

Case Study: Retail Innovation

written by Simon Brooks | 16 April 2024



The Challenge

Rapidly design and roll-out a platform of technologies to support a new business selling cannabidiol (CBD) health products and cosmetics thru small kiosks (US Shopping Malls) and on-line

The scope of the project included; e-commerce, point-of-sale, CRM, logistics, warehousing, finance and management reporting

All work completed remotely due to the Pandemic

Our Response

Designed 'vanilla' solution using several SaaS products together to form an integrated "ERP" with no customisations or development of code

Operating from the UK, we progressively rolled-out ePos and back-office technologies to more than 80 US shopping mall sites

Delivered on-line store with back-office systems incl: CRM, Finance, Logistics and management reporting

The Results

The on-line store went live 8 weeks from the project kick-off with the first store operational 1 month later. All stores live within 12 months

Logistics, CRM and Finance systems incl: 3rd party warehouse and Management Reporting followed

The success of the operating model resulted in the business being sold 24 months after inception

Sector: Retail

Functions: Store Operations, eCommerce, Logistics, Finance & IT