



## Case Study: Flowerland

+

100,000 product lines operating from two centres.



## About Flowerland



Flowerland is best described as a leading independent 'Hobby Department Store', with garden supplies being the largest segment of Flowerland's 100,000 product lines. Operating from two centres in the Thames Valley, Flowerland provides thousands of customers with products from specialist plants, paving stones and barbeque sets, to furniture, lighting and kitchen equipment.

### The Challenge



Because of the sheer size of Flowerland's product lines, extracting meaningful data such as volumes, margins and stock holdings, was proving to be near impossible. At a customer level, Flowerland's legacy POS software although adequate in the past, did not for example process part-payments from customers' for larger ticket items such as garden furniture and also wasn't used to handle individual customer orders in Flowerland's on-site restaurant.

At a management level, the existing software could not easily be interrogated to extract data; the identification of slow-moving lines, optimum selling prices and adequate stock levels could not be established. The existing software was also not integrated with Flowerland's loyalty scheme (Garden Club), a scheme designed to reward regular and high-spending customers.



## The Solution



Flowerland chose Triquestra UK and in particular, their Infinity POS system as the replacement software. Firstly, Flowerland were impressed that Infinity uniquely uses Microsoft SQL Server technology, when compared to alternative POS systems. The use of this technology allows Infinity to efficiently manage almost limitless amounts of data, something that Flowerland with its vast portfolio of products particularly needed.

Secondly, because of Infinity's operating system, interrogating data using its reports package provided Flowerland with all the measurement tools and management reports required. The reports included margin analysis, profit generation by line and by department and investment required in additional stock. Thirdly, Infinity is an easily customised solution, therefore issues such as part-payment for products and bespoke customer solutions could be easily managed by retail colleagues.

### Implementation

After fully understanding Flowerland's unique needs, the Triquestra UK team began to upload Flowerland's existing products and stock and customise the required management reports. A total of fourteen till points across the two locations were installed with Infinity software working alongside the legacy system for two days. In terms of staff training each site required just two day's, given Infinity's front end simplicity. Following the successful trial period, the legacy system was switched off, leaving Infinity as the sole POS system. Training and guidance were also given to Flowerland's head office staff in terms of running reports, extracting data and analysing the findings.

### Results

Hugh Evans, Managing Director of Flowerland comments:

*"Infinity is the ideal cost-effective solution for Flowerland. The software has enabled us to produce accurate management reports; in particular we are easily able to measure gross margin by product, identify the optimum selling price and establish the speed in which our products move."*

Hugh Evans further adds:

*"We aim to have all of our products bar-coded by June 2005; this development in conjunction with Infinity's functionality means that Flowerland will have a unique insight into the shopping habits of our customers, enabling us to offer more products and services, in order for us to remain competitive."*



### Contact Details

Triquestra International  
[www.triquestra.com](http://www.triquestra.com)  
[info@triquestra.com](mailto:info@triquestra.com)