

CREATIVE BUSINESS SYSTEMS

Enabling Marigold to expand rapidly with Microsoft Dynamics NAV



CBIZ collaborated with Marigold to automate and integrate their businesses processes, allowing Marigold to focus on delivering outstanding customer service to its diverse client base



COMPANY PROFILE

Marigold, well known for producing bouillon products, is a health food wholesaler and distributor, established in 1978.

Marigold has a vast range of products and supply to well-known high street supermarkets as well as to independent retailers.

Sector: Health food

Solution: Microsoft Dynamics NAV

BUSINESS CHALLENGES

Marigold, a reputable and recognised brand within the health food industry, required a seamless approach to handle its diverse customers, including well-known high street supermarkets to the privately-owned shop owner. In addition, they wanted to manage better their large portfolio of products.

Similar to other health food wholesalers and distributors, Marigold faced the following challenges as they grew quickly:

- ◆ Ensure products reach many of its customers on time
- ◆ Manage different pricing levels appropriate to different customers
- ◆ Offer flexibility in the way invoicing was sent and processed for each customer
- ◆ Manage order picking and delivery runs
- ◆ Continue to be true to their company ethos despite rapid growth
- ◆ Keep control of business processes



THE SOLUTION

CBIZ worked collaboratively with Marigold to integrate and connect all aspects of the business, including buying, selling, account management, invoicing, picking orders and web-shop. All these aspects were connected to a single system, Microsoft Dynamics NAV, which allowed electronic and seamless integration between different aspects of the business. For example, we introduced hand held devices, which not only helped to minimise potential errors in stock control, but omitted the need for manual processing, saving staff hours of time each day.

CBIZ's approach was to fully understand how Marigold operated. Our Project Lead embedded themselves into Marigold's business and culture. Using this knowledge, we configured Microsoft Dynamics NAV software to overcome Marigold's business challenges and allow them to meet their customers' unique requirements.

BUSINESS BENEFITS

Following the implementation of the system, Marigold experienced the following benefits:

- ◆ Service effectively a broad and large customer base
- ◆ Manage a large range of products
- ◆ Offer flexible pricing methods
- ◆ Maintain good relations with suppliers
- ◆ Retain a diverse client base despite increased competition
- ◆ Enable them to grow while controlling core business processes
- ◆ Offer flexibility to customers e.g. allow them to order in cases or singles
- ◆ Organise efficient delivery runs
- ◆ Make picking easier with hand held devices
- ◆ Importantly, more time to focus on promoting products and offer great customer service

"We have partnered with Cbiz for over 20 years and during that time, they have supported us through significant growth of our organisation; they showed deep insight into our business processes and were incredibly responsive to our challenges."

Toyin Aluko, Finance Director

