

Booth Supermarkets- Required a flexible multifunctional solution with growth potential



Name of the client- Booth Supermarkets

Line of Retail – Supermarkets

Caselet brief

Organization summary – Booths supermarkets are using Microsoft Dynamics flexible and cost effective retail solution supplied by Alpha Landsteinar to handle both stores and online business. Booths is one of the oldest supermarket chain in Britain having 27 stores and employing 2500+ staff.

Challenges - Required a flexible multifunctional solution with growth potential that could handle multi buys, provide stronger controls over stock and sales so that the trigger well in advance for stock replenishments

Solution

After in-depth evaluation of four retail solutions, Navision's "**One Solution for Retail**", was chosen because it integrated fully with Navision's enterprise business solution. This was important to Booths' because it also planned to upgrade its head office accounting system.

Feature Highlights & Benefits

- Introduction of electronic multibuy at the tills.
- Ability to drill down, tracing transactions back to their origin through the use of the online reporting functionality.
- Ability to adapt Navision to accommodate price embedded bar codes and different distribution cycles, essential in food retailing.

Booths are now working with Landsteinar to use Navision to develop inventory management and sales-based ordering capabilities.

*"Buying **One Solution for Retail** was cheap for us because we already had all the tills in place. However, the key point is that Navision provides an ERP solution for the price of a package and you don't need to bring in an expensive third party consultancy to help install it."*

Chris Dee, Marketing & IT Director, Booths Supermarkets
