



## **CASE STUDY RETAIL INDUSTRY – PRIMA GROUP**

### ***A chain of retail Outlets across UAE***

***PRIMA GROUP OF COMPANIES*** Established in 1997 the Prima Group is well known for fashion industry. Prima Group retail division called as Saffron Fashion is having local and international outlets spread across GCC and other countries. They are recognized as the one stop sporting goods provider of choice.

***Prima is a UAE home grown brand that is synonymous with the phenomenal growth of the country over the last 17 years.***

***Since its establishment, within just few years, Prima has established itself as a leading wholesaler and retailer of sporting goods & lifestyle brands in the entire gulf region. With its manufacturing unit in china and the relentless efforts of the growing employees, Prima aims to expand and has scheduled to open more outlets in the coming years, thereby reasserting its stronghold as the best sporting goods supplier in the Middle East and CIS countries.***

#### **OVERVIEW**

***PRIMA*** group choose **ALPHA BYTE** after researching many software companies and solutions. We did the Proof of concept for client by providing them infrastructure to convince **PRIMA** group with the right performance. The business case convinced by **PRIMA** group decided to move its entire deployment to **Alpha Byte**. **Alpha Byte** and **PRIMA** group team collaborated to create a custom deployment platform Infrastructure. **PRIMA** group reports that their performance has improved multifold, at a reduced cost.

#### **SOLUTION**

**Alpha Byte** specialists worked out customized solution for the **PRIMA** group, looking at their main points and the requirement. The entire solution was worked from front office point of sale counter to back office Alpha Pro inventory and accounting ERP modules to support the entire operations.

**PRIMA** group requirement in terms of sales was customized to make faster sales without wasting time of the customer standing in queue in front of the counter for billing. Also entire solution was built to ensure reduction in the infrastructure cost, still backed by **Alpha Byte** premium support which includes managed security on software, infrastructure monitoring, and proactive support.

Today **PRIMA** group is satisfied with the complete solution and also got their customers happy with quick response to their sales and billing system for faster checkout.