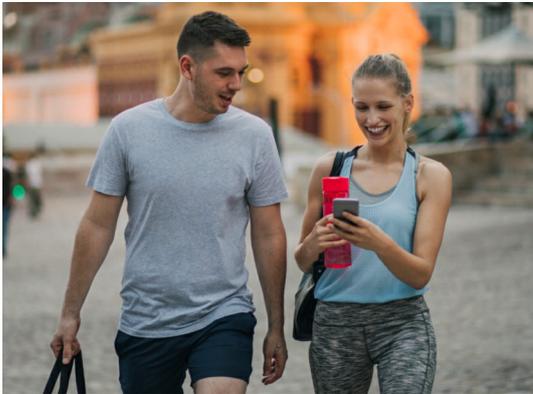


WHERE FASHION MEETS FUNCTION



The Athleisure market; casual, comfortable clothing designed to be suitable both for exercise and everyday wear has certainly seen an increase in sales over recent years.

Driven by changes in health and lifestyle habits and the relentless rise of 'selfies' in social media, this sector is now at the forefront of the fashion industry.

It's not just clothing affected, the trend is also fuelling the footwear market, with 'athletic' footwear combining with the latest fashion trends to bring a combination of performance and practicality and styles for all occasions.

WHAT SORT OF ISSUES DO ATHLEISURE BRANDS FACE?

Listed below are just some of the issues Athleisure brands may face:

- ▶ Brands have often seen rapid growth over a short period of time and their systems and processes are unable to meet the increased demand.
- ▶ The rise of social media influencers for this market sector means that trends can change quickly and brands do not have the capability to react at the same speed
- ▶ The e-commerce site works as a standalone system which often leads to stock and pricing data inaccuracy
- ▶ Brands do not have the level of control and visibility needed to manage the brand across complex supply chains and multiple channels which causes difficulty managing costs
- ▶ Disparate systems create duplication of work and inefficiencies
- ▶ A lack of real-time sales and analytical data means that they are unable to make key business decisions to drive the business forward



WHAT IS ERP?

ERP stands for Enterprise Resource Planning

In simple terms, an integrated ERP system streamlines business processes into one central system, providing full visibility across all business operations; simplifying processes and increasing business efficiency.

Research has shown that the main reasons a business implements an ERP system are:

- ▶ To improve business performance
- ▶ To integrate systems across multiple locations
- ▶ To better serve customers
- ▶ To ensure reporting/regulatory compliance
- ▶ To replace an old ERP or legacy system
- ▶ To position the company for growth
- ▶ To make an employee's jobs easier
- ▶ To standardise global business operations
- ▶ To appease the parent company / stakeholders
- ▶ To reduce working capital
- ▶ Other companies have an ERP system!

Source: Panorama Consulting 2017 ERP Report

HOW CAN PRIMA SOLUTIONS HELP?

Prima has been delivering multi-channel ERP solutions to the clothing, footwear and accessory market sectors since 1991.

Privately owned and financially robust, Prima Solutions is recognised as the UK's market-leading software provider for this sector, hosting the UK's largest team of dedicated industry specific specialists.

We work with a wide selection of brands in the clothing, footwear and accessory marketplace. Our aim is to always help our customers maximise their potential and achieve their long-term objectives.

We develop strong business relationships with each of our customers and take the time to fully understand their ambitions.

After getting to know our customers processes in great detail, we are able to use our wealth of industry knowledge amassed over almost three decades to deliver software solutions that are agile, fully scalable, and designed to meet the unique needs of our customers.

