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Media release

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## España por favor

### Award winning designer Monica Vinader chooses Pursuit for Spanish retail jeweller franchises



Pursuit software has been chosen by Monica Vinader for the designer's retail jeweller franchise network in Spain.

Recently installed in the third of the 2009 UK Jewellery Brand of the Year Award winner's Spanish franchises, the Pursuit retail sales and management system includes the SmartLinks™ module, which automates stock selection and ordering.

The shops operate under the 'Monica Vinader London' banner. The new addition to the network has been opened in the Biscay resort of San Sebastian, capital of the Basque region. It follows other franchises opened in Madrid and Seville.

Mike Burns, managing director of Pursuit Software, states:

"Monica Vinader was already using dedicated Pursuit jewellery supplier sales and management software on the design side of the business. This is seamlessly linked to system used by the franchised shops.

"Genuinely state-of-the-art, the system used for the franchisee network incorporates Pursuit's SmartLinks™ stock selection and ordering facility. Product range information is held on a core database accessible to franchisees. The database instantly updates itself when new items are added and prices or other details are changed.

"Franchisees place their orders for new stock through the SmartLinks™ module. In automating otherwise burdensome back-office administrative routine, it eliminates the chore of manually inputting stock details and prices when orders are delivered – and the risk of errors.

"Overall, Pursuit gives Monica Vinader a system for managing franchise network business that provides an identical parallel to the efficiencies enjoyed by retail groups that use the Pursuit system whose outlets are wholly owned.

"We are extremely proud to be selected by such a prestigious name as Monica Vinader – and to have Pursuit chosen as an element in a highly enterprising export marketing development by an outstandingly creative UK jewellery brand."

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