

PM United Brands very pleased about store solutions Unisoft

As a sports-fanatic Mark Piessens, CEO of United Brands converted his hobby to work twenty years ago: he started with a sports store, PM Sport. With the opening of the United Brands store in central Antwerp a drastic change of course was chosen by using a shop-in-shop concept. Also the strong focus on sport lifestyle came forward. The store in Antwerp was a success and two years later a store was opened in Hasselt. United Brands doubled their turnover the last two years. Mark Piessens: “For this financial year we are aiming for a turnover growth of more than 30 million euros which will possibly make us the second largest sports retailer chain in Belgium.”

Store automation essential

Mark Piessens is aware of the necessity of store solutions: “store solutions will never stop. It’s a continuous process where both sides, customer and retailer, need to pay attention to the market and spot new opportunities and chances. A precise planning with priorities guarantees an efficient and useful automation which responds to market demands.”

Unisoft: a reliable partner

Mark Piessens: “in the early days we have chosen for store automation from Unisoft because they were the strongest technical partner who could provide us the ideal solutions. The sales stimulating aspect, the technical organization, the pro active thinking and the communication led to a smooth development- and implementation trail where everybody could count on respect for each other. Unisoft had created a completely automated system of mutual connected pay desks for United Brands, covered by one central system.

Besides that MARS was also installed. Via this solution information of all products and prizes can be forwarded to all stores so we can make better decisions.”

Everyone satisfied

Mark Piessens: “Due to the fact that most of the employees had little knowledge of computers we were very cautious concerning the new pay desks and software. But after an intense training everybody was very enthusiastic about the new solution. Because of the total boxing of the automation project with PM United Brands and Unisoft was perfect, everything went very smoothly. As customer of Unisoft we can also count on a professional and quick response to any problems we might report to the helpdesk.