

## Konya-based Chain Stores Run Afra Operations on Netsis



*“One of the main reasons we recommended Netsis to many other firms is the high quality of the post-sales service we receive.”*



Founded in 1995, Afra launched its first store in Konya in the following year. The first Afra in Konya extends on an area of 30,000m<sup>2</sup>, with an additional open space of 20,000m<sup>2</sup>. The total number of stores Afra has is 25, namely one store each in Malatya, Tarsus, Karaman, Aksaray, two stores in Alanya, eight stores in Antalya and Kemer and five in Konya. Afra's IT Manager Abidin Aygar indicates that the total number of paying counters in the whole of the chain is around 250 and emphasizes their priority goal is productivity. Adding that Afra started operating on Netsis at the very beginning, Mr Aygar explains that they first implemented the online connection. Afra headquarters and branches are connected through data lines. Although some stores use lease-lines, there are smaller stores that use dial-up connections. All Afra stores have online connection to the headquarters via the internet. The total number of Netsis users in the Afra chain is indicated to be 300.

**“We launched the Netsis ERP Solution overnight”**

Mr Aygar indicates that the company started its operation with Netsis Professional 2000 and explains that as the amount of money transfers increased with their number of

additional functions in their detailed reporting and purchasing process, i.e. the supply chain. The company's IT manager indicates that the appropriate solution at that point was to migrate to the Netsis ERP solution. Emphasizing that the company worked with Netsis since the beginning, Mr Aygar indicates that they trust the products and the services, which played great role in their migration to the ERP solution overnight back in November 2000. He also explains that the migration introduced the company high advantages particularly in generating reports, in that Netsis tables were well defined. The 25 stores, Mr Aygar adds, can now enter the prices at the same time and this provides high advantages in price marking. Mr Aygar adds that now they can enter the information once instead of separately for each of the 25 branches when they place orders and purchase, and furthermore can easily get their reports in every detail they need.

**Everything is automated**

Afra IT Manager Abidin Aygar explains that they work with a large supplier chain of nearly five thousand companies and payments is therefore a delicate issue for them. Mr Aygar indicates that their team generates the payment orders list according to the format required by their bank and

sends the supplier payment list to the bank where the payments are made automatically. He emphasizes that their operation involves no manual tasks and adds that the solution also facilitates order entries. Afra places orders by sending automated emails to suppliers who use emails and fax messages to those who do not use emails.

**Netsis is the best choice**

When we asked whether they would permit their suppliers to use the Afra system, Mr Aygar replied that there were suppliers who requested permission, however Afra did not open their system to suppliers for security reasons. If they could use the system, they would be able to enter in the system their prices and orders automatically. Concerning their criteria for selecting Netsis, Aygar explains that at the end of their research they decided that Netsis provided them with the most appropriate solutions to their needs. He indicates that the simple solutions Netsis provides, the advantages it provides with its speed in both usage and application, and nevertheless ease for every user to learn and use, and its processes that comply with the legislations and regulations were the features that played important role in their choice.

Adding that one of the main reasons they recommended Netsis to many other firms is the high quality of the post-sales service they receive, Mr Aygar indicates that they received hearty interest and support at every phase of their work and that even the Netsis General Manager Murat Ihlamur is available for them whenever necessary.

### Netsis from one end to the other

When we asked Mr Aygar to summarize their typical process in one of the Afra stores throughout the day and their process from receipt of a commodity from the supplier through to sales, he started with the purchasing phase and explained the following: "The supplier arrives at the purchasing department. If it is a new product he offers, he brings in samples. Our purchasing committee decides whether to purchase the product. If the decision is positive, we buy the product. We have to insert inventory cards before the product goes on the shelves. At this stage, our purchasing assistants enter the inventory cards, then the price and orders. One copy of the purchase order goes to the supplier, another to the main warehouse or the related branch. The goods arrive after the order. When the goods are received, we check the goods at the warehouse, issue waybills. In the end place orders. Our warehouse team

reviews the orders and ships accordingly. If there are and price changes, the teams at the stores get the prices, prepare price marks and print the shelf tags. The price is already defined in Netsis POS. The product goes on the shelves. Day close is processed by the front office. Day close files are prepared. This sales file is very detailed. We define the necessary information and draw the records from the data through Netsis POS and then process. We verify the balances. Our purchasing department checks the items that were sold in every branch on the previous day, while our accounting department tracks the incoming waybills and invoices."

### "Netsis makes timely reminders"

Afra's IT Manager Mr Aygar indicates that Netsis also introduced large benefits for the purchasing department and adds that the department conducts its daily checks by reviewing the reports every morning and thus places orders according to the stock levels. Mr Aygar explains that all of the inventory items are outprocessed on Netsis that all details such as special conditions, discounts, special deals, and purchasing discounts are recorded on the system and Netsis provides the reminders related to these defined issues. Mr Aygar also emphasizes that these issues are highly important for accounting. Afra IT Manager says that there

are nearly 500,000 Afra Club Card members and they are conducting a "points plan," where they implement activities, discounts, and inserts. He indicates that they established a large customer database through their Club Card and that they make analyses according to these data. Abidin Aygar explains that, with the support of Netsis, they realized everything they have so far targeted and their next goal were to launch virtual market applications. Indicating that Afra's corporate motto was "Excellence in Shopping," Mr Aygar adds that they do not refrain from anything that would contribute to the excellence they offer to their customers in shopping.



*"With Netsis, we realized everything we envisaged. Our next goal is virtual market applications."*