

LS RETAIL FOR FASHION AND FOOTWEAR



LS Retail for Fashion and Footwear

GET A CLEAR AND COMPLETE VIEW OF YOUR LOCATIONS, CUSTOMERS, INVENTORY, AND DATA WITH AN END-TO-END RETAIL PLATFORM.

UNIFY

- **CONTROL ALL YOUR BUSINESS PROCESSES**, including purchasing, warehouses, CRM, sales in-store and online, distribution, franchises and financials, in one platform.
- **MANAGE SEASONS, BUDGETS, PRODUCTS, PRICES, FINANCIALS, PROMOTIONS, AND CUSTOMER LOYALTY** for your physical locations and e-commerce from one central place.
- **GET A COMPREHENSIVE VIEW OF YOUR ENTERPRISE** and of your customers by maintaining all your core business information in one, centralized database.

DESIGN FOR THE FASHION INDUSTRY

- Get all the in-depth industry functionality you need, from seasonality management to merchandising budgets to complex promotions, and more.
- Manage registration to events, like appointment or new collection launch events, at any POS.

CENTRALIZED CONTROL

- Track your KPIs and let LS Central's Intelligent insights help you make better business decisions.
- Run a successful fashion and scale easily to more stores and countries with a software called designed for growth. Its available in multiple languages and localizations.

MAKE YOUR EMPLOYEES WORK EASIER

- Make it available handled devices to your staff, where they can easily check product information, close sales, and perform critical back office and inventory tasks on it.
- Give your staff visibility they need to deliver the best service. Employees can access to real-time sales data, such as stock information and availability, reports and analytics anywhere and order items at the POS.

PUT YOUR CUSTOMERS AT THE CENTER

- Offer omni-channel experience with online shopping, click & collect and in-stores returns.
- Increase return visits and customer service with a loyalty program and a wide variety of personalized offers, promotions, coupons and relevant product suggestions on the eCommerce site and in-store.

ACHIEVE OPTIMAL STOCK MANAGEMENT

- Get a clear overview of the sales history of each item that includes price changes, active offers, profitability and estimated stock levels at the end of the season.
- Maintain optimal inventory levels with automated replenishment and demand forecasting powered by AI.
- Optimize sales with clear visibility and quick item redistribution. Improve inventory by assigning dimensions for efficient reordering and identifying stock levels in each store.