

Case Studies 2021

BRADSHAW TAYLOR

Delivering innovative eCommerce
and in-store solutions for aspirational
retailers since 1997

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VENDITAN[®]
The E-Commerce & Retail Experts

BRADSHAW TAYLOR

ABOUT THE CLIENT

A family business founded in 1935, Bradshaw Taylor are a UK & European distributor of outdoor, fashion and countrywear apparel and accessories. They have multiple warehouse locations in the UK, four retail outlets and a growing eCommerce operation.

OVERVIEW

When they came to Venditan, Bradshaw Taylor were using two different eCommerce platforms for their eight websites, another supplier for their EPoS and a separate piece of software for their B2B business. Staff were having to sell stock to themselves in order to move it from one system to another. This was an administrative nightmare and often resulted in issues and delays.

They wanted to streamline their existing processes while improving the experience they provided to both trade and retail customers. They also wanted to increase profit margins by growing their direct-to-consumer sales.

DRIVING EFFICIENCY WITH ONE BESPOKE CLOUD-BASED SOLUTION FOR ALL B2B & B2C OPERATIONS

SHARED STOCK ACROSS BOTH RETAIL & TRADE

With Venditan Commerce, Bradshaw Taylor can now manage inventory and stock levels for all eight brands through a single platform. Teams can transfer stock around the business without having to log into different systems. This has transformed their business, protecting profit margins by saving them valuable time and administration costs.

BESPOKE STOCK MANAGEMENT

Although Bradshaw Taylor wanted to improve and adapt many processes, not everything needed changing. There were some existing internal processes and concepts that they wanted to keep - these worked well for them after been tried and tested over the past 20 years.

Due to the flexible and bespoke nature of the Venditan Commerce platform, we were able to customise areas and incorporate existing concepts to fit around Bradshaw Taylor's business. For example, having four different concepts of stock availability allows stock to be shared across the business but ring-fenced for retail or trade.

A SINGLE FEATURE-RICH PLATFORM TO MANAGE BOTH B2C AND B2B OPERATIONS

Managing their entire operation through one integrated application means that Bradshaw Taylor have been able to streamline and standardise internal processes. Teams can now select their location and view a list of all orders, from multiple websites, that are ready to ship.

With such a varied, multi-brand stockholding, warehouse teams are finding the Venditan Commerce Pack Check™ feature invaluable. Dispatch teams scan all items loaded into a delivery, ensuring only the right products make it in. Once all products are accounted for, the order is given the green light and is ready for dispatch.

CENTRALISED TRADE CUSTOMER MANAGEMENT

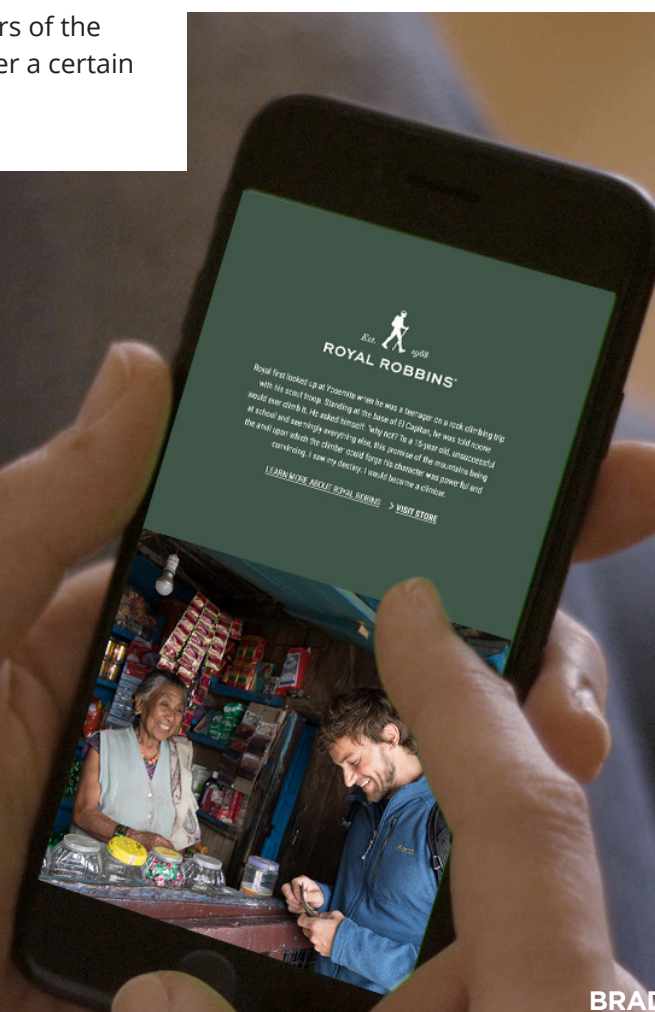
Sales teams can view all information about a trade customer from a single screen. This means that they have full visibility of pre-agreed discounts, payments terms, existing orders and communication history at any time. Invoices including a custom header, payment terms, bank accounts, discretionary discounts and currencies are all automatically generated based on the customer, brand, items ordered and season.

FINANCIAL RISK ASSESSMENT

Before trade orders are dispatched, they are added to an Approve Orders For Dispatch screen. This allows the finance team to review orders, check credit limits and identify any outstanding invoices before they reach the fulfilment process. Permissions are set at a user level so only the most senior members of the finance team are able to approve orders over a certain value.

GROWING B2C SALES WITH A DEDICATED TEAM

Post-launch a dedicated trading team have been working in partnership with Bradshaw Taylor identifying future opportunities to grow their direct-to-consumer business. On a continuous basis, ideas and plans for attracting new customers and improving the experience for existing customers are being highlighted and discussed. Managing their entire B2C operation through Venditan Commerce opens up the possibility of offering both online and in-store customers benefits such as loyalty discounts with little or no extra development required.



WHAT THE CLIENT SAID

"The best compliment I can pay the team at Venditan is that they not only managed to understand our business through their approach to workshops, but their detailed technical specification have ensured we've ended up with a solution which is future proof and already paid-for-itself across the efficiencies it's created."

Nick Vance, Director
Bradshaw Taylor

RESULTS

212%

Increase in year-on-year sales for Schoffel Country comparing 2019 to 2020

35

Marketplaces across trade and retail in multiple countries

4

Distribution centres in the UK, Netherlands & the USA

GET IN TOUCH

Talk to us today about deploying one system to power your entire B2B and B2C distribution business from end-to-end, helping you dramatically enhance your sales

startyourjourney@venditan.com

CASE STUDY
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