

HERITAGE BRAND INVESTS IN TECHNOLOGY FOR THE FUTURE WITH PRIMANET FROM PRIMA SOLUTIONS

A TRUSTED PARTNERSHIP

Prima Solutions have now been working with Joseph Cheaney & Sons for over 15 years and during that time they have forged a genuine trusted partnership.

The heritage brand celebrated 130 years of trading in 2016 and was also honoured with one of the highest awards for British business – The Queen’s Award for Enterprise in International Trade - this was actually the third time that the company had been awarded the honour!



The brand is continuing to grow, expanding every aspect of the business, including global reach and retail footprint.

They invested in PrimaNet with an understanding that we would provide more than just a software system - industry knowledge combined with the latest technology would future-proof the business and support it’s growth strategy.

The modular system provides true scalability to manage and adapt the growing needs of the business and it’s users, giving them a competitive advantage over their rivals.

Meticulous stock management with tight cost and margin control mean the company is well positioned for another hundred years of trading.

“The systems we have invested in have given us the flexibility needed to grow and scale our business in all channels for the foreseeable future.”

JONATHAN CHURCH
JOINT MANAGING DIRECTOR,
JOSEPH CHEANEY & SONS

OUTSTANDING SALES PERFORMANCE

In a recent article, the company reported sales of £10m for the first time in its history for the year to July 2017.

Sales were up across retail, wholesale and e-commerce, with branded goods now accounting for 80% of the company’s sales, rising from 30% before 2009.

The business attributed the growth to the continued expansion of its own retail store presence alongside the comprehensive new collections released for each season.

Cheaney’s ‘Made in England’ stamp has driven wholesale turnover with Italy being Cheaney’s largest market in Europe and Japan its biggest single export market overall.

AWARD WINNING STORES



In addition to the existing 6 standalone stores and a factory shop, their new Covent Garden store has won not one but two awards; Gold for Store Design at the POPAI Awards for their retail shopper experience and ‘Best Small Store’ at the Retail Week Interior Awards 2017.

To find out more about Joseph Cheaney & Sons visit their website at: <https://www.cheaney.co.uk/>

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

Email us at: info@primasolutions.co.uk