Puma Bulgaria

Puma Bulgaria is a subsidiary of Puma Hellas, a member of the GLOU Group.

Glou Group is the sole franchisee for the import and distribution of Puma products in Greece and Bulgaria through Puma Hellas and Puma Bulgaria. The company has established a growing network of retail outlets under the Puma brand name in Bulgaria.

"We selected Microsoft Dynamics NAV after some particularly stringent market research, which set very high standards. Microsoft Dynamics NAV had all the characteristics we required, such as fast implementation, easy adaptation & integration with the minimum interruption of our business activity."

- Spiros Phillipou , Group IT Manager
Puma Bulgaria

Business challenges

The fashion industry operates in a dynamic and rapidly changing market, and Puma's distribution and retail operation must be able to adapt instantly to change.

Seasonal fluctuation in demand, rapid evolution of taste, and keen competition are amongst the external challenges facing companies in this field. But, as is standard in the fashion industry, new items are ordered only twice a year, typically six months in advance. Determining the right quantities and items to order requires a deep understanding of prior sales, current stock levels, and gross margins, as well as future trends in demand.

As an international company operating in differing legislative environments Puma also faces the usual challenges of consolidation, providing timely data, statistical as well as financial, in a single format for Head Office, despite accounting policy, linguistic and currency differences at a local level.

In selecting a solution to support their growing operation in Bulgaria, Puma's highest priority was to find a software solution and support team who could help them to meet their aggressive sales targets, whilst maintaining control.

Business challenges solved

With the help of an LS Retail implementation partner LLP, Puma to meet these challenges with a complete end-to-end solution – from Point Of Sale (POS) technology to corporate reporting – using Microsoft Dynamics NAV.

"We realized that Microsoft Dynamics NAV provided better management of vitally important business information, more effective control of financial data, ease of use and operational improvement. As implemented at Puma Bulgaria the system integrated the most important departments of our company, without which effective operation would not have been possible to the high standards appropriate to the standing of the Puma brand."

- Spiros Phillipou , Group IT Manager
Puma Bulgaria

Connecting the POS elements directly to the back-office database enables Puma to manage centralized product lists, prices and promotions, saving time and ensuring consistency across all retail stores. Changes in prices and promotions are managed centrally, reducing the time to market for any new promotion, ensuring the competitiveness of the company across all product lines. And if there are infrastructural problems leading to a loss of connection between the POS and central systems, the POS system in not compromised, sales are unaffected, and synchronization is achieved when the connection is reestablished.

Since the system is centralized all transactions are registered immediately, reducing the accounting department's workload in reconciling central and retail stores' financial data. Furthermore, up-to-date stock information, whether for the central warehouse or for the retail stores, is available at the touch of a button, enabling efficient forecasting and purchasing based on full historical analyses of sales by style and model.

Microsoft Dynamics NAV is a multilingual, multi-currency system, capable of adaptation to local legislative conditions. LLP's standard approach to meeting statutory requirements in Bulgaria enables PUMA to conduct business without risk of infringing local rules.

A full set of corporate reports, prepared by the LLP team, can also be run easily and quickly on the centralized database, ensuring Puma's ability to meet corporate reporting deadlines.