

eWholesale™

M@GIC INFORMATION
SYSTEMS INC.



Established in 1970, Artcraft Ltd is a nationwide supplier of Hair, Beauty, and Cosmetic products for children and adults of all ages. Some of their more popular labels include JustBasic, Teens Club, Kid's Club, Divas Club and Trendy.com. As part of their service, Artcraft offers custom private labels to suit their customers' needs.

Artcraft's warehouse, located in Concord, Ontario, is stocked with over 1500 active SKUs, which are ready for shipping all over Canada and the United States at a moments notice.

The fast paced ever-changing world of fashion demands that companies be not only aware of new trends, but that they respond to their customers orders rapidly and efficiently. Successful companies in the world of fashion share some common characteristics: they are assertive in their sales approach, offering not only great products, but also great service. These companies are always on the look out for ways of making it easier for their customers and salesrep to place orders anytime, anywhere.

Artcraft Ltd, a member of the MIS Inc family since 1992, uses all of eWholesale™'s accounting and inventory management functions, but has recently implemented some of the most advanced features of eWholesale™ to maximize their sales and maintain a high level of customer and salesrep satisfaction. Their use of eRemote™ empowers Artcraft's sales force by allowing salesreps to place orders via email from anywhere and at anytime. Updates are sent to the salesreps to keep them informed of their order status, their customer payment status, inventory stock levels, and pricing.

Another of eWholesale's cutting edge features implemented by Artcraft is eShip, a program that allows them to integrate with their carrier standard software. They can easily obtain shipping rates, print shipping labels, and arrange courier pickups as the shipments are being staged directly from eWholesale™. Furthermore, eShip stores the courier tracking numbers and provides easy access to proof-of-delivery information from the eWholesale™ invoice inquiry screen.

"In eWholesale, we have not only an excellent accounting system, but also a proven invaluable tool, especially the eRemote add-on. Once we started using it our sales have increased, our response to clients has improved and at the same time, we managed to reduce costs! Our sales force is happy, our management is happy, but more importantly, our customers are happy."

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Meet Our Client

Artcraft Ltd

Company Profile

Nationwide supplier of hair, beauty, and cosmetic products

System

eWholesale™

eRemote™

eShip™

Requirements

A system that can handle multi-currencies, multi-branches, multi-warehousing, a wide variety of options on customer pricing, comprehensive distribution controls, financial tracking, receivables, payables, sales and receipt of goods. A system with integrated tools to empower the sales force to submit orders via email 24/7, and that at the same time organizes and track shipments to customers via standard carriers such as UPS.