

## The Natural Baby Resource

[www.thenaturalbabyresource.co.uk](http://www.thenaturalbabyresource.co.uk)



### At A Glance:

- **Company:** The Natural Baby Resource is a one stop shop for baby needs. They source products which will make life easier for mother, baby, environment and the workers who made them.
- **Location:** Newry, Northern Ireland
- **Industry:** Retail and Ecommerce
- **Software switched from:** OS Commerce and MYOB

*“NetSuite has become a core tool in all our business transactions and we really couldn’t function without it!”*

— Collette Keenan, Marketing Manager, NBR

*“We have achieved a sales growth of over 250% last year...in a recession! This growth was only possible because of NetSuite and its functionality.”*

— Maebh Collins, Director, NBR

### Challenges:

- Prior to NetSuite, The Natural Baby Resource (NBR) had experienced unprecedented growth in such a short space of time, that it became impossible to monitor all warehouse and logistics transactions, sales, accounts and customer relations.
- Buying and selling in Sterling, Euro’s and Dollars.
- A number of different routes to market such as retail shop, Amazon, agents, and wholesale/distribution — all of which lead to a large amount of disparate data to monitor.
- All team members had individual roles, and were unable to see how this fit into the overall goal.

### Results with NetSuite:

- Achieved a sales growth of over 250% in the last year, a growth only possible by NetSuite and its functionality.
- NetSuite’s functionality allows NBR to run a website with over 2,500 products.
- Able to customise NetSuite to meet the roles and needs of each team member.
- Company can now pull up accounting reports at the click of a button.
- Inventory management helps meet consumer demand more effectively.
- Time savings from using NetSuite have been immense.
- NetSuite allows NBR to use one system for all their primary activities: logistics, warehousing and stock control, sales, marketing and finance.
- Can now place numerous orders and dispatch many packages per day.



 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)