

All Wellan Good selects Eurostop systems for stores nationwide

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Leading retail outlets stocking quality brand cosmetics at discount prices invests in state of the art retail management system

All Wellan Good, the retail stores that sell quality health and beauty products at discount prices, has installed Eurostop's e-rmis management system and e pos tillpoint systems throughout its nine stores across the UK. All Wellan Good sells branded cosmetics, toiletries and fragrances at up to 70% off recommended retail prices. The stores stock a range of favourite branded cosmetics at outlet prices including L'Oreal, Revlon, Versace, NYX, Calvin Klein, KMS, TIGI, and Elizabeth Arden.

Wellan International, which trades as All Wellan Good, selected the system from Eurostop for its ease of use and for the company's proven retail experience. All Wellan Good is using the system to monitor and track the sales of thousands of different manufacturers' product lines. Using sales data collected by e-pos and fed back to the e-rmis head office system, the management team is able to monitor individual SKU sales and withdraw non-sellers and poor performing lines and ensure stocks meet demand for the top ranking products.

According to Chris Sheppard, owner and founder of All Wellan Good; "The Eurostop system provides us with an excellent business tool. It gives us all of the data and management information that we need to review our rates of sales and profitability of lines. We stock many different products from different manufacturers – Eurostop's systems enable us to keep a close eye on what's selling and what's not.

"The tillpoint terminals look great and are straightforward to use – it also inspires confidence in our staff and customers that we are investing in the latest technology to support the business."

Denise Proctor, Sales Executive of Eurostop commented; "All Wellan Good has built up its business successfully by providing customers with what they want at the right price. Eurostop systems are designed to help businesses like All Wellan Good to manage accurate, up to the minute records of all of their product lines to ensure that they do not tie up funds on non-profitable products, while also stocking the right ones to sell."

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NOTES TO EDITORS

About All Wellan Good (Wellan International)

Wellan International Ltd delivers through All Wellan Good retail stores. The stores are dedicated to bring quality branded cosmetics, toiletries and fragrances at up to 70% off recommended retail prices. All Wellan Good stock a range of favourite branded cosmetics at outlet prices including L'Oreal, Hugo Boss, Davidoff, Calvin Klein, Dior, Elizabeth Arden and many more.

All Wellan Good has nine stores nationwide; Stirling Mills, Scotland; Antrim and Banbridge Northern

Ireland; Fleetwood, Lancashire; Hatfield, Hertfordshire; Braintree, Essex; Spalding, Lincolnshire and Chatham, Kent. It has two concessions at House of Fraser Stores.

About Eurostop

Founded in 1990, with operations in London, Singapore and Shanghai, 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.

e-commerce: Ready-to-go e-commerce solutions for Independent retailers that can be purchased outright, or as a hosted service.

e-data: The collection of tenants data from Shopping Malls for multi-purpose use.

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.

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

Eurostop RS: Scaleable Rental Services for Eurostop's products and services.

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 partner Anderson Zaks provides a Chip and PIN managed service.

High profile customers include: Ann Summers, Ben Sherman, Cult Clothing, Daks, Firetrap, Full Circle, Ghost, Joseph, Joy, Long Tall Sally, Matches, Octopus, Oliver Sweeney, Paul & Joe, Pavers Shoes, Pentland Brands Plc, Punkyfish, Sonneti, Speedo, Trespass, etc.

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