

Client	EMA Lighting
Sector	Retail
Solution	E-commerce web site and data warehouse
Key Benefits	Increased sales activity leading to increased profits

EMA Lighting has opened up new sales channels, and increased profits, by creating an online shop.

EMA Lighting sells premium lighting products to both the business and consumer markets. They recognised the opportunity that there were very few online outlets catering to discerning buyers, who wanted to purchase high quality light fittings.

A simple-to-maintain web site was crucial in choosing the e-commerce software. Other features such as being able to fit the order management process into their existing systems and offering discount coupons were equally important in choosing an e-commerce solution from Logic Software.

“We have found the control panel of the database really easy to use and Logic Software have been responsive in providing support to enable the solution to work alongside our existing business processes” said Neil Gillard, Financial Director.

“Logic Software also provided us with plenty of advice about marketing the web site online and designed a really attractive site in keeping with our brand image.”

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