

SUCCESS CASES



THE BLACK CAT SHOP HAS ARRIVED IN ANGOLA

Lisbon, December 17, 2015

The A Loja do Gato Preto chain of homeware stores has opened its first store in Angola at Belas Shopping in Luanda.

The prestigious A Loja do Gato Preto brand, present in Portugal, Spain and France, has now arrived in Angola through the Angolan Brands Partner Group.

The Brands Partner Group is made up of companies that work together. Its founders are Pinguim International Brands, which was born in Angola in 1995, and over the years the American Hot-Dog company, the Ellus Retail Stores company and the Logibrands Ibérica company have emerged. The group is dedicated to three specific areas: Restaurants, Distribution and Retail Stores.

"Our main focus is on the Angolan market and the retail sector, where we intend to continue to grow.

Loja do Gato Preto in Angola, we started the project with Arquiconsult, which in turn already operated with the respective brand and with positive results in the control, management and operation of the business, which led us to launch the challenge with Arquiconsult to operate LS Retail in Angola. The retail market in Angola is increasingly demanding and, due to its distance from Europe, requires us to have almost real-time control that allows us to reinforce the operation in advance and for this we rely on LS Retail, which has been a very supportive program for our operation." Nuno Nunes, General Manager.

Loja do Gato Preto was founded in 1986 in Lisbon by Marina Reis Ramos and Mário Tendeiro. Since then, the company has been dedicated to selling handicraft and decorative items under the motto: "Free Homes, Happy Owners".

In 1986, there was still little on offer in the way of objects for the home, with the exception of stores aimed at tourists. The A Loja do Gato Preto project began with the aim of showcasing the beauty of handicrafts made from the north to the south of Portugal.

The products sold by A Loja do Gato Preto had to comply with two rules: they had to be Portuguese and handmade. The idea was a success, but the initial concept limited the Portuguese public's desire for decorative items from all over the world. With this in mind, the brand sought to offer its customers quality products from all over the world. Loja do Gato Preto then expanded its product range to include furniture, lighting, home textiles and decoration.

The success of A Loja do Gato Preto led to the growth and expansion of the brand's stores throughout mainland Portugal and the islands.

The limited editions of A Loja do Gato Preto have already been awarded for their distinctive character and are, in essence, the result of a long relationship of complicity with the public.

In 2002, A Loja do Gato Preto went international and chose neighboring Spain as the starting point for its expansion, responding to the affection and interest shown by Spanish customers who visit our stores in Portugal. There are currently stores in Portugal(Mainland and Islands), Spain and France.

In 2015, A Loja do Gato Preto arrived on the African continent, opening its first store in Angola at Belas Shopping in Luanda.

LS RETAIL NAV AND MICROSOFT DYNAMICS NAV - Complete integration

"We are a long way from the typical retailer in the large distribution market," says Mário Tendeiro, owner of A Loja do Gato Preto.

"Our stores needed a solution that was adaptable, scalable and sustainable that could provide a backbone for the future. It was clear from the start that we needed a solution with a single technology that would allow us to access current and accurate information and we weren't looking to invent the wheel, plus our main objective was that it should be simple to use."

"As 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 that interface - it's very intuitive. We can't identify where NAV ends and LS Retail begins."

From the outset, the company worked with Arquiconsult to implement the solution:

// The Arquiconsult team was very professional and understood our requirements perfectly. //

Retail optimization benefits for A Loja do Gato Preto:

- Ensuring continuous improvement of the system;
- Ease of use: the self-explanatory menus allow A Loja do Gato Preto to train its employees clearly, easily and quickly;
- Considerable understanding of the business environment by the Arquiconsult project team;
- Availability of a high level of customization;
- Extreme flexibility: the system can react easily and quickly to changes and new market requirements;
- High quality support: Arquiconsult's team guarantees honest, open and fact-based negotiations, which help drive changes to achieve better results more quickly and effectively.

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LS Retail offers a wide range of options when it comes to visualizing and analyzing sales data, which is so important to us, but it also offers a consolidated view of information with visibility into all aspects of the business, including analysis by channel, store, category, stock and financial management.

Retail is one of the most complex, highly competitive and dynamic businesses in existence: thousands of constantly changing products; loyalty programs; high staff turnover; seasonal buying patterns; promotions, discounts and more. With all this uncertainty, LS Retail Business Intelligence is extremely important so that we always have current and accurate information and can make decisions more quickly and consistently.

Mário Tendeiro. //

In this way, A Loja do Gato Preto can expand with confidence, ensuring the same management efficiency and a global vision for its stores around the world.

Some of the main requirements and special requests from A Loja do Gato Preto to which LS Retail and Arquiconsult responded:

- . Functionality;
- . Auto-release function, which transforms a manual process into an automated one;
- . Online interaction, which consists of installing an e-Commerce interface, which also allows customers to check store stock via the e-Commerce page;
- . Stock inventory, which allows stock to be checked in real time on the tablet;
- . Training mode, which allows you to switch between normal and training mode at the POS, so that you can train staff more efficiently in all daily operations;
- . Various types of customization to meet the legal and tax regulations of each country;
- . Business Intelligence functionality.

// LS Retail NAV provides the breadth and depth of functionality required by A Loja do Gato Preto, without the need to build, manage and maintain multiple applications and interfaces. With this solution A Loja do Gato Preto achieves control by the head office over the maintenance of data common to all stores, products, customers and suppliers. Achieving improvements in the planning of management decisions, greater scalability and real-time performance reports.

Rui Santos, Managing Director of Arquiconsult. //

ABOUT ARQUICONSULT

Arquiconsult is an information systems consulting company, based on Microsoft Dynamics technologies, with offices in Barcelona, Bilbao, Lisbon, Luanda, Madrid, OPorto, Riyadh, Salamanca, Seville and Vila Real.

Composed by the largest and most experienced team of consultants, having already implemented some of the most complex Microsoft Dynamics Business Solutions and being frequently referred to international clients for their implementations in our country.

Arquiconsult is constantly innovating its offer and has several verticals available, for several activity sectors, which add value to Microsoft Dynamics 365. Microsoft Dynamics AX is a clear example that allows us to make available to Portuguese and international companies the best and most complete integrated Management solution.

Some reference clients in the various sectors of activity:

- Polopique
- Dunlop Protective Footwear
- Teka Portugal
- Klaveness
- Farfetch
- Stericycle
- SAPA
- Gunnebo
- Tecnocabel

LOCATIONS

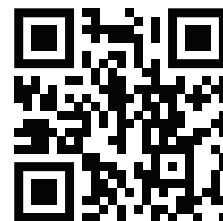
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