



PRIMA
SOLUTIONS
From Aptean

CASE STUDY

Mulberry

“A GENUINE PARTNERSHIP WITH COLLABORATIVE WORKING BUILT TO LAST”



A quintessentially British brand, Mulberry has been established for over 40 years and is renowned worldwide for its craftsmanship and quality.

The heritage brand's extensive line of luxury handbags - specifically the Bayswater and the Alexa have become contemporary classics; iconic examples of British design and manufacturing expertise.

It's not just bags either! The brand has also added more product ranges to its portfolio over the years, including; accessories, footwear, jewellery and ready-to wear collections.

Mulberry is the largest manufacturer of luxury leather goods in the UK with a 600-strong team making 50% of the companies products sold worldwide.

“It wasn't just down to the capabilities of the product - from initial consultation, we have had a very good relationship with Prima's dedicated project team who have been extremely responsive and supportive throughout the whole process.”

FINANCE DIRECTOR
MULBERRY

Since first implementing PrimaNet in September 2006, Mulberry have seen significant business benefits with a system designed to support their ambitious growth plans - they now have over 120 stores worldwide, alongside a digital flagship for a truly global presence. Online sales now account for 17% of group revenue with international sales also increasing.

They recently opened their first 'Men's only collection' store in Burlington arcade in London to meet this growing demographics need.



It's true to say that Mulberry take a proactive approach to business improvement, constantly reviewing existing ways of working and regularly collaborating on projects with the team at Prima to understand how these changes can drive operational efficiencies and processes.

One example of this is the Repairs application which has been developed with Mulberry enabling them to manage and control leather goods restorations, repairing customers cherished products and dealing with any goods damaged in transit or in store - ideal for big ticket items.

Leveraging the power of existing investments in 'the cloud' to empower and create future opportunities.

THE INITIAL BUSINESS CHALLENGE

In 2006, as a growing company managing structural change and the challenges of operating in a multi channel environment, Mulberry needed to streamline their operations to support their planned business growth.

The management team were suffering from the pain of operating with disparate and ageing enterprise systems which manifested themselves in operational inefficiencies and a large amount of manual data management and processing.

The goal was to implement an enterprise-wide, integrated total business solution where as much data processing as possible could be done online using one core database, thereby eliminating the need to re-key data.

The PrimaNet system replaced all the group's operational systems including retail, merchandising, wholesale and distribution, planning, manufacturing and sourcing.

A successful and comprehensive management process with significant pre-implementation testing was part of an intensive project designed to minimise the risks of such a large project.



“Prima’s sector experience and knowledge means that, as much as possible, we are able to use the PrimaNet solution out-of-the box. The project team have a good understanding of our industry across all disciplines and have invested the time to work with us and understand our specific business needs.

This will enable Prima to deliver bespoke requirements where necessary.”

**FINANCE DIRECTOR
MULBERRY**

THE PRIMANET DIFFERENCE

Over a 4-week period Mulberry ran detailed system demonstrations covering requirements for all areas of the business, following which Prima produced a detailed specification to ensure that the system implemented at Mulberry would really support them in meeting their business goals.

A successful project relies on more than just good software systems. At Prima we have a track record in working proactively with customers, challenging assumptions and providing strategic input into managing business and process change to meet the challenges of today's multi channel sales environment.

THE FUTURE LOOKS BRIGHT

Our 12 year partnership with Mulberry is stronger than ever, with a new user interface of the core applications taking place in Autumn 2018. This will make the Order Management functionality available to a wider audience via a web-based user interface.

To find out more about Mulberry visit their website at: <https://www.mulberry.com/gb/>

If your business needs help to maximise its potential and achieve growth, why not get in touch?

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