



Happen Business Case Study

NAK Hair

Natural Australia Kulture Pty Ltd

NAK HAIR

BUSINESS CLIMATE: EXPANDING LOCALLY AND INTERNATIONALLY
CHANGE CATALYST: NEEDED BETTER STOCK HANDLING & REPORTING
SOLUTION: JIM2.CLOUD + JIM2 MOBILE
JIM2® EDITION: PREMIUM EDITION + TAILORED OPTIONS

Headquartered in Brisbane, Queensland, NAK started in 2004 selling their own manufactured products to the hairdressing industry in Australia.

After looking at the market and deciding to expand their operations and take on other category-leading brands, they contracted to sell and import 'Nioxin' into Australia as well as 'Luxury Colour'.

NAK's primary business is selling to the professional hairdressing trade in all states of Australia. Not resting on their laurels, NAK now exports their products and sells to 8 countries throughout Europe.

Having distribution warehouses in Queensland, South Australia, Western Australia, as well Amsterdam (Netherlands), NAK has certainly gone from strength to strength in a very short time frame.

Unfortunately, their old accounting system just couldn't handle the pressure and was letting them down. "We were facing issues with management reporting, stock, multiple locations, invoicing, billing and general business processes. We knew there was a lot more we could get out of NAK with the right system," said Gerry See, CEO, NAK.

Flexible and Intuitive System

After assessing a number of different business accounting packages, it was decided that Jim2 Business Engine Premium Edition would be ideal for handling all of NAK's requirements.

NAK also had plans to move a lot of their sales operations to the web, and needed a system that was flexible and intuitive enough to handle multiple platforms and data being entered in any type of situation.

The team from Happen Business came onsite to NAK and had them up and running with Jim2 Business Engine in 2 weeks. The old system was completely turned off and Jim2 was running their entire operations. Staff were trained onsite in all aspects of their respective positions and took to using Jim2 with ease.

"The way Jim2 works is unique. We just didn't know what we were missing out on until we saw the system in action. It was like removing dust from the lens of a camera – we now had perfect 20/20 vision of our operations. We could look into all our warehouses simultaneously and

"Without doubt, being a totally sales driven business in every sense of the word, the reporting available in Jim2 has been extremely important to our sales people, and has been a huge difference to our business."

GERRY SEE
 CEO
 NAK



Designed, Developed & Supported in Australia, Jim2® Business Engine is a complete business solution to manage every aspect of your workflow cycle and solves the growing pains of small to midsize enterprises.

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"The overall process of inputting data, and also handling stock – packages, kitting etc, and the reporting side of things in Jim2 is impressive!"

GERRY SEE
CEO
NAK

see our stock holdings, sales information, and recalculate our foreign currency exposure in an instant," said Gerry.

A Major Return on Investment

"Being a sales driven business in every sense of the word, the reporting in Jim2 has been extremely important and has resulted in a major improvement to our bottom line. Jim2 makes great sense, has fantastic support, and is worth every cent. We're extremely happy we went with Jim2 Business Engine," Gerry said.

"The immediate differences Jim2 Business Engine made were: proper management reporting, improved process in invoicing and stock handling."

GERRY SEE
CEO
NAK

Key Benefits

- Significantly improved processes
- Better stock control
- Management reports give a clear overview of the company
- Quicker invoicing
- Improved sales staff communication
- Helpful training and after sales support from Happen



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