

PRIMA
SOLUTIONS

CASE STUDY

Loake
SHOEMAKERS

PRIMANET PROVIDES THE INNOVATIVE SOFTWARE THAT UNDER-PINS OUR CRAFTSMANSHIP



A HERITAGE TO BE PROUD OF

Loake Shoemakers is a family run business now managed by the 5th generation of the family.

Their premium grade Goodyear welted shoes continue to be made in Kettering, England, in the same factory that the three brothers originally built in 1894.

Alongside their English Goodyear welted footwear they also design and produce a range of shoes outside the UK, using a variety of constructions.

This enables the business to offer a complete selection of shoes suitable for every occasion.

Loake estimates that they have made over 50 million pairs of Goodyear welted shoes since they began, exporting to more than 50 countries and becoming a favourite with discerning customers worldwide.

The business is proud to still produce more than half of its shoes at its UK factory.

FROM MANUFACTURER TO BRAND

The business has been transformed from a manufacturer to a brand over the last 40 years.

With a well-established wholesale distribution network, a strong online presence with their own social media profiles and transactional website and a growing portfolio of 18 UK stores - a mixture of wholly owned and joint venture, four of which are in London. These platforms mean that the business has been able to build the brand and engage their customers along the way.

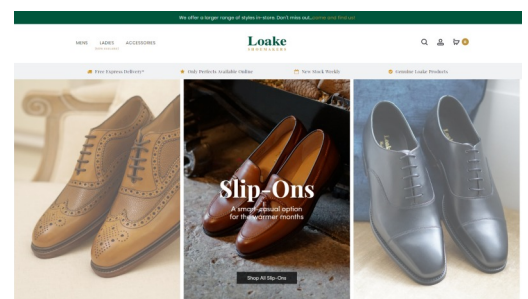
"We have worked with Prima Solutions for over 19 years now. During that time, our business has changed into a true multi-channel organisation. The software that Prima delivers not only facilitate these changes, but coupled with the expertise that the Prima team brings into the process, we have been able to manage each change with minimal disruption to our business.

Prima Solutions has provided us with long term stability from an IT partner. We have a confidence that the partnership will continue long into the future."

FINANCE DIRECTOR, LOAKE

The brand now has almost 700 stockists worldwide, Selfridges, John Lewis and Charles Clinkard are amongst some of their UK stockists.

The brand has also opened it's very own factory outlet shop in Market Harborough, Leicestershire, with a separate e-Commerce site to specifically support this stream.



THE KEY TO SUCCESS

After working with Prima Solutions for almost two decades, the business has changed into a true multi-channel organisation. The software that Prima delivers not only facilitates these changes, but coupled with the expertise that the Prima team brings into the process, Loake have been able to manage each change with minimal disruption to their business.

The heritage brand has stood fast in its no discounting policy during times that many retailers and brands have become insolvent. Instead, they have focused on their excellent distribution policy and creating more range extensions.

Their domestic and export sales growth has been driven by their commitment to stock availability. Customers can access approximately 80,000 pairs of shoes held in their warehouses to continually drive sales.

TRANSFORMING PRODUCTION PROCESSES



The heritage brand has a comprehensive collection of handmade, comfortable footwear with a pair of Goodyear Welted Loake shoes taking up to 8 weeks to make; by some 130 skilled craftsmen, making up to 75 shoe parts and entailing over 200 different operations.

The PrimaNet Manufacturing module is able to manage UK manufacture, remote production monitoring and third party operations, all in one system .

Stock Planning and Materials Requirement Planning provide an automated system which streamlines the product lifecycle process for a more efficient workflow and improved delivery times to market.

The PrimaNet system is able to manage the intricate processes involved and includes a 'Just in Time' service to increase efficiency and decrease waste by only receiving raw materials as they are needed to maintain a reduced stock holding and continually feed the production process.

REAL-TIME RETAIL

With the increasing store portfolio, the Retail Management application has been essential.

Delivering real-time information to store staff and providing the ability to capture and share customer information to establish a single view of customers across all channels.

PrimaNet Retail is fully integrated into the head office system, providing real-time sales information on demand.

The latest generation of touch-screen tills make a great first impression taking the business to the next level, whilst enhancing the user experience, speeding up the sales process, and ultimately improving the end customer experience.

Manufacturers of traditional and contemporary Goodyear welted men's footwear since the 1880's, with one simple philosophy; affordable luxury, for all.

FAST, RELIABLE WEBSITE INTEGRATION

With e-commerce transactions expected to make up 36% of total fashion sales in 2022, it has been a key driver in Loakes's success.

Utilising web services technology, PrimaNet's e-Commerce module enables Loake to make their website a controlled extension of their business.

Providing an exceptional level of stock control and avoiding out of stock situations, Loake are able to deliver outstanding customer service with the website offering the same quality of customer service and information that would be given in person.



Click on the image above to view our e-Commerce explainer video

INTELLIGENCE IN THE PALM OF YOUR HAND

The need for timely business intelligence does not end when the team leave the workplace.

Direct access to both online and offline information means Loake are able to review Key Performance Indicators and make time-critical, strategic decisions on the go.



Furthermore, secure, focused and personalised information is delivered direct to a user's device, helping Loake stay competitive in today's globalised, 24/7 business environment.

DELIVERING BEYOND EXPECTATIONS

Loake are able to get full visibility of stock across channels and customer transactions for real-time access to stock and sales figures to optimise their inventory and maximise sales.

The system is able to support the business and its users as it continues to grow with true scalability.

Strategic and operational insights are provided by the flexible reporting and data analysis tools to ensure the business is always one step ahead of the competition.



AWARD WINNERS

The brand was awarded the Royal Warrant in 2007 and have won awards not once but twice in 2019.



Loake were awarded 'Men's Footwear Brand of the Year' at the Drapers Footwear awards and 'Men's Brand of the Year' at the Footwear Industry Awards for the second year running.

Andrew Loake was also bestowed with a Drapers Lifetime Achievement award in recognition for his services to the shoe industry.



WHAT IS PRIMANET?

PrimaNet is our specialist multi-channel business system designed to meet the specific requirements of the clothing, footwear and accessory market sectors.

It is a highly functional, easy to use modular application which provides full visibility across all business operations, helping to simplify each process and increase business efficiency.

We provide both ready-made solutions and bespoke packages for businesses that require a more turnkey approach.

To find out more about Loake Shoes, visit their website at: <https://www.loake.co.uk/>

Get in touch to discover how we can help your business succeed by email: info@primasolutions.co.uk

Via our website: <https://www.primasolutions.co.uk/>

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