ETP▸

CASE STUDY

MAISON

MAISON
RETAIL MANAGEMENT INTERNATIONAL

MAISON

Maison Retail Management International, previously known as Maison Joint Stock Company (JSC), is one of the leading fashion retailers in Vietnam, distributing international and luxury fashion brands in the market since 2002. Maison offers a large selection to cater to all the customer profiles and fashion styles in Vietnam.

Since opening its first brand store in August 2004, Maison JSC has continuously expanded its list of international brands. Currently, Maison's brand basket includes 17 brands consisting of international designer labels of luxury caliber and highly recognizable, high street brands.

The company's distribution and sales network is 70 stores strong and growing rapidly.

Maison JSC takes pride in marketing multiple international brands to a large number of loyal customers in Vietnam. It continues to strengthen its image as the top fashion retail company in Vietnam further by adopting the world's leading retail technology platforms in order to streamline its operations and move into the omni-channel world to serve its customers faster and more effectively.

Brands under Maison JSC that run on ETP V5 Omni-channel Retail Solutions are:

Christian Louboutin	KAREN MILLEN	coast	DOROTHY PERKINS
TOPMAN	CHARLES & KEITH	Pedro	havaianas
Accessorize	WAREHOUSE	MONSOON CHILDREN	Miss Selfridge
TOPSHOP	NYS COLLECTION EYEWEAR	MANGO	MAX&Co.	oasis

Customer Facts	Key Store Statistics
Number of stores: 70 stores	Store size (average): 100 sqm
Business segments: Fast Fashion	SKU's (average): 1,500 units
Retail formats: Boutique stores	No. of sales tickets (average): 1,500 per store per month
Locations: Ho Chi Min City, Hanoi, Danang	

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at Maison JSC include ETP Store, ETP Accelerator, ETP Enterprise Application Server (EAS) and ETP Integrator

Business Needs:

- To leverage technology for meeting growth plans
- Increase efficiency of store-staff (e.g. eliminate manual working in MS Excel at both store and head office level, for reconciliation of data)
- Business users should have more control on business data, defined in the system
- To have a single source of data for the retail business as the existing software has multiple databases which makes analysis difficult

Project Objective:

- To take advantage of ETP's experience in implementing best practices in retail for several large retailers of the region
- To implement seamless integration with SAP applications

Business Benefits:

- One seamless solution that can integrate with SAP applications, across different stores
- Helped increase efficiency of staff by demarcating roles in ETP Store Front, ETP Store Operations, and EAS
- Enabled to have a single source of enterprise data for taking timely business descisions
- Improved service levels with quick checkout and targeted promotions based on customer profiles
- Delivered CRM and promotion applications that meet all operational and business criteria
- Comprehensive KPI reporting for CRM, loyalty programs, merchandise, sales, products and store-staff
- Business stability and scalability to launch new stores while maintaining a uniform brand experience and quality customer service

One seamless solution that can **integrate with SAP applications**, across different stores

Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.

Singapore	Mumbai, Bengaluru, Delhi	Dubai

H.O. Singapore	India	Middle East

We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com

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