

# Trung Nguyen Coffee maintains top of market position with LS Retail Hospitality

*After the implementation of LS Retail system for the first 15 coffee outlets with NaviWorld Vietnam, Trung Nguyen Coffee is now ready to expand the POS network through their in-house IT team.*

Trung Nguyen Group is a leading Vietnamese coffee manufacturer and distributor. Trung Nguyen Coffee falls under the corporate umbrella of the Trung Nguyen Corporation which owns with over 1,000 coffee shops in Cambodia, China, Germany, Japan, Singapore, Thailand, Ukraine and of course Vietnam. Since March 2009, under the consultancy of NaviWorld Vietnam, Trung Nguyen Coffee has successfully implemented the integrated business system, Microsoft Dynamics NAV – LS Retail (Hospitality featured), for the



first 11 retail outlets in major cities all over the country. The Microsoft Dynamics NAV – LS Retail system is aimed at helping Trung Nguyen Coffee maintain its leading position in the market through operation excellence in the new era of competition. The LS Retail system is perfectly fit for Trung Nguyen Coffee in the way it marvelously integrates business data from different types of coffee outlets. Trung Nguyen owns stores, franchised stores and joint-ventured stores.

With efficient knowledge-transition methodology from NaviWorld Vietnam, Trung Nguyen Coffee has now been able to roll out the system to other outlets in the company

POS network using only its own in-house IT resources. All the implemented stores in the Trung Nguyen Coffee network can now accurately share real-time information with increased efficiency and greater financial clarity. Trung Nguyen cashiers now have the ability to take orders and process transactions with handheld devices, reserve tables, split bills, offer customer loyalty programs across all locations, offer attractive deals and promotions with ease. The LS Retail system also provides the company's management team with the ability to forecast demand, and thus streamline their supplies to meet projected needs in both the short and long run.



## Electronic chains in Vietnam select LS Retail

*Tien Phong Service Retail Corporation in continued list of consumer electronic chains in Vietnam to select Microsoft Dynamics NAV and LS Retail.*

With the booming of electronic retail businesses in Vietnam, Tien Phong Service Retail Corporation is getting ready to join the market within this year. With the model of multi-story electronic retail centre, aiming at bringing best retail service for their customers, Tien Phong Service Retail Corporation decided that a strong MIS system is the key to their success. In mid-2010, Tien Phong Service Retail Corporation selected Microsoft Dynamics NAV – LS Retail as their strategic business application.

The reason why Tien Phong Service Retail

Corporation decided to select Microsoft Dynamics NAV – LS Retail not only lies in the capability for fast system roll-out, but also the open architecture to allow them to flexibly map the business processes and functions from service point-of view which is unique to the electronic retail industry, such as Mix and Match of promotions campaigns, Delivery and Installation scheduling and staffing, Warranty and After Sales Service Management, Vendor Promotion Management.

NaviWorld Vietnam is the implementation partner of the system.

