

STREAMLINED FASHION RETAIL WITH
TECHNOLOGY

at

MUFTI

GINESYS



GINESYS



COMPANY : MUFTI

SOLUTIONS : GINESYS SCM

PRODUCT : MANUFACTURING, RETAIL
POINT OF SALE &
WHOLESALE

VERTICAL : LIFESTYLE> APPAREL

Mufti carries out its business through franchisee as well EBO owned by the company itself. Presently they are having 185 outlets spread over different part of the country. Before Ginesys, mufti was having some local software installed in their outlets. The basic problem with the software was data synchronization and data discrepancy. The company was looking for a solution that would bring all of its businesses and processes together in a synchronize way. MUFTI wanted a cost effective solution which is easy to implement with smooth operation and data synchronization with effective MIS. Apart from that they are having some specific requirement which need to be mapped with GINESYS. Implementing all these requirements in a short span of time was a major challenge for GINESYS.

The brand "Mufti" stands for cutting edge fashion in casual wear, with a focus on shirts , jeans, t-shirts, sweatshirts, sweaters and jackets. It is currently available across India in 185 Exclusive stores and 950 multi brand stores, with 41 outlets in Shoppers stop, 69 outlets in Westside, 20 in Globus & 8 in Central.

Gainsay

The prime challenge for Ginesys implementation team was to carry out the system according to the need or desire of MUFTI management .They wanted a customize Retail ERP solution to control their outlets located at different cities. Some of the key areas were mapping their sales process with correct tax parameters and Stock Transfer to EBO.

Another holdup was to understand the traditional internal processes of MUFTI to implement the project successfully without any help from Mufti IT team. The lack of skilled IT professionals at the backend of MUFTI causes the major hindrance during implementation process.

"It is a good Retail ERP solution because it facilitates the whole process of our business right from manufacturing to retail. They've really helped us solving a number of operational challenges." - *Habir Singh Sidhu, Director*

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ROI

Return on Investment to MUFTI:

§Inculcate Process Excellence

§Huge Cost Savings by successful implementation of GINESYS

§Emerges as High quality & cost effective solution strategic direction to Mufti

§Better control on Sales and stock through Data synchronization

§Consolidated Branch information at TIPs

Return on Investment to Ginesys:

As a part of the successful implementation GINESYS has able to add another feather in its cap.

