In a recent Drapers article, it was reported that the Lingerie market sector is facing growing demands from customers to provide products that better meet their needs.

Whilst there is still a requirement for luxury / feminine lines, there is also a growing need for products that provide more in the way of comfort and functionality; T-shirt bras with softer fabrics and better fit, multi-functional/sports bras.

The colour spectrum is also changing with a growing requirement for nude and natural shades bringing new brands to the market specifically targeting this niche.

Alongside this, social media is supporting the body-positivity movement with diverse size ranges, from petite to plus size being celebrated across the Internet. This also creates a quicker shift in trends which in turn impacts businesses who need to be able to react to these demands accordingly.

THE UK LINGERIE SECTOR WILL SEE GROWTH OF 11.4% BETWEEN 2016 & 2021 TO REACH SALES OF £3 BILLION

Source: Mintel

IS YOUR BUSINESS IN SHAPE FOR THE FUTURE?

► Do you currently have multiple disparate systems to manage your business processes?

► Are you unable to keep control of important tasks ?

► Do you struggle to make strategic decisions because your data is unreliable?

► Are you able to supply the products your customers want quickly to meet changing demands?

► Are you disappointing your customers?

If the answer is yes to any of these, then you need to implement an ERP software system.

"It became immediately apparent to us that a modern, purpose built multi-channel IT application would deliver significant benefits to support and facilitate the kind of growth that we have planned for our business. As soon as we met with Prima Solutions, we recognised their expertise and experience within the sector.

Rather than simply implementing a new IT application, the team demonstrated a genuine understanding of the business and looked to question and challenge our thoughts and assumptions."

STEVE HUDSON, MD & FOUNDER OF **CURVY KATE**

PRIMA CUSTOMER SINCE 2011

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.

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

ABOUT PRIMANET

PrimaNet is our specialist omni-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.
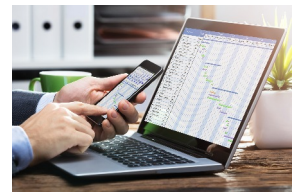
PRIMANET ORDER MANAGEMENT

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

Find out how **Prima Solutions** provided a personal touch when implementing an ERP system at **Curvy Kate** by downloading the case study from the website here

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/

+44(0)1509 232 200

INFO@PRIMASOLUTIONS.CO.UK

WWW.PRIMASOLUTIONS.CO.UK

CONTACT US

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