

## CASE STUDY – Retail

# MEI LONG ZHEN ISETAN DEPARTMENT STORE

## Effective sales control via POS system



*"Why did our store decide on TeamPoS? Because we knew we could depend on Fujitsu," said K. L. Choi, Deputy General Manager Shanghai Mei Long Zhen Isetan Department Store Co., Ltd.*

### Mei Long Zhen Isetan Department Store

Isetan is one of the first Japanese retailers to open stores in other Asian countries in the early 1970s. Its department stores sell apparel, personal items, food, household goods, and sundries. Isetan also has operations in financial services, real estate, and travel agencies. It operates a handful of department stores in the Tokyo area, plus stores in Shizuoka and Niigata. In June 1997, the Mei Long Zhen Isetan Department Store opened for business in Shanghai. It is a three-way partnership venture between Mei Long Zhen Group of Shanghai, Hutchison Group of Hong Kong and Isetan Department store of Japan

### The Challenge

Mei Long Zhen Isetan Department Store adopted Fujitsu's TeamPoS system from the very start. Currently, the system includes 30 TeamPoS terminals distributed throughout the sales area, Mr. K. L. Choi, Deputy General Manager said, "In a retail business, it's extremely important for sales turnover data to be grasped by management. That's why it's essential to have effective sales control via a POS system."

### The Solution

The company's system is linked by a LAN and running Fujitsu's ISS3000 (Integrated Store Solution) application software. In the back office, the system makes use of another Fujitsu application, BERE-C (Back End Retailing Expert Chinese). Through this configuration, Fujitsu system integration supports the operations of the entire store.

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In fact, Fujitsu's aim is to be regarded not just as a mere supplier, but also a partner on which customers can depend fully. Through its unique global strategy, Fujitsu makes use of an extensive network of overseas offices that ensure customers get rapid and comprehensive support.

### The Benefits

Mr. K. L. Choi, the company's Deputy General Manager explains why they chose Fujitsu TeamPoS, "At present, we are utilising TeamPoS for all the items carried by the store. We picked Fujitsu based on both reliability of their TeamPoS product and Fujitsu's reputation as an organisation".

Fujitsu TeamPoS and ISS3000 software have proved ideal because they provide attributes of expandability and compatibility demanded by department store systems. Since the system architecture adheres to international standards, it offers the potential for worldwide integration. As a global product, it supports efficient chain store operation. And because there's no need to reprogram the software when carrying out system enhancements, users enjoy added savings through reduced investment costs.

Besides, Fujitsu commitment to customer support is yet another reason why they have gained Mr. Okumura's trust. "Fujitsu maintains an office in Shanghai, so we know that they'll provide us with backup in terms of both hardware and software support", he says. "While our store was preparing for the opening, we set up an advance office with two telephone lines. Even at that stage Fujitsu dispatched two staff members to provide us with support. Thanks to them, our team was able to cooperate closely with Fujitsu's Shanghai staff, and we were able to develop the system architecture. They also set up an emergency maintenance network and other functions. Fujitsu proved themselves to be absolutely indispensable. They are a partner we've come to depend upon."

### The Future

Fujitsu, which also developed an information system for Isetan in Japan, has been contributing to Isetan's operational knowhow in China with POS systems in two other Isetan outlets: Isetan's first China store, in Shanghai, and a second outlet in the city of Tianjin. Through such efforts, Fujitsu continues to expand on its knowledge of retailing in the Chinese consumer market.

Furthermore, with new establishments in Shanghai springing up, the city's department stores are facing brisk competition. In such a demanding environment, the Shanghai Mei Long Zhen Isetan continues to gain the support of an expanding customer base – thanks to its superb selection of merchandise and its unrivalled service. Meanwhile, Fujitsu continues to work at earning future trust, by providing the store with dynamic and unflagging support.

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