

# Ideal Cycle & Toy Wholesalers makes smarter stock decisions with Sage Inventory Advisor



## Customer

Ideal Cycle & Toy Wholesalers

## Industry

Wholesale

## Location

Gauteng, Johannesburg

## System

Sage Inventory Advisor

Ideal Cycle & Toy Wholesalers, a family owned branded toy distribution business, has adopted the Sage Inventory Advisor to help it make better inventory management decisions.

Founded in Springs in 1936, this business import toys including Yookidoo, University games, Hedstrom and Zoob to stockists such as BabyCity, Baby Boom, Makro, CNA and Toyzone and distributes them throughout South Africa, Zimbabwe, Namibia and Zambia.

The company has relied on the Sage 300 ERP enterprise resource planning system to run its business for years, making the Sage Inventory Advisor solution a natural choice when it wanted to improve inventory management.

Says Helena Coertzen, Operations Manager at Ideal Cycle & Toy Wholesalers: "We were buying stock based on intuition rather than based on accurate inventory information, with the result that we frequently ran out of stock on some items and overstocked on others. We realized that Sage Inventory Advisor could help us keep a closer eye on stock levels and provide us with reliable information to make more informed decisions around which lines to discontinue."

Given how fast-moving and fickle the toy business is, having access to accurate, up-to-the-minute inventory information will help Ideal Cycle & Toy Wholesalers to grow revenues and improve profitability. Sage Inventory Advisor is easy to use and slashes time spent on forecasts and ordering. It can be implemented cost effectively and rapidly, making it a perfect fit for a mid-sized distributor that needs to be agile.

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Operations Manager,  
Ideal Cycle & Toy Wholesalers

## Challenge

The purchase of stock based on intuition and not on any accurate forecasting as well as overstocking/understocking due to limited historical data.

## Solution

Sage Inventory Advisor allows you to keep a closer eye on stock levels and provides reliable information so you are able to make more informed decisions. You can see which lines are not performing, which items are stocked out, and which could potentially go out of stock.

## Results

No longer spend budget on products that have stopped selling. Increase in revenue by ensuring that the "hot sellers" are always in stock and have saved time and money by making smarter decisions.

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Helena Coertzen,  
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With Sage Inventory Advisor in place, Ideal Cycle & Toy Wholesalers can see with a click which lines are not performing, which items are stocked out, and which could potentially go out of stock, says Coertzen. “Sage Inventory Advisor has had a huge impact on the way we manage our buying budget,” she adds. “Now we can avoid spending our funds on products that have stopped selling. We have also been able to increase our revenue by ensuring we keep the hot sellers in stock. From an operational and financial point of view it just works. We save time, make smarter decisions, and spend our money more wisely.”

Jeremy Waterman, Managing Director for Sage ERP Africa, says: “Sage Inventory Advisor is an affordable solution that integrates with Sage ERP systems to provide companies with a daily diagnostic of inventory so they can reduce time spent on forecasts and optimise their stock levels. It’s a perfect match for any organisation that wants to reduce stock outs, eliminate excess inventory, and maximise its working capital.”

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