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CASE STUDY

aL-ikhsaN Sports Sdn. Bhd

al-ikhsanSPORTS

Al-Ikhsan Pte Ltd

Al-Ikhsan group is the LARGEST Sports Retailer in South East Asia & is also the 77th largest Sporting Goods Retailer in The Galaxy (as ranked by The Sports Goods Intelligence Report). Al-Ikhsan is the Malaysian's choice of retail store by Malaysian. Al-Ikhsan continue to grows rapidly and opening more store to ensure customer satisfaction for original brand with quality and great price.

Al-Ikhsan Group is the leading Omni-channel partner for brand distribution, retail and e-commerce in Asia Pacific. Some of the most trusted brand names include:

Brands under AL-Ikhsan Pte Ltd using ETP Retail Software Solutions:

Al-Ikhsan operates 122+ stores all over Peninsular Malaysia under the name of Al-Ikhsan, Football Republic and Sneaker Streets. Al-Ikhsan also has an Online presence and sells it's merchandise through e-commerce.

Customer Facts

Number of stores: 122+ stores

Business segments: Sports Retailer

Retail formats: Brick & Mortar, Omni-channel Stores, Shop in Shop

Locations: Malaysia

Key Store Statistics

Store size (average): 80 to 150 sq. mtrs

SKU's (average): 15,000+

No. of sales tickets: 15 to 30

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented for AL-IKHSAN SPORTS SDN. BHD include ETP Store, ETP Omni-channel, ETP EAS, ETP Accelerator, ETP Connect & ETP Integrator

Business Needs:

- Need for a single end-to-end & scalable solution footprint from online to Omni-channel store to Brick & Mortar store to support the rapidly growing retail business.
- Common solution which can cater to the requirement of several brands offered in the Multi-Brand Specialty stores.
- Inventory visibility
- Drive footfalls to offline stores.

Project Objective:

- Implement an integrated end-to-end Omni-channel solution for Al-Ikhsan.
- 360 degree customer management.
- Single solution for promotions management: Offline & Online.
- Integration with the ERP system: Solomon & NAV.

**Optimal utilization of Inventory** across channels helps **increase Margins.**

Business Benefits:

- End-to-end integrated solution from online to offline provides Improved brand experience and shopping experience to customers.
- Promotions management tool helps in swiftly rolling out new promotions to stores centrally & helps in improving sales. Seamless promotions customer experience online & offline.
- Integration with NAV/Solomon ensures smooth and hassle free flow of information to stores & back to the Finance & BI system.
- Inventory visibility across stores.
- Automated payment gateway integrations at store leading to higher accuracy of transactions & faster check out's.
- Offering a true Omni-channel experience to customers in terms of Click & Collect, Click & Deliver and Endless Aisle improves Brand position and leads to increased Sales.
- Drive footfalls to offline stores and upsell leading to increased sales.
- Optimal utilization of Inventory across channels helps increase margins.
- Improved customer relationship management leading to insights into customer buying behavior & pattern and increased sales opportunities.
- Building a loyal customer database leading to a strong foundation for continued sales growth for Al-Ikhsan.

ETP ▷™

Every year over 100,000 retail associates use ETP Systems to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise . More than 300 brands in 24 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores run on ETP Systems

Singapore   **Mumbai, Bengaluru, Delhi**   **Dubai**

H.O. Singapore   India   Middle East
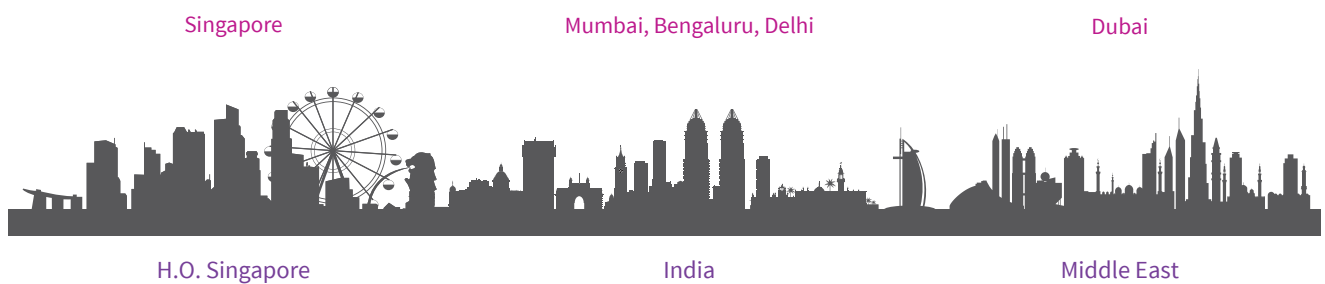
We are present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, India, Indonesia, Iraq, Jordan, South Korea, Kuwait, Malaysia, New Zealand, Oman, Qatar, Saudi Arabia, Singapore, Thailand, The Philippines, Tunisia, UAE, Uzbekistan, Vietnam and Yemen.

ETP is an Omni-channel Retail Software company serving market leaders in 24 countries across the Asia Pacific, India and the Middle East regions. ETP's solutions include Omni-channel orchestration, POS, Mobility, CRM, Marketing Campaigns, Promotion Management, Order Management, Supply Chain Management and Analytics. 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 consistently deliver enterprise grade Omni-channel solutions to its customers and build long term strategic partnerships spanning decades.

For more information, email: info@etpgroup.com

www.etpgroup.com