



Shop for Shops' story: Retail Solution Provider Optimises NetSuite with Klugo's guidance.

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Executive Summary

- Shop for Shops manufactures and supplies fixtures and fittings for retail
- To support their growth, **they chose NetSuite**, enabling a single platform solution with access to all transactional details
- They chose **Klugo as they listened to their business and warehouse needs**
- Their sales pipeline is now accurate and reliable, **enabling them to service customers more efficiently**
- They plan to continue with Klugo to **integrate projects and job costing**

 **8 min read** [937 words](#)

This case study explores the journey of Shop for Shops, a Melbourne-based shelving and display provider for the Retail Industry. **With the support of Klugo, they seamlessly transitioned to NetSuite, transforming their operations.** Klugo's expertise played a pivotal role in consolidating various accounting and warehouse programs that required a large amount of manual administration. Learn how Shop for Shops attained their vision of streamlined efficiency and outstanding customer service.


From 'The Hanger Factory' to 'Shop for Shops': A Story of Transformation

Shop for Shops' director, David Witchell, grew up in the business. It began in 1999 when David's father purchased 'The Hanger Factory' and later renamed it 'Shop for Shops'. Over time, they have added a product fit-out business with a design and development team.

They manufacture their products and have experienced significant growth along with their new range of products.

Shop for Shops went from supplying solely boutiques to a wide range of retailers. As the business grew, so did the pressure to be a reliable partner in the retail industry.

Shop for Shops **recognised they had outgrown their old software.** They wanted a one-stop-shop software platform that would allow them to carry out all their tasks, including accounting, CRM, and warehouse management. After assessing a list of three independent vendors, **they chose NetSuite.**



"We didn't want to be bolting on warehouse management systems, accounting packages, CRM. We wanted something that could do most of it, we chose NetSuite"
David Witchell, Director.

Shop for Shops' Trusted Ally: Klugo's Role in a Personalised Implementation

After settling on NetSuite as their technology of choice, Shop for Shops realised they needed a partner to help them with the implementation.

Through a strong understanding of the Shop for Shops processes, **Klugo created a comprehensive and personalised plan to help Shop for Shops go live with NetSuite.**

Klugo's professional services manager and lead consultant visited Shop for Shops' warehouse, learnt about their needs and understood the requirements that Shop for Shops were trying to address.

"You have to get someone you like and someone you trust, and when we met Klugo, those two boxes were ticked."

David Witchell, Director.





Klugo configured NetSuite to match Shop for Shops reporting and warehouse needs and provided a solution that could grow with the business. Klugo integrated NetStock, SmartFreight, Celigo, and Phocas with NetSuite, centralising real-time data. **Their warehouse operations are seamless, and the reporting is streamlined.**

“Malcolm was very honest and upfront. He was incredibly easy to work with.”

David Witchell, Director.

David also commented that their sales process has never been better. While before, their pipeline was plagued with error factors, and they were building in percentages that were not real, **now they capture more data on their customers than ever before** and can trust that the data they are seeing is effectively 100% accurate. This has allowed them to act quicker on quotes, service and delivery and effectively make more sales.


Klugo ensured that integration was agile and personalised, and Klugo was directing stakeholders on both teams to quickly resolve challenges that Shop for Shops encountered during the implementation.

The Go-Live was quick and easy, and Klugo helped Shops for Shops empower all their key people to use the platform and supported their change management journey.

Shops for Shops has gained business visibility they couldn't get before with their disjointed software. David reports that detecting and acting on information has been a revelation; as a business owner, he now has faith that the data he uses to make decisions is 100% correct.

"The Go-Live was quite unremarkable; in fact, it was so insignificant that I can't even remember it. Everyone turned up for work, everyone turned on their computers, and everything was working."

David Witchell, Director.



“Our staff were feverishly doing administrative work and trying to find data. Well, it’s all there now, **and Klugo definitely helped with that.** One of the key successes of the whole thing was that we had a pretty comprehensive planner; it certainly didn’t feel like a copy-paste from another project; **it was very personal, and it was really well organised.**”

David Witchell, Director.

Shop for Shops' Journey

From Admin Tasks to Strategic Planning

With the help of Klugo, Shop for Shops now has an ERP that has decreased the time spent on administrative tasks and **increased their ability to service their existing customers and pursue new clients.**

Shop for Shops have increased efficiency, and now they are using the platform to plan for the future. With greater visibility in the supply chain process, particularly inbound

shipment, supply allocation and warehouse and fulfilment processes, they have **improved customer ETA accuracy**, making them a dependable partner to the retail industry.

Next, with the help of Klugo, Shops for Shops plans to transition the project, installation, and fit-out aspect of the business to NetSuite, including projects and job costing, to increase profitability and offer a better service.

"When doing operational reports now, they all come through NetSuite, whereas in the past that was all coming through different databases and sources."

David Witchell, Director.



David Witchell

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