

PRIMANET HELPS TO MANAGE THE SUPPLY CHAIN OF OUR PRODUCTS WITH INFINITE LEVELS OF PERSONALISATION AND EMBELLISHMENT, BE THAT CRESTS, SPONSORS, PLAYERS NAMES, NUMBERS OR INITIALS.

PUMA Teamwear has been designing, manufacturing and customising football kit, teamwear and fanwear since 1995, kitting out more than 20 of the UK's professional league football clubs, as well as hundreds of amateur and grass roots clubs, schools, colleges and universities.

From design to manufacture and customisation, they handle everything in-house enabling them to keep a tight control on quality and costs to provide a premier league service.

Managing everything from colours to styles, customisation and sizing they understand how complicated buying kit can be and have a straightforward system for customers to order using their Kit Builder software.

Designed by people who really understand the complexities of buying kit, their intuitive website offers a simple ordering process from the very first order, with details stored for easy re-ordering.

The easy 3-step system is available for club's to order 24-7. Customers can choose from a wide range of options where they can then apply their own club branding.

Handling everything in-house means they are fully in control of customer orders, from manufacture to branding and on-time delivery from their very own modern distribution facilities. All delivered with a first class service and competitive prices.

PARTNERING WITH PRIMA

The business was looking for an integrated system to manage the complex requirements of it's personalisation service and needed a partner who would be able to understand and implement what they required.

The new system would need to automate ordering for greater efficiencies and provide quality data reporting for key business insights whilst delivering excellent customer service.

Prima's specialist software and vast industry expertise, supported with their lasting customer relationships meant they were the first choice and we have been working together for the last 14 years.

THE PRIMA SOLUTION

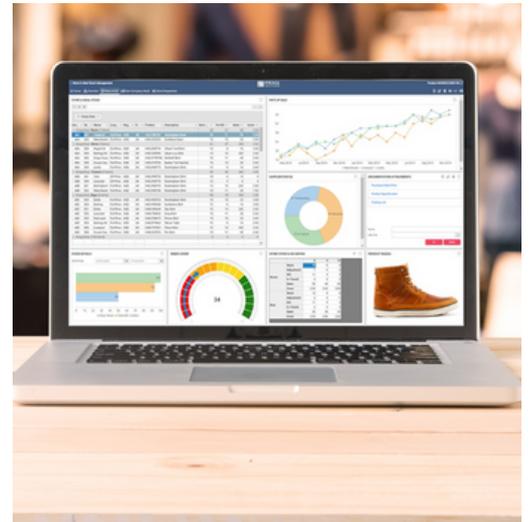
Working closely with Puma Teamwear, we have integrated and unified all their business systems and processes. The PrimaNet system has:

- Joined up business processes for greater efficiency and accuracy
- Delivered seamless real-time integration to the online Kit Builder tool
- Creates real-time sales orders and purchase orders
- Strengthened product customisation, with specialised planning
- Standardised procedures and reduced operational costs
- Simplified operational complexity
- Provides the data needed to drive business performance
- Delivers all information in real-time
- Enhanced customer communication

PrimaNet provides an integrated, centralised, interfaced system to support and facilitate business processes for greater efficiency. Our software is able to support the finite level of personalisation and embellishment required on items, be that crests, sponsors, names, numbers or initials.

THE IMPACT

- Puma Teamwear's website is linked in real-time to PrimaNet Order Management which automatically generates product, sales and purchase orders, 24-7, providing the highest levels of customer service
- Provides true scalability to manage and adapt as the business grows
- Ensures visibility of stock across all channels and customer transactions for real-time access to stock and sales figures to optimise inventory levels and maximise sales opportunities
- Flexible reporting and data analysis simplifies and supports the complex business processes to provide strategic and operational reporting insights for better business decisions



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OUR COMMITMENT TO YOU

Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.



To find out more about PumaTeamwear, visit:
<https://www.pumateamwear.co.uk/>