

# MANUFAKTURA S.R.O.

## CASE STUDY – E-SHOP REALISATION

MANUFAKTURA<sup>®</sup>

MANUFAKTURA s.r.o., which operates a network of more than 50 shops in Czechia and Slovakia, also ran an e-shop. However, the e-shop was technologically outdated, did not allow flexible implementation of marketing events and making any improvements to it was difficult. The company was looking for a new contractor that would be able to offer and realise a modern e-shop solution.



The new e-shop was to bring the following improvements in particular:

- support for new types of marketing events
- flexible implementation of marketing specials
- improved flexibility of work and communication with the customer
- expansion and improvement of interlinking with 3rd party systems
- addition of new payment and shipping options
- ability to integrate new modules
- technological preparation for expanding abroad

## SOLUTION



The **air&me** platform was implemented, specifically its separate e-shop module, with a connection to TPOMM (a central retail system) and to the POSFlow system supplied by NG Retail s.r.o., which MANUFAKTURA has been using in its shop from the onset.

Realising the e-shop on the air&me platform brought faster and better service to customers and also significantly improved marketing communication. The new e-shop is also much more attractive to customers, better organised and allows easier orientation and faster shopping.

## THE STORY OF THE IMPLEMENTATION



Providers of third party solutions who figure into the shopping process, such as carriers and payment method operators (DHL, DPD, Czech Post, payment gateways, Facebook or Google), were also involved in the implementation.

MANUFAKTURA s.r.o. has been a customer of NG Retail s.r.o. for several years and has been using its POS solution in its shops in Czechia and Slovakia. The teams of both companies have thus been well acquainted for quite some time, and collaborated extensively and productively on the creation and implementation of the e-shop. Their relationship was very creative and dynamic.

The product has undergone major development and changes over the course of the implementation process. The implementation also coincided with the COVID-19 pandemic, which forced the client to take necessary operating and organisational measures and manage the impacts of this unexpected situation.

150 %

INCREASE  
ORDERS

60 %

HIGHER VISITOR  
TRAFFIC

20 %

ACCELERATION OF  
CUSTOMERS' SHOPPING



## RESULT

The new e-shop on the **air&me** platform made it possible to dynamically react to changes associated with the COVID-19 pandemic; new types of promotional events were introduced. It became possible to implement marketing events much faster than before.

*"The new e-shop gives us the ability to quickly and sensitively react to the situation on the market and work flexibly with our range of products. We are able to immediately implement both our own marketing events and campaigns as well as special offers introduced by our partners such as Marianne Days. Overall, we are very satisfied with the functioning of the e-shop and plan to expand it even further. We are also satisfied with the level of support for the solution itself,"* says **David Rožek, chief business analyst of MANUFAKTURA s.r.o.**

# MANUFAKTURA®

### MAIN BENEFITS

- Closer interconnection with the TPOMM central retail system and POSFlow POS system from NG Retail s.r.o.
- Integration of promotional events both in the e-shop and in shops
- The solution's flexibility offers more marketing options, more types of promotional events, improved customer targeting and improved communication with the customer
- Faster response to changes in the social situation and situation on the market (COVID-19 pandemic)
- Integration of existing and new 3rd party systems that bring variability in the available shipping and payment options
- Preparation for integrating further modules – e.g. implementation of a loyalty programme that will provide identical benefits to customers both in the e-shop and in shops
- Preparation for expanding abroad



**CUSTOMER BENEFITS  
ACROSS SALES  
CHANNELS**



**CLOSER INTERCONNECTION  
WITH THE CENTRAL RETAIL  
AND POS SYSTEM**



**IMPROVED  
INTERLINKING WITH  
3RD PARTY SYSTEMS**



**MORE  
MARKETING  
OPTIONS**

## NG Retail s.r.o.

is a young company building on a 30-year tradition of supplying specialised software solutions for retail. Thanks to a team of experienced senior consultants, the company aims to bring existing and future clients user-friendly solutions that are tailor-made for their business, help accelerate its running and grow it further so that it is ready for any changes that come hand-in-hand with modern retail. Its latest product is the POS NG cash register, which is currently the most modern solution of its kind on the market and is capable of serving both the non-food segment (fashion, toys, sports, tobacco...) as well as the fast food sector.

## MANUFAKTURA s.r.o.

MANUFAKTURA s.r.o. was founded in 1991. Its first shop opened in Prague and offered a wide assortment of traditional hand-crafted products and toys. Over the course of several years, the company managed to build a successful network of shops under the name MANUFAKTURA Original Czech Tradition. The assortment gradually expanded with the addition of cosmetic products. In 2005, the assortment of cosmetic products reached sufficient size to stimulate the creation of a brand new concept. It served as the foundation of a new shop network under the name MANUFAKTURA – Your Home Spa. In 2012, the first shop with cosmetic products was opened in Slovakia and the concept successfully spread there as well. Currently, the company's retail network consists of over 50 shops in Czechia and Slovakia. [www.manufaktura.cz](http://www.manufaktura.cz) / [www.manufaktura.sk](http://www.manufaktura.sk)

