



## **(T Hub – Wholesale / Retail)**

T Hub/ Targetmart.nl is a global food retail and wholesale business, focused on selling international grocery products. The industry provides Ethnic and international food items (spices, sauces, packaged foods, etc.) and products from different countries and cultures.

Focused on delivering a rich culinary experience, the company required a centralized system to manage its growing e-commerce operations, diverse product catalog, and customer base across regions.

We implemented a fully integrated Odoo ERP solution tailored to T Hub's omnichannel retail model.

T Hub now operates on a centralized ERP system, enabling efficient management of its global product offerings while delivering a seamless and engaging shopping experience to customers worldwide.

### **Project Overview:**

T Hub (Targetmart.nl) is an international retail and wholesale platform offering a wide range of authentic food products from different cultures. Focused on delivering a rich culinary experience, the company required a centralized system to manage its growing e-commerce operations, diverse product catalog, and customer base across regions.

### **Business Requirements:**

Unified management of online retail and wholesale operations

Centralized product catalog with multi-category and multi-origin items

Real-time inventory tracking across warehouses

Seamless integration of e-commerce with backend operations

Efficient order processing and fulfillment system

Customer relationship management (CRM)

Automated invoicing, payments, and financial tracking

Multi-currency and multi-region support

Marketing and promotional campaign management

### **Challenges:**

Managing a diverse and large product range from different cultures

Synchronizing inventory between online platform and storage locations

Handling increasing order volumes efficiently

Maintaining a consistent customer experience across regions

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

We implemented a fully integrated Odoo ERP solution tailored to T Hub's omnichannel retail model:

**E-commerce Integration:** Seamless connection between website and ERP system

**Inventory Management:** Real-time stock tracking and automated replenishment

**Sales & Order Management:** Streamlined order processing and fulfillment workflows

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

**CRM:** Customer data management and engagement tracking

**Marketing Automation:** Campaigns, promotions, and customer targeting

**Reporting & Dashboards:** Insights into sales trends, inventory, and customer behavior

**Outcome:**

Smooth and efficient e-commerce operations

Improved inventory accuracy and order fulfillment

Enhanced customer experience across all touchpoints

Better visibility into sales and business performance

Scalable platform supporting international growth

T Hub now operates on a centralized ERP system, enabling efficient management of its global product offerings while delivering a seamless and engaging shopping experience to customers worldwide.