



## **(THE BEAUTY HUB S.L – Wholesale / Retail)**

THE BEAUTY HUB S.L, operating under the brand COSMOX, is a Spanish wholesale leader specializing in products for natural curly hair, aligned with the "Curly Method." COSMOX was created to fill the gap in the market by offering curated, high-quality curly hair products to retailers across Spain.

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We implemented a tailored Odoo ERP solution to support COSMOX’s wholesale and e-commerce operations.

With Odoo ERP in place, COSMOX now operates with real-time visibility, efficient workflows, and a fully integrated system that supports its position as a leading supplier in the curly hair care segment.

### **Project Overview:**

THE BEAUTY HUB S.L, operating under the brand COSMOX, is a Spain-based wholesale distributor specializing in natural curly hair products aligned with the “Curly Method.” As a niche market leader supplying retailers across Spain, the company needed a centralized system to manage its product lines, streamline order processing, and integrate its growing e-commerce operations.

### **Business Requirements:**

- Centralized management of wholesale operations
- Structured product catalog for specialized curly hair products
- Real-time inventory tracking across warehouses
- Seamless integration with e-commerce platforms

Efficient order processing and fulfillment

Customer relationship management (CRM) for retailers

Automated invoicing and financial tracking

Marketing and promotion management

Reporting and analytics for sales and business performance

### **Challenges:**

Managing a niche product range with high demand variability

Synchronizing inventory between warehouse and online platforms

Handling bulk wholesale orders efficiently

Limited visibility into sales trends and customer behavior

### **Odoo ERP Solution Provided:**

We implemented a tailored Odoo ERP solution to support COSMOX's wholesale and e-commerce operations:

**Inventory Management:** Real-time stock control and multi-location management

**Sales & Order Management:** Streamlined handling of wholesale orders and customer transactions

**E-commerce Integration:** Seamless synchronization between online platforms and backend operations

**Accounting & Finance:** Automated invoicing, payments, and financial reporting

**CRM:** Centralized retailer database and sales tracking

**Marketing Tools:** Campaign management and customer engagement

**Reporting & Dashboards:** Real-time insights into sales, inventory, and customer trends

**Outcome:**

Centralized control over all business operations

Improved inventory accuracy and order fulfillment efficiency

Seamless integration between e-commerce and backend systems

Enhanced customer service and retailer satisfaction

Scalable infrastructure supporting continued growth in the Spanish market

With Odoo ERP in place, COSMOX now operates with real-time visibility, efficient workflows, and a fully integrated system that supports its position as a leading supplier in the curly hair care segment.