

Case Study

Forrest Furnishing

Forrest Furnishing is one of the largest independent furniture retailers in the UK. Forrest operates two showrooms covering an impressive 60,000 sq feet in central Glasgow, supported by a purpose-built, state-of-the-art distribution centre strategically located close to the motorway.

Forrest's success is built on understanding their customers and on their ability to make decisions based on accurate and timely information, all of which is underpinned by their solution from Welcom Software.

"The retail solution from Welcom maintains our purchase, sales and nominal ledgers, together with stock control and delivery planning," explains Managing Director Ken Forrest. "The delivery centre is online, so we have consistent data across the company and we are able to operate a very slick back-to-back operation for customer orders. The system gives us tight control over our finances, including accurate cash flow projections, and it gives us a constantly evolving picture of stocks and trends."

Ken also believes that the open systems database is important: "Using Crystal Reports we're able to focus on precisely what is important to us at any one time – we can cut through the mass of data quickly and present the relevant facts in a digestible form."

Welcom's expertise within the retail sector enabled us to tailor a solution to suit Forrest's needs. "They can talk sensibly about our needs and appreciate our requirements," says Ken. "We have a good working relationship. They listen and, although the system is a packaged one – with all the associated benefits of cost-effectiveness and a dedicated support unit – they are willing to accommodate special requirements. An example of this is the delivery planning system they developed especially for us."



Software is only as good
as the people who make it