



## Time Out Sport chooses Unisoft

Euretco member Time Out Sport – formerly working with store solutions of ACA – is one of the companies which switched to store automation of Unisoft. Time Out Sport turned to Unisoft because the software offered more possibilities. Time Out Sport lately belongs to one of the fastest growing sports chains of the Netherlands. Last year sales revenues increased with 45% of which 10% was the result of autonomous growth. The sales increase has even been 61% in the first 6 months of this year, of which 11% because of autonomous growth. Sales developments which are the contrary of the market developments. “On the moment we have 48 stores. We aim to open more stores in the future”.

### Special approach is the success of the formula

Edward van Dijk explains: “Time Out Sport approaches sports and fashion totally different as most other sport stores organisations. We present sports labels in a fashion environment and that appeals many customers. Time Out Sport conducts a consistent assortment policy. That means that we only sell fashion collections of a selected number of sports labels.

### The success of store solutions for Time Out Sport

Time Out Sport is aware of the problems with which the entrepreneur in the sports retail is being confronted. In a couple of weeks a year the whole collection has to be purchased. Edward van Dijk continues: “When people are preparing themselves on the winter season, we already think about the next summer. What will be the trend? The colours, which sizes? And do not forget: How price conscious will be the consumer in about 6 months?

Shortly: an estimation of the future purchase behaviour of the consumer. Thanks to the software of Unisoft we know our customers well and have a detailed insight in the sales data. This enables us to estimate future needs. The Customer Module in Maxi provides us with information of all our fixed customers. Which customers spend the most, which brands to they buy and when do they visit Time Out Sport? Consequently we can better inform customers of interesting news. Besides there is an electronic database, in which we register customer details as names, addresses and residences of Time Out Sport customers. This module enables us to send different mailings to different customers, to time the promotions better, to analyze the size range better, to adapt the purchases. In short an excellent tool to better service our customers. Further the software of Unisoft establishes the information of the flow of goods.



With the help of the purchase and the stock control it is possible to get a complete and detailed review of the flow of goods whenever we want. In this way we know exactly when we have to make adjustments in order to achieve a successful sales season. The Purchase Module enables us to make a detailed purchase plan for each season. Because of the orders are being processed immediately, we always have an actual review of where we stand. Besides we make the order confirmations automatically out of the Purchase Module. Real deliveries can easily be controlled on completeness, price and delivery date. The Stock Control Module gives us every day the information about what is still in stock and what adjustments should be made. With the help of this information Time Out Sport decides if it is necessary to buy more during the season, if promotions have to be started on a selected group of articles, or if articles have to be switched to other stores. Stock control really supports us in controlling the flow of goods. With MARS we have a complete management tool in our hands. We get all the information about articles, orders, deliver-

ies, stock or sales presented very clearly. Compact total reviews are created without problems. We can look at all figures of our customers and draw our conclusions for a more effective and more efficient policy. Edward van Dijk is enthusiastic about the relationship with Unisoft: "The conversion from ACA to Unisoft went without difficulties. In no time all stores were over on software of Unisoft. Until now everything is running very well. I am very satisfied about our cooperation."