

Fuanna selects Eurostop retail systems for its 2,000 stores across China

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Eurostop retail solutions to allow large retailers to harness the power of mobile using Chinese messaging app WeChat, with integrated CRM, promotion and mobile payments in latest 'Online to Offline' trend amongst shoppers

Eurostop, a leading supplier of retail management solutions for fashion, footwear and lifestyle, has announced that Fuanna has selected Eurostop's retail solution for its network of 2,000 stores in China. Shenzhen Fuanna manufactures and distributes home textile products under several brand names which include Fuanna, Bravo, VERSAI and St. Fiose. Fuanna will be using Eurostop's e-retail management solution which is designed to address the specific needs of very large retailers in China, and e-pos throughout their retail stores. e-retail and e-pos are already used by other leading retailers in the country including Erke, the international sports brand with over 7,000 outlets, and Anta Sports, a major sponsor of the Beijing Winter Olympics with 12,000 outlets.

Fuanna will also be using Eurostop's latest innovative solution, v-shop. Integration with the popular online instant messaging app 'WeChat' provides immense scope to reach a wide audience and a connected social customer experience. In addition to processing sales, v-shop also provides real-time access to loyalty points information, facilitates the use of on-demand promotional codes across channels and uses WeChat payments. v-shop supports the latest retail trend - Online to Offline (O2O) - that provides online information, services or discounts to consumers with the aim of enhancing the offline shopping experience and drawing them in store.

Eurostop's e-pos helps retailers to manage customers' buying patterns and profiles in store by displaying customer information, including loyalty points, gift accounts, credit notes and history of items purchased and returned. Integrated with v-shop and e-retail, it enables Fuanna to fully manage their customers' shopping experience.

Wang Sheng, CIO at Fuanna said; "Eurostop's solutions have been designed specifically to address the challenges that we face as a large retailer, operating with many outlets across China. Its innovative systems will enable us to react swiftly to changing customer buying habits, both in the way that social media and online shopping influence trends and how they shop."

Hew Poh Yin, Managing Director for Eurostop Shanghai said; "We have established our business in China to be able to offer retailers a strong, local support network, backed up by the latest technology. It is extremely exciting to be able to work with these successful retailers in this fast paced and digitally disruptive environment. Our latest retail management solutions are pushing boundaries with sophisticated functionality that enables retailers to be relevant in the face of changing customer demands and shopping trends. v-shop allows retailers to use the new online to offline business model, which is gaining major traction in China, with the ultimate aim of increasing brand awareness and increasing sales."

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NOTES TO EDITORS

About Shenzhen Fuanna

Shenzhen Fuanna Bedding and Furnishing Co., Ltd. is a China-based company that manufactures and distributes home textile products. The Company provides its products under brands including Fuanna, Bravo, VERSAI and St. Fiose. Its products are textile suites, including sheets, quilt covers, pillow covers and quilts; as well as mattresses, towels, cushions, summer sleeping mats, mosquito nets, carpets, home-wares and bathroom textile products. The company distributes its products in domestic and overseas markets.

For more information please visit: www.fuannausa.com

About Eurostop

Founded in 1990, with operations in London, Singapore, Shanghai, Xiamen and Hong Kong, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and General Merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

e-rmis: A suite of head office management applications.

e-pos: EPOS system for standalone shops, concessions and franchises that can be easily integrated with e-rmis for larger users.

Mobile POS: wireless/mobile epos designed to run on Windows tablets with integrated Chip & PIN – ideal for boutique environments where there is less emphasis on the central payment desk

e-commerce: Connected e-commerce for centralised reporting across all your channels.

e-cubes: Data Mining. A bespoke reporting tool which allows the slicing and dicing of data as well as selective publication of results and graphical representation.

e-time: The capture of staff working hours which aids in monitoring both stores' and staff performances and productivity.

e-fulfilment: Intelligent optimisation of e-commerce orders for multi-channel retailers.

e-manager: Middleware layer that enables the fast, reliable synchronisation of product and pricing data from most major ERP solutions to your e-pos estate.

All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems.

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and custom development. Its systems are available in several different languages including Chinese.

Eurostop has accreditation for Chip and PIN solutions, and together with partners Anderson Zaks and YESPay, provides a Chip and PIN managed service.

High profile customers include: Aquascutum, Ann Summers, Ben Sherman, Cambridge Satchel Company, DAKS, Ghost, Help for Heroes, Joseph, Lotus Cars, Pretty Green, Pentland Brands Plc, Speedo, Trespass and many more.

For more information visit: EUROSTOP (<http://www.eurostop.com>) or contact:

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