

easy online accounting



Natalie Group



Natalie Group in Profile:

Company:

The Natalie Group is one of Australia's leading Manufacturer's of aromatherapy, essential oils, natural skin and body care products.

Industry:

Fast Moving Consumer Goods (FMCG)

Challenges:

- After buying the business, Claire Mitchell found the Arrow Accounting system to be sub standard for the business requirements
- Being on the road travelling for a large part of the working week, the CEO needed access to business data from multiple geographic locations in real time
- The owners of the business were looking for a cost effective solution that could be deployed and installed with a minimum level of fuss and investment
- The owners and shareholders of the business all wanted access to financial data across multiple locations without impact on system performance

Results with SAASU:

- Natalie Group has improved month end close and now completes the financial close in a matter of days
- By using the Combo Items in Inventory, the business now has complete control over stock management
- As a global CEO growing the business in Hong Kong has been made easy using SAASU. Financial data can be accessed from my IPAD anywhere in the world
- Investors in the business have real time access to financial data removing the need to ask for regular financial reports. They can "tap" into the system 24 x 7

Software Abandoned: Arrow

SAASU Migration Project Lead: MYCFO

"After years of using Arrow, we continue to be amazed at the simplicity, yet powerful and scalable solution that SAASU has created"

Case Challenge

Natalie Group is a business going places. Today they distribute their product through Coles Supermarkets, Wholesale Distributors and have recently launched into Hong Kong via pharmacies.

Claire Mitchell, a serial and consummate investment professional, saw an opportunity to take a long established business and turn it around.

The systems in place at the time of acquisition were letting the business down. It was very difficult to extract data from the accounting system and almost impossible to manage a large array of inventory items that are used to make up a finished good. There could be as many as 12 items in one finished good.

"SAASU has allowed us to seamlessly create combo items made up of many components. Our staff grasped the system basics very quickly and the time needed to bring the staff up to speed in system use was minimal"

As the business has grown and developed, so to have the reporting requirements of the shareholders. The business operates in a complex environment meaning we need to track information about our products.

"As a serial entrepreneur, I needed an accounting system that was robust enough to cope with the invoicing requirements of an FMCG company, yet had the ability to scale up as the business grew without adding to software system costs"

"SAASU has been a breath of fresh air for us and we now have the systems and procedures to face the global cosmetics market head on"

SAASU JUST WORKS