



The Retail Technology Review

Article Search: Go To: Keyword >>

Tuesday, November 10.

HOME[Advertise](#)[Contact Us](#)[News](#)[Critical Issues](#)[Data Capture](#)[Digital Signage](#)[EPOS Systems](#)[General News](#)[Kiosk Technology](#)[Mobile Computers](#)[Internet Retailing](#)[Print & Label](#)[RFID](#)[Retail Events](#)[Retail Supply Chain](#)[Surveillance & Security](#)[Resources](#)[Newsletters](#)[Video Library](#)[Retail Events](#)[Research Papers](#)[Online Tools](#)[RSS Feeds](#)[Media Kit](#)[Contact Us](#)

Retail Supply Chain Technology News

News, videos and in-depth articles on the use of RFID in the retail supply chain

[EPOS Software & Systems](#)[George Winter Sale](#)

EPOS systems for retailers & trade counters. Hundreds Of Price Reductions. For A Limited Time Only. Save Online!

Ads by Google

George Davies' fourth business is a fourth win for Decision Systems

October 30, 2009

[EMAIL ARTICLE](#) [PRINT ARTICLE](#)

George Davies, the fashion entrepreneur and man behind Next, George at Asda and Per Una, has chosen the Buyerplan merchandise planning and product development solution from Decision Systems, a specialist supplier of retail planning applications, for his latest venture, GIVE, a multi-channel womenswear retail business.

Davies said: "We have worked with Decision Systems for many years and we depend on them to give us the tools we need to manage a new womenswear retail business in a very competitive and challenging market."

Melanie Davies, George Davies' eldest daughter and former Business Unit Director for Per Una, who was involved in the system selection and implementation at GIVE, added: "we have worked closely with Decision Systems so that they could provide us with a solution which reflects how we want to work from preseason planning, range building, costing, fabric management, range selection, critical path management, delivery scheduling and stock building."

She continued: "In addition the WSSI is a great tool for stock management; it is used both in pre season planning and for in-season forecasting of sales stock and markdown, allowing us to manage our open to buy which is key to the success of any retail business. The visual reporting tools are also a very important aspect of this solution and key to how we trade allowing us to manage the risk and make quick decisions reflecting what the customer wants. The system is used enthusiastically by everyone involved in the product lifecycle including manufacturers through Supplier Interaction, the web based part of the system. There is only one point of data entry removing duplication, therefore improving efficiency and there is complete visibility to all involved in the process."



Buyerplan follows the popular WSSI (Weekly Sales, Stock and Intake) model, exactly how fashion retailers like to manage their businesses enabling key decision makers to maximise in-season sales potential. Melanie explained, "Because we can focus on individual products, we can take quick action on reordering, reallocation or promotion of any lines."

Through the Supplier Interaction module, Buyerplan enables GIVE to collaborate with its suppliers all over the world to share designs, costings, images and critical path information ensuring that the end result meets expectations in terms of quality and avoids delays in meeting deadlines. The system will also enable GIVE to forecast weekly stock requirements for its store, concession and on line channels, as well as schedule deliveries.

Decision Systems' track record with George Davies existing and former businesses - Next, George at Asda and Per Una - was the deciding factor in GIVE's decision to award the contract. Melanie said: "We didn't doubt for a second that Decision Systems would be right for us. We've worked so closely over time and being flexible and responsive we know they suit our way of working. Also we have always had excellent support so we are confident that any problem will be solved quickly."

Decision Systems has always had a close relationship with George Davies

Advertisements

new Dolphin® 6100 -
fashionable efficiency

Honeywell



EPOS Distributor
Retail Computing & Data Capture Product Distribution

Related Articles

No Related Content Found

Retail Epos Systems

Epos systems to suit your budget
Take control of your business
www.SensoGroup.co.uk

MiniPOS EPOS Systems

Touchscreen EPOS and Stock Control
for the independent retailer.
www.minipos.co.uk

Ads by Google



Let the news come to you!
Subscribe to the *The Retail Technology Review* newsletter.

[View latest newsletter](#)

Email
Address:

<< Subscribe >>

over the years via Next and George Clothing, Per Una at M&S and also at S'porter who are responsible for merchandise at Arsenal and Liverpool football clubs. Much of the current Buyerplan functionality was developed with the active feedback from both buyers and merchandisers at Per Una and the system has been acknowledged as contributing to Per Una's astounding success since the brand's launch in 2001.

Martin Collins, managing director and founder of Decision Systems, commented: "We have worked with George Davies ever since he was running Next and we have been able to demonstrate time and again that our solution and way of working is ideally suited to fast-moving and growing retailers. We believe that George's continued success and his repeated usage of our services speaks volumes for our solution and for the skills and positive attitude of our people. Buyerplan integrates pre-season planning, product development, supplier interaction and in-season control of sales, stock and open to buy into a logical and fully usable process. Buyerplan was designed around the needs of buyers and merchandisers. The software support systems they need to meet those challenges are not primarily technical. They must work in a familiar way and be fully and easily understandable."

About Decision Systems

Decision Systems is a specialist supplier of retail planning applications to UK fashion and general merchandise retailers and the only significant independent UK-based supplier of such software and services. Next was the first retailer to adopt the Buyerplan WSSI system that Decision Systems created. The client base grew as users from Next moved on to other retailers, such as George Clothing, Boots and Mothercare, and introduced the system they had found so useful previously. This type of recommendation by satisfied users has remained a continuing feature of the business as time has progressed.

About S'porter

S'porter Retail was established in 1995 by George Davies, the fashion visionary behind retail giants such as Next, George at Asda and per una @ Marks and Spencer. S'porter is a design and supply company who specialise in combining fashion with sport. From finished garments to textile prints, store environment to POS imagery, mail order catalogues to logo development, S'porter offers a comprehensive list of design services that can update any sporting brand.

About GIVE

GIVE by George Davies is a completely unique fashion offer. With George's designer heritage, he wanted to GIVE something new and exciting to women. This label looks at designer style with the focus being on luxurious fabrics and the ultimate in attention to detail. GIVE offers affordable luxury whilst always delivering the latest looks. But it doesn't just stop with the clothing.

More Supply Chain Articles



Tesco switches to Securesal to protect fleet

November 05, 2009

Tesco is maintaining security of goods in transit with Securesal's tamper-evident trailer seals.



FNAC set to drive European expansion with Oracle retail merchandising system

November 04, 2009

French book and electronic media retailer FNAC has chosen to use Oracle® Retail Merchandising System to help support its expansion plans in Europe.



Central Madeirens selects Wipro Retail for business critical IT overhaul

November 03, 2009

Central Madeirens, Venezuela's largest supermarket chain, with around 45 stores, has chosen Wipro Retail to implement an Oracle Retail solution.



Scottish & Newcastle

Supply Chain Research



Business through the looking glass

July 28, 2008

Why the customer-centric retailer needs supply chain visibility



Survival of the Fittest

A Retail business brief

How Leading Retailers Are Positioning Themselves for Profitability and Strength in a Tough Economy.



Replenishment Demands Data

Aldata - White Paper

With a wealth of software management tools now available, how can retailers move from supply to demand led replenishment?

[More >>](#)