



# Happen Business Case Study

## NAK Hair

### Natural Australia Kulture Pty Ltd



<b>BUSINESS CLIMATE:</b>	EXPANDING LOCALLY AND INTERNATIONALLY
<b>CHANGE CATALYST:</b>	NEEDED BETTER STOCK HANDLING & REPORTING
<b>SOLUTION:</b>	JIM2.CLOUD + JIM2 MOBILE
<b>JIM2® EDITION:</b>	PREMIUM EDITION + TAILORED OPTIONS

**Headquartered in Brisbane, Queensland, NAK started in 2004 selling their own manufactured products to the hairdressing industry in Australia.**

After looking at the market and deciding to expand their operations and take on other category-leading brands, they contracted to sell and import 'Nioxin' into Australia as well as 'Luxury Colour'.

NAK's primary business is selling to the professional hairdressing trade in all states of Australia. Not resting on their laurels, NAK now exports their products and sells to 8 countries throughout Europe.

Having distribution warehouses in Queensland, South Australia, Western Australia, as well Amsterdam (Netherlands), NAK has certainly gone from strength to strength in a very short time frame.

Unfortunately, their old accounting system just couldn't handle the pressure and was letting them down. "We were facing issues with management reporting, stock, multiple locations, invoicing, billing and general business processes. We knew there was a lot more we could get out of NAK with the right system," said Leo Hannan, IT and Stock Manager, NAK.

### Flexible and Intuitive System

After assessing a number of different business accounting packages, it was decided that Jim2 Business Engine Premium Edition would be ideal for handling all of NAK's requirements.

NAK also had plans to move a lot of their sales operations to the web, and needed a system that was flexible and intuitive enough to handle multiple platforms and data being entered in any type of situation.

The team from Happen Business came onsite to NAK and had them up and running with Jim2 Business Engine in 2 weeks. The old system was completely turned off and Jim2 was running their entire operations. Staff were trained onsite in all aspects of their respective positions and took to using Jim2 with ease.

"The way Jim2 works is unique. We just didn't know what we were missing out on until we saw the system in action. It was like removing dust from the lens of a camera – we now had perfect 20/20 vision of our

"Without doubt, being a totally sales driven business in every sense of the word, the reporting available in Jim2 has been extremely important to our sales people, and has been a huge difference to our business."

**LEO HANNAN**  
IT AND STOCK MANAGER  
NAK



Designed, Developed & Supported in Australia, Jim2® Business Engine is a complete business solution to manage every aspect of your workflow cycle and solves the growing pains of small to medium Australian Businesses.

"The overall process of inputting data, and also handling stock – packages, kitting etc, and the reporting side of things in Jim2 is impressive!"

**LEO HANNAN**  
IT AND STOCK MANAGER  
NAK

operations. We could look into all our warehouses simultaneously and see our stock holdings, sales information, and recalculate our foreign currency exposure in an instant," said Leo Hannan.

### A Major Return on Investment

"Being a sales driven business in every sense of the word, the reporting in Jim2 has been extremely important and has resulted in a major improvement to our bottom line. Jim2 makes great sense, has fantastic support, and is worth every cent. We're extremely happy we went with Jim2 Business Engine," Leo said.

**"The immediate differences  
Jim2 Business Engine made were: proper  
management reporting, improved process  
in invoicing and stock handling."**

**LEO HANNAN**  
IT AND STOCK MANAGER  
NAK

### Key Benefits

- Significantly improved processes
- Better stock control
- Management reports give a clear overview of the company
- Quicker invoicing
- Improved sales staff communication
- Helpful training and after sales support from Happen



**HAPPEN BUSINESS IS A 100% AUSTRALIAN OWNED AND OPERATED COMPANY**

**P** +61 2 9570 4696    **E** info@happen.biz  
**F** +61 2 8569 1858    **W** www.happen.biz

**Jim2**<sup>®</sup>  
BUSINESS ENGINE



**Happen**  
BUSINESS

Jim2<sup>®</sup> is a registered trademark of Happen Business Pty Ltd.