



## CASE STUDY

# Cordings - A 15 Year Relationship

## A potted history of Cordings over the years

In 1839, at the age of 35, Mr John Charles Cording opened his first shop at 231 The Strand as outfitter and water proofers. The building stood in the shadow of the Temple Bar the famous symbolic entry point to the City of London. It was in 1839 when Queen Victoria paid her first official visit to the City with the grand procession passing right outside number 231; she had been on the throne a mere three years at the time.

The Duke of Connaught frequented the shop and in 1871 Sir Henry Morton Stanley was kitted out in preparation for his famous journey to find Dr Livingstone. In 1877 the business transferred to 19 Piccadilly. Off-the-peg tweed suits were introduced and the famous covert coat appeared.

In 1922, the young Prince of Wales adopted Cordings as one of his outfitters in the manner of his father before him. In the 1920s, the famous Newmarket and Idstone boots were patented. Cordings made Newmarket boots for the Queen Mother, the Duke of Windsor and Mrs Simpson.

In 1991, the premises in Piccadilly were expanded to fill both No. 19 and No. 20 as originally occupied at the start of the century. In the year 2000, our special celebration millennium tweed was created and is still being sold today with great success.

In February 2003 the current management team approached Cordings best customer and asked if he would assist in a management buyout. The best customer was Eric Clapton! The stylishly dressed guitarist moonlights as the co-owner and design Director and since February 2003 has been masterminding its re-launch. "My favourite pieces are the tweed shooting and hacking jackets," he says.



Today, there are twelve people in the flagship store in Piccadilly. There is also a Cordings concession in Harrogate.

Watch Ruby Wax visit Cordings of Piccadilly as part of the 2009 Brilliant Britain television series and chat to Noll Uloth, Managing Director, Cordings of Piccadilly, about how to dress like an true English Gentleman.

[www.youtube.com/watch?v=Eto4ymIVRWs](http://www.youtube.com/watch?v=Eto4ymIVRWs)

*Eric Clapton: World Superstar & Co-owner, Cordings of Piccadilly*

## Why did we require an ePoS and Stock Management System

"We wanted to take the first step in taking the shop into the ePoS environment, to manage our stock that was all on-site and link it into transactions made on the Till" says Noll Uloth, Managing Director, Cordings of Piccadilly.

## Why did we choose the Genesis System from Esperus Systems Ltd

"The Genesis solution from Esperus Systems Ltd was an easy to use, simple solution. Back in 1998 we had one Till and were doing basic manual bookkeeping. Over the last 15 years, since the Genesis solution has been installed, it has evolved to manage stock in the store, the warehouse, a concession in Harrogate and transactions from all the Tills" continues Noll.



## How has Genesis from Esperus Systems improved our business

"Initially, we noticed a huge reduction in paperwork, we now use a hand held terminal to scan the stock as it comes in, rather than the old fashioned way of a clipboard and pen. The Genesis system has replaced the work done traditionally by two Clerks", says Noll.

Genesis provides an easy interface to check the stock on the Till. It has a very good facility for ordering from suppliers, can easily log and print orders and generate barcodes for each garment. Also stock keeping and stock management features are perfectly suited to meet our business needs. Possibly the most powerful aspect of Genesis is the reporting functionality. We use this several times per day, we can run instant reports, giving us sales results at our fingertips that allow us to make management decisions quickly and efficiently. In addition each member of staff is linked onto the same

server so they all have instant and simultaneous access to this information" continues Noll.

"The buyer can see what has been ordered and sold, whilst Noll can access figures for management decisions and the sales person can see what is in stock and advise customers without having to leave their side" says Hillary Becque, Marketing Director, Cordings of Piccadilly. "Genesis is a robust, easy to use and intuitive stock control system, with extensive functionality that covers all aspects of stock and sales management. There are numerous reports available which are clear and concise. Genesis has enabled Cordings to manage our business easily and efficiently" continues Hillary.

## E-Commerce via Genesis

"We started using e-commerce in 2008 with limited success. In 2010 we integrated our web store with Genesis. This meant that real time information, such as prices and stock availability was instantly available online. This proved a catalyst to growing strong online sales. We were able to tie this all in with our digital marketing strategy. The result has been quite remarkable. Since 2008 we have seen the online sales grow substantially, representing over 25% of all sales, with a large percentage of all online sales coming from overseas, showing how much British quality clothing is appreciated all over the world" says Noll.

## What next?

"Genesis is a very powerful system and we have as yet seen the tip of the iceberg. We want to work closely with Esperus Systems Ltd to make Genesis work harder for our current and future needs" concludes Noll Uloth, Managing Director, Cordings of Piccadilly.

