Case study

MenKind

Formed in 1977, Davidson Richards provides multi-channel retail management solutions. Find out more about our valued customers, their reasons for choosing us for Microsoft Dynamics RMS and the business benefits gained from the solution and our range of features to enrich the solution called RMSynergy.

Name:	**Menkind**
Sector:	**Giftware**
Location:	**UK wide**
Size:	**23 stores, 3 tills per store, 20 seasonal/pop-up stores plus a warehouse**
Website:	**www.menkind.co.uk**
Status:	**Previously using Microsoft Dynamics RMS with a different Partner**

Background

Menkind was founded in 2001 with the mission to provide a wide and interesting choice of men's gifts for the man who has everything; buying presents for men has never been easier.

Why did they choose Microsoft RMS & Davidson Richards?

We initially chose Microsoft RMS as we felt it would be a perfect fit in supporting our retail business. Due to the often seasonal nature of our business (men's giftware) we have a core need to be able to quickly expand and contract the number of stores we have open at any one time. Davidson Richards and RMS allows us to do this quickly and simply whilst ensuring that we are running as efficiently and cost effectively as possible across our wide number of stores.

We came to Davidson Richards from another RMS supplier as we were looking for a more responsive attitude to support and we instantly saw the potential and flexibility in Davidson Richards' in-house development capabilities. We have been pleased with the support we have received to date and Davidson Richards' understanding of our business needs and requirements.

Business benefits Microsoft RMS & RMSynergy have delivered?

Microsoft RMS is critical in helping us maintain a detailed overview of our retail businesses. In particular we can efficiently manage our wide and frequently refreshed stock holding across our seasonally expanding and contracting number of stores. The extra features offered by (Davidson Richards') RMSynergy, especially the promotions and loyalty modules, means we able to centrally control price promotions for all our stores and in addition this allows us to benefit from our customer loyalty scheme.

Paul Kraftman, Director, Menkind Stores

The solution

- Microsoft Dynamics RMS
- Up to 43 store 128 tills (on average 20 are seasonal/pop-up stores) plus a warehouse

RMSynergy

- Promotions
- Price Matrix
- Attributes
- Loyalty
- Data Management
- Reports
- Stock Take Back Office
- RMS Real Time Integrator
- Global Vouchers

Microsoft Dynamics
Retail Management System