



M&S International implements Eurostop Retail Systems in stores

32 stores in Hong Kong to streamline their in-store experience with Eurostop Retail Systems



Eurostop's POS software, **e-pos touch**, is already in use and available for M&S franchisees after the company was the first supplier to successfully deliver under the new M&S Data Contract. The international retail software vendor has now been selected to support Hong Kong's 'own store' development and growth strategy across the region. Eurostop's retail systems are to be installed in 32 M&S stores throughout the busy island metropolis, often described as the place where 'East meets West'.

As part of M&S's plans to implement more advanced retail systems in the area, **e-pos touch** will be rolled out with several new features that will enable the quintessential British retailer to provide an enhanced customer experience throughout its general merchandise and food stores on the Asia Pacific island.

Eurostop was selected for its ability to meet the promotional capability, loyalty, real-time sales feeds and live reporting demands that will provide a more streamlined staff and customer experience; and in addition provide access to business insights, facilitating intelligent and real-time merchandising decisions to be made according to store performance. Eurostop's understanding of local culture and established presence in the area, along with proven ability to effectively consume M&S' ISAP product master data, made Eurostop the chosen supplier.

Enhanced Functionality Streamlines Business Processes

As well as its full range of POS functionality, **e-pos touch** will also include new features allowing M&S to provide enhanced service in its extremely popular Food Halls and Cafes. A specially designed POS

User Interface means that staff can navigate the system quickly and easily. The 'Kitchen Order Management System' provides separate tickets for food that is to be prepared in the kitchen, or elsewhere away from the counter, and links all orders to the appropriate table number, for efficient payment and delivery. Later in the day as foods near their sell by, the 'End of Life Management Application' prints barcode stickers for easy labelling and more effective shelf and price management. 'Live Promotions' even take account of sell through in store, enabling the stores to meet M&S's Plan A of producing less waste.

Connected Systems in a Connected World

Eurostop's POS is also fully connected to its retail management system, **e-rmis**. This provides plenty of other benefits to staff as well as allowing M&S to build customer loyalty. For example, promotional coupons printed at the till for use with the next visit or purchase. Connecting all systems, Eurostop's **e-manager** middle layer is the keystone and synchronises pricing and product information between the retail and ERP system, meaning tills can be setup and managed effectively from one central location.



Live Information with Intelligent Business Insights

This 'one system' approach allows management reports to cover all areas. Real-time web reports are viewable on desktop, tablet and mobile, so store and area managers can keep track of department sales at any time of the day from any location. The on-demand reporting allows visual store merchandising or product pricing to be adjusted throughout the day to maximise turnover.

Local Support Infrastructure

Eurostop is Headquartered in London and has well established offices in Shanghai, Xiamen and Singapore. The company has also recently expanded its international footprint by opening a new office in Hong Kong to support its increasing customer base in the region.



Retail Systems Designed by Retailers

Eurostop's retail software mirrors the merchandise journey from **product setup, multi-channel merchandising to fulfilment and reporting.**

Speak to us about an 'end to end' solution, or take advantage of one of our feature rich modules and integrate to your own software. Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems. Eurostop will advise on how best to implement a solution and ensure that your rollout and training has minimal impact on your day to day operations.

"Impressive growth over the past 25 years, high profile customers, an impressive end-to-end solution provider"

Retail Awards Judging panel




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