



CURLYSHOP S.L / The Beauty Hub S.L

CURLYSHOP S.L. is a Spain-based beauty company specializing in the distribution and online sale of hair care products, particularly focused on curly hair and the "curly method."

Operating through both e-commerce and physical retail channels, the company required a unified system to manage its omnichannel retail operations efficiently.

Having this business goal in mind, they came to us, and we successfully implemented a comprehensive Odoo ERP solution tailored to CURLYSHOP S.L's omnichannel retail operations.

Odoo ERP system improved its business's operational efficiency, ensured real-time synchronization across all sales channels, enhanced customer experience, and provided complete visibility into business performance. An integrated ERP system supports both its local and international retail growth.

Project Overview:

CURLYSHOP S.L is a Spain-based beauty company specializing in the distribution and online sale of hair care products, with a strong focus on curly hair and the "curly method." Operating through both e-commerce and physical retail channels, the company required a unified system to manage its omnichannel retail operations efficiently.

Job Requirements:

Integrated management of e-commerce and physical POS operations

Real-time inventory synchronization across all sales channels

Centralized customer data and CRM system

Automated sales order processing and fulfillment

Accurate financial management with consolidated reporting

Multi-channel sales tracking and reporting dashboards

Scalable system to support retail and online growth

Improved customer experience across all platforms

Challenges:

Lack of synchronization between the online store and the physical outlets

Inventory discrepancies across multiple channels

Difficulty in maintaining a consistent customer experience

Manual order processing is causing delays

Limited visibility into overall sales performance

Fragmented financial and operational data

Odoo ERP Solution Provided:

We implemented a comprehensive Odoo ERP solution tailored to CURLYSHOP S.L.'s omnichannel retail operations. The system integrated core modules including E-commerce, Point of Sale (POS), Inventory, Sales, Accounting, and CRM to ensure smooth and connected business processes.

E-commerce Module: Seamless online store integration with backend operations

POS Module: Efficient in-store sales processing and real-time synchronization

Inventory Module: Unified stock management across warehouses, online, and retail stores

Sales Module: Automated order processing and sales workflow management

CRM Module: Centralized customer management and engagement tracking

Accounting Module: Accurate financial management with consolidated reporting

Dashboards & Reporting: Real-time insights into sales, inventory, and performance

Outcome:

The implementation improved operational efficiency, ensured real-time synchronization across all sales channels, enhanced customer experience, and provided complete visibility into business performance. CURLYSHOP S.L now operates with a fully integrated ERP system supporting both local and international retail growth.