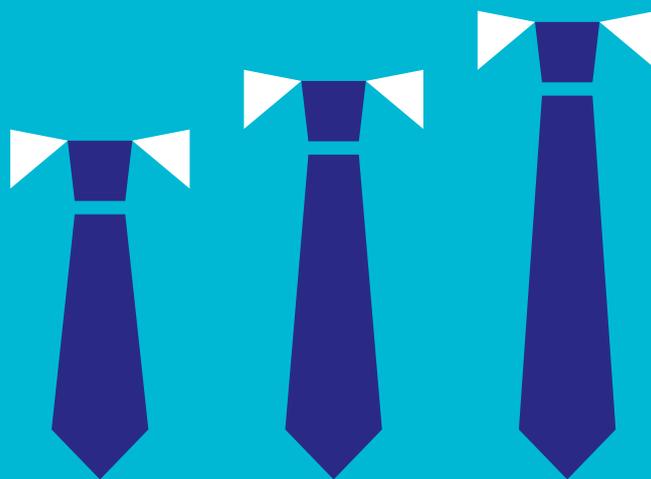


Stay connected? *Know how.*

With funding from the Netherlands, we helped Tenero, a fashion retailer from Montenegro, implement new technology to manage their expanding business and reach out to customers in new ways.



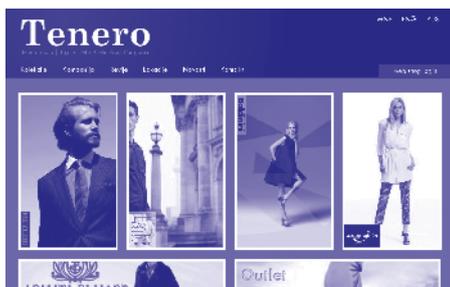
Fashion retailer, Montenegro

We helped Tenero, a wholesaler of international fashion brands from Montenegro, to install customised ICT systems to oversee their growing business, improving internal communication and introducing new marketing techniques, increasing turnover by 18%.

Founded in 2002, Tenero is a fashion house centred around a warehouse and five retail boutiques around the country. Selling a range of international brands of clothing, shoes and accessories, when we started working with them, they had 20 employees.

But managing a large business with many divisions and remote business units became more and more complex. Tenero needed an effective system to monitor and control the day-to-day activities of their divisions and manage the massive document and information flow. The company also needed a system for customer relationship management and new online marketing opportunities.

We connected the business with a local consultant, Info-Net, who created a new management information system



Tenero's new website has brought in more customers.

customised to their needs. The consultant:

- Developed the software for the system and migrated the data across from the old records
- Produced a user-friendly reporting system for staff to manage the data
- Configured the server for the system to work online, so that data could be accessed at all locations and in real time, rather than having to wait for a data transfer at the end of the day
- Created a special SMS Centre, which can also function as an SMS-based messaging system
- Built a new webpage for customers to browse, reserve items and shop online, including the option for credit card payment.

Since the go-live of the new system, operational costs have fallen by approximately 12%, while turnover has increased by 18%. The new web site has also been a huge success, and around 9% of clients now place their orders purely via the internet. The SMS Centre means Tenero can send out text messages to their customers for specific events, discount offers, announcing the launch of a new collection or even recognising their birthdays or major holidays. This too has brought in many more customers, and, since this approach is much less expensive than traditional marketing methods, promotion costs have also fallen.

www.ebrd.com/knowhow

Turnover
+18%

Reduction in costs
12%

Employees
+20%

Client contribution
€5,000

Total project value
€10,000

