

(NIU GROUPS – Wholesale / Retail)

NIU Groups is a Netherlands-based e-commerce brand house that builds, owns, and scales its own high-quality consumer brands across Europe. Its focus is on long-term brand ownership, scalable digital systems, and performance-driven growth.

To support its growing operations and ensure seamless coordination across channels, the company approached us to create a workable solution.

We solved their problems by implementing a fully integrated Odoo ERP ecosystem tailored to NIU GROUPS' omnichannel business model.

NIU GROUPS now operates on a robust, centralized ERP platform, enabling efficient operations, strategic decision-making, and sustained expansion in the beauty and personal care industry.

Project Overview:

NIU GROUPS, a Netherlands-based beauty and personal care company headquartered in Rotterdam, operates through an integrated omnichannel model combining e-commerce and physical retail stores. To support its growing operations and ensure seamless coordination across channels, the company required a centralized and scalable digital solution.

Business Requirements:

- Unified management of e-commerce and retail POS operations
- Real-time inventory synchronization across warehouses and stores
- Centralized customer relationship management (CRM)
- Integrated sales, finance, and marketing operations
- Automated order processing and fulfillment workflows
- Data-driven reporting and performance analytics

Scalable system to support business expansion across Europe

Efficient management of promotions, campaigns, and customer engagement

Challenges:

Managing multiple sales channels with consistent data flow

Maintaining accurate inventory across online and offline platforms

Limited visibility into customer behavior and sales performance

Need for a scalable system to support rapid growth

Odoo ERP Solution Provided:

We implemented a fully integrated Odoo ERP ecosystem tailored to NIU GROUPS' omnichannel business model, including:

E-commerce & POS Integration: Seamless synchronization between online platform and retail stores

Inventory Management: Real-time stock tracking across multiple locations

Sales & Order Management: Automated workflows for order processing and fulfillment

Accounting & Finance: Centralized financial management with real-time reporting

CRM: Customer data management and engagement tracking

Marketing Automation: Campaign management, promotions, and customer targeting

Reporting & Dashboards: Advanced analytics for sales, inventory, and customer insights

Outcome:

Fully synchronized omnichannel operations

Improved inventory accuracy and reduced stock discrepancies

Enhanced customer experience across all touchpoints

Real-time visibility into business performance

Scalable infrastructure supporting continued growth in the European market

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