



# Heart Of Gold

When it comes to shaping the children's universe, designers Liz Cornelis & Dirk Goossens know best. They've been dressing children for over twenty-five years. Their new label Heart of Gold offers a combination of timeless apparel for children aged zero to four and organic home textiles in their search for finding the right balance between quality, comfort, sustainability, and a modern lifestyle.

Business Solution  
Distribution & Retail

Sector  
Wholesale/Retail

Collaborators  
5-10

Website  
[heartofgold.be](http://heartofgold.be)

## CHALLENGE

*Heart Of Gold biggest challenge was to set up an integrated system taking into account the different type of customers and collections. Heart Of Gold offers a combination of timeless apparel for children aged zero to four and organic home textiles in their search for finding the right balance between quality, comfort, sustainability.*

## SOLUTION

The solution put in place is based on Odoo, with some specific e-commerce requirements to differentiate B2B and B2C sales. The solution takes care of the online orders that are handled by the sales department that also handles quotations, sales and invoicing. The inventory and barcode ensures an optimal stock as well as all incoming and outgoing deliveries. The supplier purchase orders for the new collections are generated based on the customer sales orders.

## RESULTS

Heart Of Gold can now manage B2C and B2B customers as well as their collections and pricing structures centrally. Information is available online and can be shared between employees and customers.

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**Modules**

Accounting

CRM

e-Commerce

Inventory

Invoicing

Purchase

Sales

Website