

# Case Study

## Driving Retail Efficiency and Growth at Liwa Trading

Trident Implements LS NAV ERP to Unify Retail Operations and Elevate Customer Experience

LIWA

**Industry:** Fashion & Lifestyle Retail  
**Location:** UAE  
**Solution Implemented:** LS NAV and Ongoing Support



### ABOUT CUSTOMER

Liwa Trading is a renowned retail group in the UAE, operating a portfolio of international fashion and lifestyle brands. Known for delivering premium customer experiences across its network of stores, Liwa Trading continues to expand rapidly. To support this growth and enhance operational visibility, the company sought a comprehensive ERP solution to unify its retail systems.

### CHALLENGES

Liwa Trading Faced Several Operational and Technology-Driven Challenges Across Its Retail Network

- **Disjointed Legacy Systems** – Inconsistent and outdated software limited integration between back-office and retail stores.
- **Inventory Imbalances** – Lack of centralized inventory management led to overstocking in some stores and stockouts in others.
- **Manual Sales and Procurement** – Manual entries caused data inaccuracies, billing delays, and workflow inefficiencies.
- **Limited Visibility** – Inadequate real-time data restricted performance monitoring and decision-making.
- **Scalability Issues** – Existing systems could not support the company’s growing retail footprint and customer demands.
- **Customer Experience Gaps** – Fragmented data systems made it difficult to offer personalized service and loyalty experiences.

### SOLUTION IMPLEMENTED

Trident Provided an End-to-End LS NAV ERP Solution Tailored to Liwa Trading’s Retail Business Model

- **LS NAV ERP Deployment** – Integrated finance, inventory, POS, purchasing, and sales processes on one centralized platform.
- **Centralized Inventory Management** – Enabled real-time stock visibility and optimized replenishment across all stores.
- **POS System Integration** – Connected store-level transactions with the ERP for synchronized pricing, promotions, and reporting.
- **Procurement Automation** – Streamlined vendor management and purchasing workflows with stock-based auto-reordering.
- **Real-Time Dashboards** – Delivered role-based analytics and KPI tracking for management and store staff.
- **Customer Data Capture** – Improved CRM through purchase history tracking and loyalty program integration.

### BENEFITS TO CUSTOMER

- **Unified Retail Operations** across departments, brands, and locations.
- **Enhanced Inventory Accuracy** and reduced stock mismatches.
- **Faster Sales Processing** and fewer billing errors at checkout.
- **Better Strategic Planning** enabled by real-time financial and operational insights.
- **Improved Customer Engagement** through tailored service and offers.
- **Streamlined Procurement** with automated order generation and approval flows.
- **Operational Scalability** to support future retail growth.
- **Increased Efficiency** by eliminating repetitive manual tasks.

### CUSTOMER TESTIMONIAL



“Partnering with Trident to implement LS NAV has transformed how we operate. We now have full visibility into our business, improved customer service, and the agility to grow further. Their expertise and support have been invaluable.”

— IT Director, Liwa Trading

### TRIDENT INFORMATION SYSTEMS



tridentinfo.com



info@tridentinfo.com