

CONCRETE



CONCRETE TRUSTS ITS GROWTH PLANS TO RETAIL PRO

Background

In 1989 Amer El Hakim, Concrete's founder pursued his passion for fashion and gave free reign to his designs by establishing the fashion retail company. Catering to the child, teenager and man, the Concrete brand is a combination of timeless elegance and impeccable tailoring. Now a leading Egyptian fashion retailer, in the last 20 years it has grown from a family business to a shareholding company. Concrete is now part of one of the most prominent textile and clothing groups in the Middle East, ARAFA HOLDING.

Industry: **Apparel**
Headquarters: **Egypt**
Website: **www.concrete.com.eg**

Solution

Product: **Retail Pro 9.24**
Scope: **71 Stores**
Integrations: **ERP Semiramis**
Retail Pro Customer Since **2001**
Servicing Technology Partner: **Philip Toledo Limited , Middle East, Dubai**

Retail Pro has played a fundamental role in Concrete's success. And the great thing about (this) upgrade, is that it has been accomplished in a short time, smoothly and without interruption whether in the stores or H.Q.

Ehab Helmy Abo-Zeid,
IT manager, Concrete

A Concrete Solution

The Concrete brand is a solid name in the industry, and they have found Retail Pro to help reinforce this reputation. Since 2001, Concrete has rapidly expanded from a small family company to a flourishing retail empire and Retail Pro has been the solution that has helped to successfully manage this growth. Ehab Helmy Abo-Zeid, Concrete's IT manager, highlighted the fundamental role Retail Pro has played in Concrete's success. With a large and increasing number of retail chain and franchise stores, the POS system has centralised operations helping to streamline inventory management, the merchandising process and production forecasting.

Say "NO" to Downtime

Retail Pro prides itself on ensuring that customers across the globe consistently receive the highest level of support from the impressive worldwide Business Partner network. So when Concrete planned their system migration to Retail Pro 9, Philip Toledo Ltd, with the assistance of the Egyptian servicing business partner, Crystal Mind ensured the implementation ran smoothly from start to finish, and all of Concrete's 71 stores were successfully moved to the new product with no disruption. Concrete's employees gained access to the newest retail technology with zero downtime. Concrete's IT manager, Ehab Helmy Abo-Zeid says that the upgrade had been a great success. "The great thing about the upgrade, is that it has been accomplished in a short time, smoothly and without interruption (Zero time down) whether in the stores or H.Q."

Global Expansion with Retail Pro

With the successful upgrade now complete, Concrete are now looking forward to the next project - an addition of Business Intelligence tool to guide it's business decisions. Decisions that affect not only the daily operations but also the future direction and like so many of Retail Pro's customers, Concrete's future direction is global. Having firmly established itself in the Egyptian market, there are now aspirations to raise Concrete's profile in the global arena and Retail Pro has been selected as the solution to help realise this aim. With the robust and agile Retail Pro software in place, with its worldwide availability already running in over 52,000 retail stores across 84 countries in 18 languages, Concrete is ready to cement its global expansion plans.



About Philip Toledo Limited, ME, Dubai Authorized Retail Pro® Business Partner

At PTL we have been in the business solutions market space for over 64 years and have specialised in Information and Communications Technology solutions for over 20 years. For the past 10 years, PTL have developed a specialisation in retail solutions by virtue of their relationship with Retail Pro, a global leader in point-of-sale software solutions. This relationship has now been crowned with PTL and Retail Pro International teaming up to establish a distribution and support operation covering the Arabian Gulf and the Middle East region.

PTL have set up a support hub in Dubai Internet City to manage a customer base of over 4,000 retail outlets representing many

high profile retail chains across the region. The Dubai branch office will operate under the name of Philip Toledo Limited Middle East (PTLME) and will place PTL's vast experience in installing and supporting complete retail solutions at the disposal of customers in this region. And since PTL is an ISO 9001:2008 certified company, our Middle East customers and prospects are assured of consistently high quality standards in the delivery of all services.

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About Retail Pro

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 52,000 retail stores in 84 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

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Act Now

Find out how you can grow your business with Retail Pro by contacting us today.

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