



Shoe Outlet succesful thanks to store solutions Unisoft

Shoe Outlet is one of the fast growing shoe stores in the Netherlands. Shoe Outlet has started in November 2001 with a pilot store in Rotterdam. After it turned out that the formula was successful, 15 stores were opened within one year. Currently Shoe Outlet has 25 stores. The organisation counts more than 100 employees. Shoe Outlet stores have a maximum floor surface of 200 m2 and are established through the Netherlands. The organisation counts more than 150 employees.

The succes of store automation for Shoe Outlet

Thanks to innovative store solutions Shoe Outlet succeeds in getting the right shoe, on the right moment on the right place. Jan Stabel continues: “During my tenure at VVM Retailgroep two of the three companies already worked with the software of Unisoft. The functions of the software and the cooperation with our contact persons within Unisoft gave every satisfaction. When we started with Shoe Outlet in November 2001 it was a matter of course to automatize the stores with software of Unisoft.

We work with Order, XL-Shop, MMM and Mars. Because of Order we save a lot of time in establishing the purchase orders on fairs and at suppliers’. Consequently the return of the purchaser is enormously improved. Maxi enables us to administer our stocks and sales on sizes. Within XL-Shop we work a lot with the Merchandise

Management Module. This module enables us to reallocate automatically articles - which are sold worse in store A – to stores where they are being sold very well. This year we will pay more attention to this. We have now build a history and of course we think to make a lot of money with it. Mars is a complete management tool. It enables us to manage our district managers every day in a decent way about sold products and the margins obtained and so one. The information out of Mars gives us the opportunity to make quickly grounded decisions.

Jan Stabel is enthusiastic about his relationship with Unisoft: “We have known each other for years in the meantime. The persons with whom we have contact are very committed to the organization and are always there for us. We are very satisfied about our cooperation.”