

Davies and Son Court Tailors

Sage Line 50 Case Study: **Davies and Son Court Tailors**



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Mark Broadfield,
Accounts Manager, Davies and Son Court Tailors

Profile

Davies and Son, bespoke tailors was established in London in 1803 by Thomas Davies. The company boasts a client list ranging from Sir Robert Peel and Benny Goodman, to King George V and President Truman.

Alan Bennett, Managing Director had operated successfully as a sole trader for many years, when an office redevelopment necessitated his having to temporarily vacate Savile Row. He therefore bought Davies & Son situated at Old Burlington Street, just around the corner from Savile Row, in 1996.

Alan says, “I worked from Old Burlington Street for two years, after which I was able to take Davies and Son with me when I returned to Savile Row in 1998.

The new building is far more modern in style, but is back in the street for bespoke tailoring.” He says, “The amalgamation of Alan Bennett with Davies & Son has been a great success and the company continues to perform well both in domestic markets and export trade.”

The company’s accountants had been encouraging the management to computerise their accounting system for a long time. When Mark Broadfield joined the company as Accounts Manager in 1997 although Sage Line 50 was in use, only the sales ledger was up and running, together with part of the purchase ledger. He explains, “Sage Line 50 was not being used to its full potential. The old manual system was still being used in its entirety, consisting of a typewriter, 12” x 10” ledger cards and voluminous daybooks - this system needed four people to run it and it took up a lot of valuable time.”



active support for business

Mark realised that the company needed to modernise its accounting system and decided to use Sage Line 50 to its full capability to do just that. He says, "I knew that Sage offered the best available software so I made it a priority to change some of the 'old school' procedures that were in place and consequently improve efficiency."

When asked how Sage Line 50 has benefited Davies & Son, Mark just doesn't know where to begin. He says, "The 1998 financial year was driven completely by Sage, with an instantaneous saving on audit fees - they were effectively halved. At one time it took the auditors two weeks on site to do their job, last year it took one person four days. This is entirely due to the sophistication of Sage Line 50 as a fully integrated accounts programme."

When questioned about the features of Line 50, which he finds most useful, Mark says, "Our customers are individuals and not companies, we have a large database, so the sorting facilities are particularly important as we frequently need to filter by country of residence for mail shots and debt identification. The speed at which Sage can do this and then produce a report is quite outstanding. The ability to customise statements and invoices is great. Quite a lot of work went into getting the format right, but once it's done you simply don't ever have to worry about it again."

Mark also outlines how reassuring he finds SageCover, Sage's comprehensive support contract. "It is very reassuring to know that expert help is just a phone call away. I've always found that I can get an answer one way or another, even if it's 'No, I'm afraid you can't do that!' The technicians have a very good knowledge of the product and want you to be happy with it."

Alan Bennett's hope for the future is that the great tradition of bespoke tailoring continues to thrive and prosper.