

Case study

HÚRRA REYKJAVÍK

Company profile

Húrra Reykjavík opened its men's clothing store in the heart of downtown Reykjavík in September 2014, with the simple goal of selling the best that mens fashion has to offer. Their shop is located at Hverfisgata 50 and offers a large array of international brands.

Challenges

- One store with one register
- Keeping inventory up to date in web store and brick and mortar store

Benefits

- Able to look at all sales history down to item number
- Connects customers with Icelandic national registry for increased tracking
- Real time updates between inventory and web store for accurate sales information



AGR Dynamics is a supply chain planning specialist and Dynamics NAV reseller, offering solutions that optimise the flow of goods throughout the supply chain for distribution, retail and manufacturing companies.



LS NAV is a complete retail management system that gives retailers all the functionalities they need to manage their business operations efficiently – from head office to POS terminal.

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Gold Application Development

Real time inventory updates and increased performance tracking

“The LS NAV system was the only solution on the market that made it possible to guarantee accuracy to our customers by directly connecting our inventory with our web store, with real time updates. We are so glad that we chose LS NAV and would not have done it any differently if faced with the same decision today.” Jón Davíð Davíðsson, CEO, Húrra Reykjavík



Húrra Reykjavík opened its doors for the first time on September 5, 2014. Their goal was simple: to offer Icelandic men the best options in fashion. Húrra Reykjavík is located in the heart of Reykjavík at Hverfisgata 50.

Among the many brands in their store, Húrra Reykjavík offers Danish brands like Norse Projects, Libertine-Libertine, Han Kjøbenhavn, Wood Wood & Oh Dan,

which come straight from Copenhagen. The store also showcases an array of fashion from the Japanese brand, Edwin, as well as items from the ever popular Carhartt European line, which dates their production all the way back to 1889. Items from Icelandic brands Reykjavík Harbour and Bob Reykjavík can also be found in their downtown Reykjavík shop.

Background and needs

Upon opening their store, Húrra Reykjavík needed a complete retail management system that would allow them to oversee and track sales, stock, and productivity, from purchasing to customers. “We felt that LS NAV was the perfect solution for Húrra Reykjavík to help them reach their goals and meet all their needs,” says Guðjón Þór Mathiesen, Head of the NAV Department at AGR Dynamics.

Jón Davíð Davíðsson, CEO Húrra Reykjavík, spent a lot of time researching the best way for the company to maintain their sales and accounting systems before opening their doors, with many in the company having had a good previous experience with LS NAV. “Even though the LS NAV system was more expensive than other solutions on the market, we came to the simple conclusion that it was the best solution on the market. We are so glad that we chose LS NAV and would not have done it any differently if faced with the same decision today.”

LS NAV has enabled Húrra Reykjavík to directly connect their inventory with their web store. Because of this, their website is able to communicate with their inventory in real time and then guarantees that the inventory shown in their web store is accurate. “LS NAV was the only system on the market that offered this solution, and this was one of the biggest benefits to our operation,” explains Davíðsson. Implementation of the LS NAV system went very smoothly for the fashion retailer, with no problems arising throughout the process.