

Cottage Delight invests in tasty K3 AX ERP system

Staffordshire luxury food specialist Cottage Delight has awarded K3 AX a major contract to supply an advanced Microsoft Dynamics AX business system. K3 AX won the contract against stiff competition with its Microsoft industry standard product, experience and customer care being the key differentiators among the systems offered by other vendors.

Cottage Delight is performing well despite the harsh economic climate; therefore the company's management team believe the time is right for investing in a new enterprise resource planning (ERP) solution to help further improve its efficiencies and maintain its high quality of product and services.

"We are a forward looking company that prides itself on customer service. This and the quality of our products have helped us to grow a thriving business. We want to continue delivering excellence and this ERP investment will support our drive to improve efficiencies and make better business decisions, while maintaining service and product quality. We had a particularly good year last year [2010] and so we are taking the opportunity to invest in a new future proof system that will evolve with the business and help us maintain our growth," says Jason Moody, Managing Director, Cottage Delight.

To ensure that Cottage Delight would replace its existing system with a scalable solution that would grow with its business, the management team spent almost 12 months researching the market and interviewing prospective vendors. Jason Moody reports that the team knew what it needed from a system, so when it was time to shortlist software and suppliers each member of the team had a very clear idea of the features, functionality and support requirements.

"The K3 AX solution ticks all the boxes for us. It is a Microsoft product that has a lot of money invested into its development. It comes from a very stable company and it integrates seamlessly with our other Microsoft office software. Coupled with this is the K3 AX support. The company listens to our needs and is responsive. The team is easy to work with and we are looking forward to getting the software implemented. Our aim is to go live in April 2012," he adds.

Cottage Delight is a family-owned firm that began in 1974. It is committed to supporting the independent retail trade. The company works with like-minded artisan partners. Using the finest ingredients, the products are produced in small batches using traditional recipes. Over the years, the company has sourced many more products, only from artisan manufacturers who share the company's passion for quality. Cottage Delight exports to 37 countries including France Spain, Denmark, Russia and USA.

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