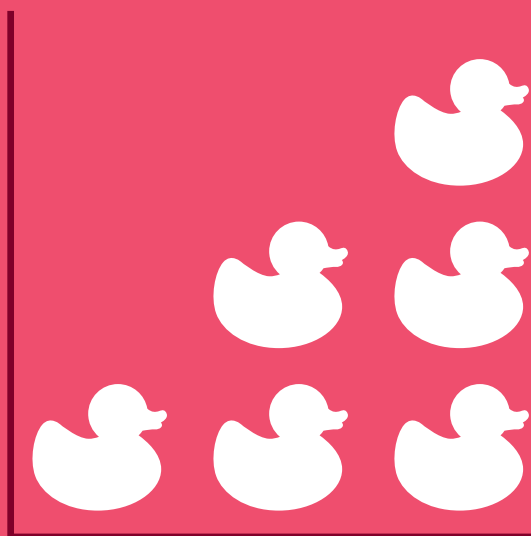

Smart growth? *Know how.*

With funding from the EBRD Shareholder Special Fund, we helped Toy-Toy Ukraine, a toy distribution company in Ukraine, introduce an information management system to manage their growth.



Toy distribution company, Ukraine

We helped Toy-Toy Ukraine, a toy distribution company based in Kharkiv, transform their information management. With the help of a technology consultant, Toy-Toy Ukraine has taken on a new life, doubling the number of brands they work with and increasing turnover by 25%.

Toy-Toy Ukraine has been active in this market for over ten years and work with some of the largest toy brands from Europe, Asia and North America. When we started working with them, they had 20 staff.

The company has experienced dynamic growth, but this has brought with it a number of challenges. Several different information systems were used by Toy-Toy Ukraine at the same time, causing occasional inconsistencies in the data. Having many of their operations done manually was also time consuming. And, as the company had no real way of tracking and



Toy-Toy Ukraine needed a better information management system to keep growing their business.

analysing the performance of their sales managers, staff motivation was low.

We helped Toy-Toy Ukraine find a consultant, Informational Business Solutions, who looked at the way they worked and recommended the best way to modernise their information management system to meet the company's needs.

The consultant:

- Upgraded and unified the business' operational and management accounting system
- Developed new fully-automated accounting components for pricing, control of receivables and Client Relationship Management
- Designed and created a universal management reporting procedure
- Trained Toy-Toy Ukraine's employees in how to use the new system.

With the new system in place, the company could manage their new opportunities and challenges. Despite the ongoing challenges the toy industry faces with falling demand after the economic crisis, Toy-Toy Ukraine have successfully diversified, doubling the number of brands they work with to 20. The company has also continued to grow, and one year after the end of the project, turnover has increased by 25% and Toy-Toy Ukraine have increased their customer base by 55%, while the number of employees remained unchanged.

www.ebrd.com/knowhow

Turnover

+25%

Customer base

+55%

Number of brands

+100%

Total project value

€15,125

Client contribution

€6.050

