

R. Holt & Co, Hatton Garden, chooses Pursuit to transform the way the business is run



Hatton Garden jewellers R. Holt & Co have chosen Pursuit sales and management software as the basis for introducing the best modern practice to the way the business is run.

A comprehensive sales, stock management and back-office system was installed during 2007 and parallel's a total re-design of the shop frontage and interior.

Founder of the independently-run Holts Academy of Jewellery

States Jason Holt, director of the firm and founder of the independent Holts Academy of Jewellery (formerly the Holts Gemstone and Jewellery School), unique in Southern England as a training centre of excellence:

“In terms of managing a jewellery business, we purchased Pursuit in order to re-shape management thinking and business processes and, in doing so, help bring enormous benefit to our customers.

“The Pursuit system has tremendous capacity and potential. I see it as being one of the ways we hope to gain competitive advantage at a time when sales are going to be harder and harder to win.”

Comments Mike Burns, managing director, Pursuit Services:

“The industry does not enjoy a given right to immunity to a slowdown in consumer spending. The price of complacency is oblivion.

“R. Holt & Co is one of an impressive – and growing – number of multiple-outlet and single-shop jewellers who have recognised Pursuit’s clear-cut benefits. Some hadn’t previously realised the scope of offered by an all-encompassing sales and management solution. Others made the decision to change to Pursuit after finding their previous system wanting.

“Our technology offers the special advantage of off-the-shelf software modules. They are building blocks that can be configured to suit the precise needs and management reporting requirements of each individual business.

Stock management, stock control and sales performance

“The system’s uniquely advanced sales front-end modules can be installed as an upgrade directly connected to existing centralised stock control and similar management IT. Alternatively, we can supply a fully integrated system covering everything from sales transaction processing and stock management and control right through to sales and stock performance reports and analyses, together with customer records. In addition, powerful marketing programmes make it easy to target specific categories of past customers and potential new customers of a desired profile.

“Where an older IT system is being replaced in its entirety, to facilitate the switch, data can be automatically transferred. For many jewellery businesses, one of Pursuit’s attractions is that it is designed to interface with industry-standard accounting packages. It is also fully compatible with Microsoft’s new Vista operating system, now standard on all normal PC hardware.”

Asked to put key pluses of the system in a nutshell, Mike Burns states:

“Pursuit is designed to give owners and managers an ongoing, real-time picture of all activity within the business. Rather than having to wait until the tills are closed at the end of the day, reports can be instantly generated showing the present state of play – overall and branch by branch. The suite of monitoring reports cover everything from itemised sales, current best sellers, slow movers to orders due and overdue for delivery – including stock movements so that re-stocking needs can be identified as the day progresses.

“For profitable decision making in a fast moving trading environment, in terms of immediacy and comprehensiveness of management information, Pursuit puts independent jewellery and luxury goods retailers on a level playing field with big department stores and other big high street multiples.”

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