

A LOJA DO GATO PRETO

Founded in Lisbon in 1986 by Marina Reis Ramos and Mário Tendeiro, A Loja do Gato Preto sells decoration items under the slogan “Free-spirited homes, happy owners.”



In 1986, there was very little homeware and almost nothing from Portugal, except for stores directed to tourism. The project “A Loja do Gato Preto” started with the vision of make known the beauty of portuguese handicrafts.

To be included in the store, products had to follow two rules: to be Portuguese and to be a handcraft. Even though the company was very successful, the concept proved to be too limited. The public's wishes were not limited to handcrafted products, so “A Loja do Gato Preto” sought other options, expanded their selection to furniture, lighting, textiles for the house and decoration, tableware and more from all around the world.

During its expansion, “A Loja do Gato Preto” extended the range of products to solutions for everyday life: kitchen and bathroom utensils, and in 1999 the company started designing its own products. Today, a large proportion of the items on sale are exclusively designed at the company:

- including concept, design, choice of materials and textures;
- represented in assorted kitchen and bathroom utensils, and complete collections of cushions, blankets and curtains.

The company has therefore completed a cycle, maintaining the Portuguese design and the production of products throughout the world. Every year, about 30 complete collections are released, a considerable number in limited editions. Many of these collections have already received several awards as a result of the differentiating proposals they represent and are also the result of a long and close relationship with the public.

In 2002 they also decided to go international by opening stores in Spain, **responding to the affection and interest shown by customers who had visited stores in Portugal. In 2011 the company had 71 stores in the Iberian Peninsula, in places such as Rua de Sta. Catarina – Oporto, Rua do Carmo – Lisbon, Calle Velazquez – Madrid, Mataró Parc – Barcelona, Centro Colombo, NorteShopping, Almada Forum, La Cañada - Marbella e AlgarveShopping.**

Since April 2011, the company started the business in France.

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 **LS Retail**

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“The cat does not stop quiet”

Representing a concept that reflects an irreverent way of life, and taking into account the popular saying that "The cat does not stop quiet", "A Loja do Gato Preto" moves towards a mixture of styles and tendencies, presenting every week new products that provide original and diversified atmospheres.

LS RETAIL NAV AND MICROSOFT DYNAMICS NAV - FULL INTEGRATION

"We're a far cry from the typical mass-market retailer", says Mário Tendeiro, owner of "A Loja do Gato Preto". "Our stores needed a scalable solution that could provide a real backbone for the future. It was clear from the start that we needed a single technology solution that could give us better access to more accurate information – and our main focus was that it should be simple."

“Because Microsoft technology is at the core of the solution, it makes it very easy to use”, says Mário Tendeiro. “Dynamics NAV is very important to us and LS Retail is an extension of this interface - it's very intuitive. We can not identify where the NAV ends and where LS Retail NAV begins.”

"A Loja do Gato Preto", that was already using an LS Retail solution in several of the stores, decided to do the upgrade for the new version, LS Retail NAV 5.0, which allows the integration of the entire operation. The solution was deployed with the help of Arquiconsult, Microsoft Gold ERP competency Partner and LS Retail partner in Portugal and Spain. ***“Arquiconsult's team was very professional and perfectly understood our requirements.”***

LS Retail NAV is an end-to-end retail solution based on Microsoft Dynamics NAV. Thanks to a single application that covers anything from POS terminals, store systems, back office and head office, today Gato Preto's system integration issues are a thing of the past.

Rui Santos, General Manager at Arquiconsult put it: "LS Nav delivers the breadth and depth of functionality demanded by Gato Preto, without the need to build, manage and maintain multiple applications and interfaces. It delivers improved merchandise decision planning, and enhanced scalability and real-time performance reports."

“LS Retail offers a wide range of options for viewing and analyzing sales data”, says Mário Tendeiro. “The sales history window gives us a long-term overview of sales data.

It is based on posted sales data and allows managers to see how stores have been performing. It allows to drilling down to individual stores or groups of stores and to analyze the effectiveness of specific price promotions and even view the performance of individual item categories and product groups.”

An **hourly sales distribution report** gives "A loja do Gato Preto" the possibility of viewing how its stores are performing within different periods of the day, and check sales distribution based on points of sale, total income, number of customers, number of items oaverage basket size. There are also a set of report options that can be used for printing and offline analysis.

GREATER PRODUCTIVITY

By integrating the data flow between all retail and accounting functions, "A Loja do Gato Preto" has eliminated data errors and manual data processing.

"LS Nav works off a single database, and therefore, there is only one version of the truth.", says Mário Tendeiro. "Today's The data is always accurate because LS Nav works off a single database. All processes in the company are now much quicker because data flows seamlessly from one part of the business to another. Another benefit is that head office now has total control over prices. The organization can now direct and enforce store prices from head office."

SOPHISTICATED REPORTS

Because LS Nav consolidates trading, invoicing, and ordering systems into a **homogenous platform**, "A Loja do Gato Preto" today can **produce sophisticated reports**. Today "A Loja do Gato Preto" can confidently expand, confident of retaining **effective management and overview of all stores** in all countries.

Human resource management integration through Arquiconsult

Microsoft Dynamics NAV solution – NAVHR – was a perfect fit for the company's HR, as it is tightly integrated with Microsoft Dynamics NAV, particularly the Accounting, Sales and Collections, Purchasing and Payments, Stocks and also with LS Retail.

Payroll in retail companies requires a **flexible solution**, compliant with turnover, shifts, absence and overtime registration. Due to the wide geographical spread of the "A Loja do Gato Preto" stores, several different agreements with different demands had to be addressed.

LS Nav can cope with the different legal requirements in Portugal and in Spain, thus accompanying "A Loja do Gato Preto" expansion and allowing for both countries' payroll (involving over 1000 employees) to be performed by only two people.

Main Benefits

- Comprehensive Business Intelligence Features;
- A powerful tool for headquarters control over maintaining common data across all stores, such as products, customers, and seller management;
- Flexibility of a single application, which means that most of the functionality is available at the stores, headquarters or both;
- The application can be configured according to specific requirements - minimizing the need for costly high cost solutions;
- Easy to learn;
- Global solution.



About Arquiconsult

Arquiconsult is an information systems consulting company, based on Microsoft Dynamics technologies, with offices in Lisbon, Oporto, Barcelona and Luanda. Arquiconsult has the best and most certified team working on Microsoft Dynamics in Portugal, having already implemented some of the most complex Microsoft Dynamics Business Solutions and being often referred to international clients for their implementations in our country..

Arquiconsult innovates constantly their offer and has available multiple features for multiple sectors, increasing the value of Microsoft Dynamics.

Currently we have customers in the most diverse sectors.

