



# Ideal Cycle & Toy Wholesalers make smarter stock decisions with NETSTOCK

NETSTOCK  
Success Story

## Challenge

The purchase of stock based on intuition and not on any accurate forecasting plus over/under stocking due to limited historical data

## Solution

NETSTOCK was integrated with Ideal Cycle & Toy Wholesaler's ERP (enterprise resource planning) system

## Result

No spend on products that have stopped selling. Increased revenue by ensuring that "hot sellers" are always in stock. Saved time and money by making smarter decisions.

### Customer

IDEAL CYCLE & TOY  
WHOLESALE

### Industry

Wholesale

### Location

Gauteng, Johannesburg

Ideal Cycle & Toy Wholesalers is a family owned branded toy distribution business founded in Springs in 1936. The business imports toys such as Yookidoo, University Games, Hedstrom and Zoob, and distributes them to stockists such as BabyCity, Baby Boom, Makro, CNA and Toyzone throughout South Africa, Zimbabwe, Namibia and Zambia.

### FOCUSSED INVESTMENT

Given how fast-moving and fickle the toy business is, having access to accurate, up-to-the-minute inventory information helps Ideal Cycle & Toy Wholesalers to grow revenues and improve profitability. NETSTOCK 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.

Says Helena Coertzen: "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."

"With NETSTOCK in place, we can see with a click which items are not performing, which items are stocked out, and which could potentially go out of stock" says Coertzen. "NETSTOCK 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."

"NETSTOCK has had a huge impact on the way we manage our buying budget.

We save time, make smarter decisions and spend our money more wisely."

Helena Coertzen,  
Operations Manager,  
Ideal Cycle & Toy  
Wholesalers