looking for a solution that could help them to serve their customers in a better but cost-effective way. They needed a comprehensive solution that could manage the ever increasing complex business scenarios with minimum staff and maximum efficiency.

"Retail being a customer-centric industry, we were looking for a solution that would help us to serve customers in a better but cost effective manner. LS Retail NAV offered us the tools to manage inventory, sales, billing, customer service, all under a single roof."

Abhinav Arekar
General Manager IT
Gangar Opticians Pvt. Ltd

"In the retail business, connecting with customer is a challenge and we are able to meet this challenge with the implementation of LS Retail NAV. Because of the flexibility in use, we are able to handle system comprehensively and seamlessly manage multiple locations without any operational hassles."

Jigar Gangar
Director
Gangar Opticians Pvt. Ltd

Results in Brief

The new business solution coordinates all retail processes to provide maximum return on investment. It allows smooth functioning of stores with no room for errors. Overall the company has received several benefits of working with a richly featured business management solution that can meet present and future requirements.

Improves Customer satisfaction, Increases sales – LS Retail NAV helps to identify the needs of customer's, log their complaints and keep up with their service demands which in turn improve customer retention and loyalty. Customers' feedback on products is recorded and reviewed. Customer records including eyeglass prescription and type of lenses used are helpful for customers revisiting the stores after two or three years. Products booked on order to buy basis are delivered with a high level of time accuracy without compromising on the quality through regular system checks.

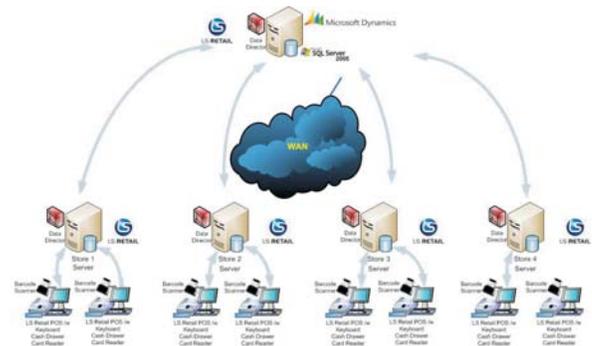
Simplifies stock management – One of the key benefits of the solution is the ability to track detailed stock attributes. The new business solution helps to manage and control stocks at all locations brand wise as well as product wise. Sales versus stock comparisons ensure that enough products of right brands at the right price are replenished in inventory. With up to date data and 24x7 connectivity, the team is able to push the desired product of coveted brand into a particular store where other brands are not moving.

Improves workforce management – With the implementation of LS Retail NAV customer-handling ability of the workforce has been improved. This has thoroughly increased the efficiency of employees and also assisted management in identifying employee training needs. The system keeps a track on all financial transactions taking place within each store and maintain store-wise records to help the management take accurate and better informed decisions.

Provides efficient financial management – The business solution provides a complete view of the financial information in terms of cash, credit, debit and on hand inventory. It lets the management have full access anytime anywhere to the company's overall operations.

The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business and customer behavior
- ❑ **INCREASE** efficiency
- ❑ **DYNAMIC** systems initiative
- ❑ **ALLOW** business transparency
- ❑ **MAKE** up-to-the minute decisions
- ❑ **FEWER** mistakes
- ❑ **OPTIMIZE** your purchase
- ❑ **IMPROVE** your merchandising
- ❑ **INCREASE** stability, resilience and speed





Godrej Infotech, formerly a division of Godrej & Boyce Mfg. Co. Ltd., commenced operations as a separate corporate entity on April 1, 1999. Godrej Infotech is a part of the diversified GODREJ group, established in India in 1897. It has three decades of experience in providing cost-effective and high-quality IT solutions. Assessed at SEI-CMM Level 4 its quality processes are well-defined and professionally managed. In addition to SEI-CMM Level 4, we also have ISO-9001:2008 Quality Systems Certification for Analysis, Design, Coding, Testing, Delivery and Maintenance of Commercial Application Software AND ERP Consultancy and Operations and Technology Services (Exclusive of Design).

"Gangar Eyenation stores has added enormous value to GITL's retail focus. This successful implementation in such a short span of time was made possible by the team of experts at GITL along with knowledge and continuous guidance from DVS team and most importantly, support from visionary management at Gangar"

Divesh Sharma
GITL

"DVS is proud of its association with Godrej in implementing this prestigious project for Gangar Eyenation. We believe Godrej's expertise and incessant support together with the world class retail solution will create long term business benefits for Gangar Eyenation and we wish them great success for the future."

Rakhee Nagpal
Managing Director
Dynamic Vertical Solutions



WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

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