3 unique brands
2,600 stockists
1 beautifully integrated system

MooGoo Skincare

CEO & Founder: Craig Jones
CFO: Terrié Spence
Location: Burleigh Heads, Queensland
Industry: Wholesale distribution: beauty

Natural skincare company MooGoo grew 20% in their first year, and they haven't slowed down since.

Their previous software couldn't keep up with the volume of data, and the need for manual entry and double-entry of data was holding back their productivity. JCurve ERP has since changed that.

Having all data and business processes integrated into one system, MooGoo can now focus on serving their customers even better and driving their business growth further. MooGoo use the full capabilities of JCurve ERP, including inventory management, financials, eCommerce website integration, CRM, sales and marketing.

They also operate vegan skincare brand, A Bit Hippy, and pet-care brand, Dr Zoo, each running on JCurve ERP.

MooGoo's needs:

- Improved inventory management
- Reduced manual data entry
- eCommerce portal
- Automated reordering for stockists
- Real-time data for sales reps
- CRM for customer service staff across three brands
- Marketing automation
- Financial reporting with the ability to segment between brands, stockists and locations

"

JCurve ERP was able to support the rapid growth of our business. It's been invaluable.

We've increased staff from 12 to 38 to meet a growing global demand. At the same time, we've cut our data entry by in half and increased productivity.

We couldn't be happier with JCurve ERP

"

MooGoo's Chief Financial Officer, Terrié Spence

MooGoo

"JCurve has changed my life in the way I do things", comments MooGoo's Chief Financial Officer, Terrié Spence. "Our team are all more efficient now."

Why JCurve ERP?

Before JCurve ERP, MooGoo was using QuickBooks but growing so fast they had to update their data file regularly. That wasn't sustainable long-term.

MooGoo wanted to integrate everything into one software package to take advantage of single-source data and several time-saving benefits. They looked at other ERPs, but none had the functionality, configuration, local support and account management they needed.

"With JCurve ERP, the configuration is so flexible, we can match it to whatever we need", says Terrié. "And the support we get from JCurve Solutions is invaluable."

Real-time financial reporting

As CFO, reporting is vital to Terrié, and she says the real-time reporting capabilities of JCurve ERP are second to none.

"The things I can now do with reports has been groundbreaking for our business. Likewise, the reconciliation capability in JCurve ERP is amazing. It's very easy to use, track and trace. It's made my life so much better."

MooGoo can now split their reporting by brand and can see the sales of those brands each month at a high level, with the ability to drill-down to granular detail. Sales reps can even see how their stockists are performing, all in real-time.

> "
> With JCurve ERP, the configuration is so flexible, we can match it to whatever we need.
> "

Inventory management

With JCurve ERP, MooGoo's Inventory Management (IM) has improved dramatically. With a live IM system that's integrated with their eCommerce websites and stockist portal, at anytime they can immediately see all commitments and their stock on hand.

Stockist portal

MooGoo have 2,600 stockists Australia-wide. Stockists can easily log in to a portal and place orders, which then appear live in JCurve ERP.

"The ability to have an integrated eCommerce website was a big deciding factor in choosing JCurve ERP", says Terrié. "We

no longer need to log into different systems to receive payments or try to track website transactions through manual spreadsheets. It's all in the one, real-time system now. It's fabulous."

Customer service

"Our Customer Service team is much happier now that we're using JCurve ERP," Terrié explains. "Everyone can easily switch between our three companies without logging out and see an always up-to-date history for every customer."

Sales & marketing

MooGoo also love the email marketing campaign management in JCurve ERP, "We get real-time feedback from our customers and it's made a fantastic difference to our sales and marketing efforts, leading to improved customer loyalty and retention", Terrié says.

2014   2016
217% staff growth

Data entry down 50%

20% year on year growth