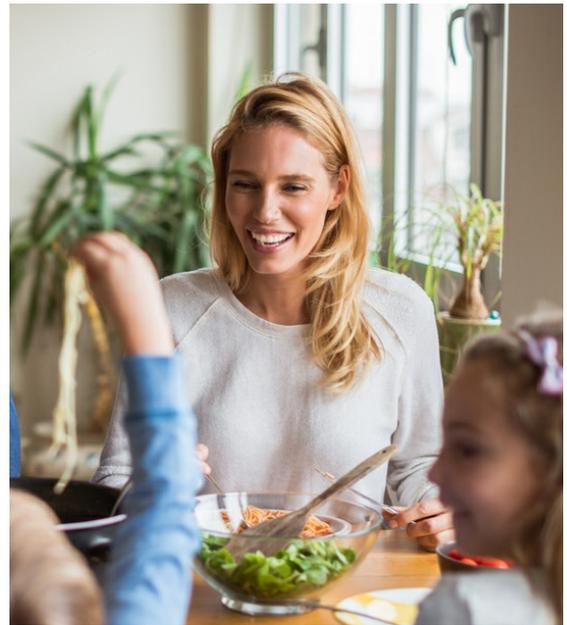
We provide the platform required to support future business growth.

We continue to invest heavily in our staff, our products and our services to ensure that Prima remains the best in class.

We constantly adapt our products and services to meet the ever-evolving needs of this fast-moving industry.

The business was awarded the Platinum Investors in People Award in 2018, a testament to the company's hard work, ethos and high calibre team.

When ranked against our peers, Prima Solutions is number one.



ABOUT 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.

Designed to help your business:

- ▶ Integrate business processes
- ▶ React to industry trends and customer preferences
- ▶ Improve data access and provide the information needed to make the right decisions
- ▶ Better manage complex processes
- ▶ Save time and boost productivity

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

FACTS

Top reported benefits of implementing an ERP system:

- ▶ Increased/improved interaction
- ▶ Availability of information
- ▶ Improved productivity & efficiency
- ▶ Improved data reliability
- ▶ Less duplication of effort
- ▶ Better informed decision making
- ▶ Reduced operating / labour costs

Source: Panorama Consulting's 2017 ERP Report

PRIMANET ORDER MANAGEMENT

Sitting at the very heart of the PrimaNet solution is the Order Management application.

Delivering efficient process management across sales, purchasing and stock control functions, the highly configurable nature of the system means it is able to meet the specific needs of your business while retaining the agility required to fulfil the dynamic needs of this marketplace.

Our solutions are modular in design providing ultimate flexibility

- ▶ Provides the ability to manage and control the whole design, development and production process; from initial design to sourcing and despatch, offering complete control and full visibility over the entire process. Creating a more efficient workflow with Bill of Material management and Work-In-Progress tracking for improved delivery times to market
- ▶ Provides seamless integration across the entire supply chain, including systems to enhance communications, build stronger working relationships and more collaborative working across the whole supply chain
- ▶ Brings together disparate systems to provide a single view of data, in real-time, across the whole business for one version of the truth
- ▶ Supports multi-channel businesses, increasing opportunities to potential customers with global reach and provides true scalability to manage and adapt to the growing needs of your business for many years to come
- ▶ Flexible reporting and data analysis simplifies and supports the complex business processes to provide strategic and operational reporting insights for better decision making and greater control over costs
- ▶ Visibility of stock across all channels and customer transactions for real-time access to stock and sales figures - optimises inventory levels and maximises sales opportunities



PRIMANET E-COMMERCE

Creating a complete, integrated online system



PRIMANET WMS

Streamlining your warehouse operations



Click on the images above to see how the applications work

TO FIND OUT MORE ABOUT OUR SOLUTIONS,

Email us at:

Info@primasolutions.co.uk

Call us at:

+44 (00) 1509 232 200

Visit our website at:

<https://www.primasolutions.co.uk/>

CONTACT US

+44(0)1509 232 200

INFO@PRIMASOLUTIONS.CO.UK

WWW.PRIMASOLUTIONS.CO.UK



PRIMA SOLUTIONS LTD
LOUGHBOROUGH TECHNOLOGY PARK
OAKWOOD DRIVE
ASHBY ROAD
LOUGHBOROUGH
LEICESTERSHIRE
LE11 3NG