

The Homeopathic Supply Company, UK

"We wanted to choose a well-established supplier that put a lot of resources into development."

Background

The Homeopathic Supply Company, based in its award winning eco-friendly premises in beautiful North Norfolk, supplies homeopaths and complementary therapists in the UK and around the world. with screw cap and dropper bottles, tablets, storage systems, books and more. From a single cardboard box of glass bottles in 1985, the business has grown into a limited company with turnover of £400,000 a year, nine employees and a database of nearly 10,000 contacts, 15% of them outside the UK.

The business has products manufactured to its own specifications and supplies them via mail order wholesale to shops and clinics as well as retail to individual practitioners.

The Business Need

Until recently The Homeopathic Supply Company used a bespoke customer database which was able to export lists and do mailshots, but had limited reporting functionality. While this was adequate to current needs, the bespoke software relied on a single programmer, had no development path and its true costs to the business were unknown. There was also no accounting system, with the company maintaining its books using Excel spreadsheets.



Robert Barker

HansaWorld offers an holistic solution for The Homeopathic Supply Company



Realising that future growth depended on having an effective web-based shop and ordering system, founders Robert and Anne Barker considered adding a bespoke web shop application before realising that it made more sense to use the opportunity to integrate customer records, accounts and a web shop in a single package.

"We knew that any webshop development should be based on real-time stock levels and that total integration with CRM and accounts would future-proof the development of our business" – Robert Barker

The Solution

The Homeopathic Supply Company considered two alternative integrated systems, one of which offered similar functionality to HansaWorld Enterprise and came at a slightly lower price, but was supplied by a much smaller company. The business opted for HansaWorld Enterprise because, in Robert's words, "we wanted to choose a well-established supplier that put a lot of resources into development."

"Technological solutions are out of date the moment you purchase, so the company you choose needs to have a proven track record and be demonstrating its commitment to developing the product." – Robert Barker

Robert was impressed with HansaWorld Enterprise's tight integration between all aspects of the business and its reporting functionality. For the first time, The Homeopathic Supply Company would be able to identify and cater to different customer groups on the basis of sound information.

The Results

Since implementing HansaWorld Enterprise in 2005 HSC has worked closely with HansaWorld to develop its webshop module, designed specifically for the needs of business-to-consumer web retailers. The company has also requested some customisation to enable it to store details of credit card transactions for batch processing.

Even before the implementation of the webshop, The Homeopathic Supply Company has enjoyed the seamless movement between processes offered by the system, as well as the sophisticated reporting functionality. HansaWorld Enterprise has also enabled the business to re-organise its pricing structure, revealing areas where its gross margins were not satisfactory. The remote accessibility of the system has been another primary attraction, with the owners' son using it remotely from Australia for six months – and, as Robert says, "I don't have to come into the office to go to work."

Robert says the business has been able to adapt HansaWorld to its own practices, although "its potential to cater to much larger businesses means some parts of it are still a mystery to us."

In the long term, Robert looks forward to being able to access a much larger global market once the webshop is operational.

"Having the right staff and the right technology are the two most important decisions you will make in ensuring the smooth running of a business. If you want to future-proof then you need to buy greater functionality than you currently think you need."
– Robert Barker

About HansaWorld

HansaWorld is a business solutions provider with nearly 20 years of experience in the international software market. It is our ambition to stay ahead of change and constantly offer customers more efficient ways of running their businesses. With more than 67,000 installations worldwide, we have the experience to be your future-proof software partner combining global knowledge and local representation.

HansaWorld UK Ltd

Brendan Peo
Country Manager
Tel: +44 845 123 2732
Mobile: +44 794 931 1480
Email: peo@hansaworld.com

The Homeopathic Supply Company

Robert Barker
Managing Director
Tel: 01263 588788
Mobile: 07900281288
Email: robertbarker@homeopathicsupply.com

