

London Joggers races ahead on new e-commerce website with Eurostop solution

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Press Release

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Independent sport and leisure retailer with branches across London expands business with new online store

Eurostop, a leading supplier of retail management systems to the fashion, footwear and lifestyle market has been selected by London Joggers to supply its ready-to-go e-commerce solution for a new online store. Established over 25 years ago, London Joggers has three existing stores across London and has launched its new website to meet its long term growth plans as well as enable customers to shop from home.

The new e-commerce site www.ljsports.co.uk which can also be reached the the retailers corporate website www.londonjoggers.com launched in June, will enable customers to purchase from the company's full range of stock offered in its current stores. London Joggers already has Eurostop's e-rmis head office management system and e-pos at till points across its stores. All stock is managed centrally through its warehouse located at the Shepherds Bush store, enabling the company to track movements of all items, both to prevent fraud or loss and identify hot sellers to meet customer demand.

Bijan Fouladgar, Sales Director at London Joggers commented, "We have been delighted with the Eurostop retail system that we have had in place for several years. As a smaller retailer, we have benefited from Eurostop's excellent customer service and knowledge of the fashion retail market.

"Our new e-commerce system will help us to widen our reach and increase our turnover, meeting our long term revenue targets. The Eurostop team's expertise and support has played an invaluable part in helping us implement our e-commerce strategy and grow our business."

Phillip Moylan, Sales and Marketing Manager at Eurostop said; "Service is an important part of our business. Not only have we designed specialist systems for retailers, for us the expertise and knowledge that we have in the fashion and footwear industry plays an important part of the success of our solutions. For our smaller independent retail customers, service plays a key part in the successful deployment of our retail systems. We are delighted that we have been able to work with London Joggers to support their business goals."

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NOTES TO EDITORS

About London Joggers

London Joggers has been in business for over 25 years. The company has grown to include three London stores based in Shepherds Bush, Kilburn and West Ealing and a newly launched website.

London Joggers is a bespoke sport and leisure stockist with an extensive range of top brands to cover all sport and leisure needs. It prides itself on offering competitive prices and exclusive range with friendly, knowledgeable staff.

For more information, please visit: www.londonjoggers.com and www.ljsports.co.uk

About Eurostop

Founded in 1990, with operations in London, Singapore and Shanghai, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and Lifestyle 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 including Microsoft Dynamics and Axapta.

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.

For more information visit: www.eurostop.co.uk or contact:

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