

# CASE STUDY

## Maison JSC



# Maison JSC

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.

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



KAREN MILLEN

coast

MAX&Co.

TOPSHOP

TOPMAN

CHARLES & KEITH

Pedro

havaianas®

**oasis**

WAREHOUSE

Accessorize

MONSOON  
CHILDREN

NYS  
COLLECTION  
EYEWEAR

Miss Selfridge

DOROTHY PERKINS

MANGO

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.

## Customer Facts

Number of stores: **70 stores**

Business segments: **Fast Fashion**

Retail formats: **Boutique stores**

Locations: **Ho Chi Min City, Hanoi, Danang**

## Key Store Statistics

Store size (average): **100 sqm**

SKU's (average): **1,500 units**

No. of sales tickets (average): **1,500 per store per month**

# 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



## 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 decisions
- 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



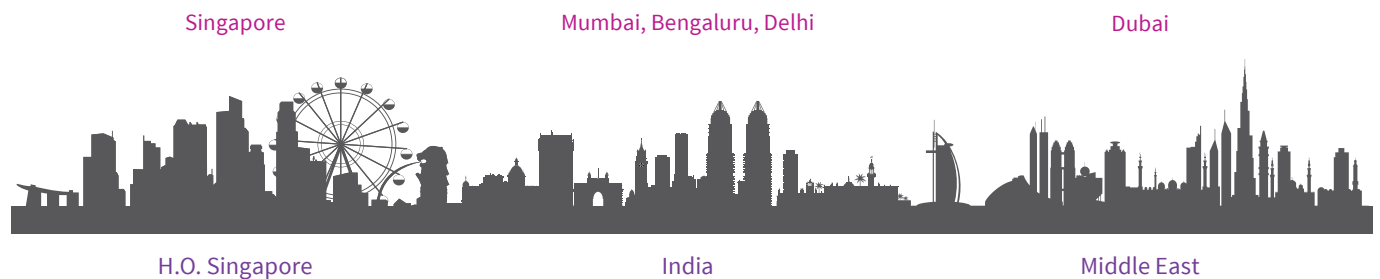
## Project Objective:

- 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

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- 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

Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

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