

OK ZIMBABWE CASE STUDY



BRAINTREE HELPS OK ZIMBABWE WITH A FULL, END-TO-END RISK MANAGEMENT SYSTEM



As one of Zimbabwe's leading FMCG (Fast Moving Consumer Goods) retailers, OK Zimbabwe supplies everything from groceries and basic clothing and textiles to essential home goods, with in-house bakeries and butcheries as well as hospitality and catering forming part of their diverse and ever-expanding portfolio.

CHALLENGE

With 68 stores across the country and 1100 POS (Points of Sale) to keep track of with outdated and incompatible systems, OK Zimbabwe were looking for a future-proof, flexible RMS (Retail Management Solution) to help them streamline operations and grow.

They needed a full, end-to-end RMS to not only manage the front-end point of sales operations, but also the back office operations as well. This included merchandising, store transfers, procurement and forecasting of stock as well as assessing how much stock would be needed in each store and the planning involved.

Warehousing is an important part of OK Zimbabwe's business model – and previously, they were using a third-party warehousing solution that didn't integrate properly with their POS system, so there was a need to bring the warehousing into one system as well. OK Zimbabwe were also looking for an RMS that could incorporate their hospitality and catering divisions and provide POS solutions in their restaurants.

SOLUTION

LS CENTRAL



As a centralised management system built on Microsoft Dynamics 365 Business Central, LS Central from LS Retail was chosen for its ability to create a unified commerce system, allowing OK Zimbabwe to monitor and manage every store across the country, in real-time, all from one programme.

Implementation took just over a year to complete, and OK Zimbabwe have now gone live at their Head Office, with 68 stores and over 1000 points of sale

across the country. Apart from the usual challenges of safely transferring all the data from outdated systems onto LS Retail, the implementation process itself was made relatively easy thanks to the fact that OK Zimbabwe's 298 users were already familiar with Microsoft and its products, including existing reporting tools like Power BI, that work alongside LS Retail, and had existing Microsoft technology, like SQL, already in place.

BENEFITS

With LS Central now in place, OK Zimbabwe's business processes and efficiencies have improved across the board – from stock supply and management to a quicker selling process at the tills. Managing the stores across the country has become streamlined as it's managed on one system in real time – this includes stock takes and distribution. Stock management is made more efficient, resulting in less waste and theft. OK Zimbabwe is making use of a hybrid solution, running partially in Azure, with POS running offline, allowing stores to continue to trade if and when the power or Internet goes down and sync to Head Office once everything comes back online again.

LS Central also allows OK Zimbabwe to accurately monitor the production costs involved for their in-house bakeries and butcheries across the country.

With LS Central, OK Zimbabwe can move ahead with their plans of extending their business operations via eCommerce. OK Zimbabwe is also planning to add pharmacies to their portfolio and will need a retail solution for that as well – a goal now made infinitely easier thanks to the inherent modularity of LS Retail and the eventual addition of its Pharmacy Management Module.

Despite the country's liquidity constraints and low disposable incomes, OK Zimbabwe has endured as one of the dominant supermarket brands in Zimbabwe's competitive retail sector. Thanks to LS Central and Braintree, the company is now digitally equipped to achieve even greater accomplishments.

PRODUCT & SERVICES PROVIDED:	LS Central
ORGANISATION SIZE:	68 retail stores, 298 users, 4363 employees
INDUSTRY:	Fast Moving Consumer Goods (FMCG)
COUNTRY:	Zimbabwe
BUSINESS NEED:	A full end-to-end Retail Management Solution to manage the front-end POS operations and back office operations as well.

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