

Sage Line 50 Case Study: **Ample Bosom**



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Sally Robinson,
Director, Ample Bosom

Profile

Statistics show that women's bodies are getting larger due to lifestyle changes. This metamorphosis includes the bust - the average size for a young woman was 34B a few years ago and this has now increased to a 36C. Despite this evolution in sizes, there are still few places where a woman can choose from a variety of designs and colours, regardless of her bust measurement. In September 1999, Sally Robinson spotted a gap in the lingerie market and started Ample Bosom, a lingerie mail order and internet company offering a wide range of bras in sizes going up to a J cup.

Sally says, "It's very difficult for women, especially working women to find the time to buy essentials like underwear, and this is made even harder if they do not fit into the most common sizes. When I decided that I wanted to run a mail-order business, lingerie seemed like a good idea." Since the company started last September, they have developed a website and are now linked to several shopping malls in the UK. They have produced their second catalogue, and expanded their range and number of suppliers who include Berlei, Pretty Polly and Sloggi.



active support for business

When Ample Bosom was established, Sally decided to purchase some software to handle the accounts. She says, "We did some initial research into the packages available on the market - we wanted something user-friendly - and Sage Line 50 was recommended to us. I also saw Sage as a reputable company with the best available software on the market."

Sage Line 50 is an ideal accounting software solution for small businesses seeking to manage their accounts easily and efficiently. Sally finds the order-processing feature particularly useful. She says, "It's great for processing part orders because it automatically lets us know when an item is out of stock and holds the order as a back order."

They also find the software extremely useful for stock control. As Sally explains, "We pride ourselves on a fast service and because we know exactly what we have in stock at any given time, we can let our customers know if we cannot despatch their order immediately. We hold a large stock and in any one bra there may be up to 60 sizes and at least three colours. To try and manage this manually would be very difficult and time-consuming, so in this respect Line 50 is a godsend."

The company has also taken out SageCover, which provides them with unlimited support from Sage. "We find SageCover very convenient, enabling us to speak to someone about a specific concern, rather than attending a course which is too general," says Sally, "On occasions, we have contacted them for advice on better methods of processing certain data, more effective procedures, or even simple things such as why our printer won't work!"

In the future, Ample Bosom plans to continue to develop the online side of their business and target consumers using the Internet. They also hope to extend their current use of Line 50, for example, using its comprehensive report writing facility to help them plan their purchasing more effectively and analyse data, such as identifying which bra size is the most popular. Sally says, "I am really pleased at how successful my idea has become in such a short time, and I couldn't have done it without Sage Line 50 which has helped me manage my administrative tasks quickly, leaving me more time to concentrate on growing the business."