



Leveraging NetSuite best practices to future-proof expansion with Nala's Baby

Frustrated by a lack of natural, skin-kind products for their newborn daughter, Nala's Baby was started by parents who wanted something different for their baby, creating a collection of products using no less than 99% naturally derived ingredients. Designed by a family that wanted the absolute best for their newborn daughter's hair and skin, Nala's Baby has been scientifically created to cater for little ones, from newborn through to childhood.

The Background

Nala's Baby experienced remarkable growth following its launch. Initially available in just 400 Boots stores, the brand expanded rapidly through a wide network of stockists that included Morrisons, Tesco and Ocado, as well as direct to consumer.

With their upward trajectory expected to continue, Nala's Baby was looking to replace their existing infrastructure and accounting system Xero, with a single platform which could handle their finance and inventory requirements alongside seamlessly integrating with ecommerce platforms.

Providing visibility and helpful insights into stock management, automating manual processes and creating a solid foundation for future growth were the key drivers in why Oracle NetSuite and 3RP were identified as the right partners.

The NetSuite SuiteSuccess Wholesale & Distribution platform was quickly identified as the suitable solution to address the needs of Nala's Baby.

The logo for Nala's Baby, featuring the brand name in a warm, orange-brown, rounded font. The letter 'a' in 'Nala's' has a small paw print integrated into its design. Below 'Nala's' is the word 'baby' in a smaller, simpler font of the same color.

The Solution

As a new business, Nala's Baby was not tied to any historical processes enforced by a lack of functionality from legacy systems. The project was therefore perfectly poised to leverage NetSuite best practices, taking advantage of the processes and automation that NetSuite offers from day one.

The NetSuite SuiteSuccess Wholesale & Distribution platform was quickly identified as the suitable solution to address the needs of Nala's Baby.

The project was then split into two phases. The first phase addressed core financials and inventory management, which provided an instant improvement across reporting, visibility, and automation to the team at Nala's Baby. The second phase will look to add further levels of automation and streamline the order to cash process by integrating NetSuite with Shopify, Amazon, and third-party logistics.



The Results

Whilst leveraging the best practices and processes NetSuite provides as standard, 3RP was also keen to ensure the finer details unique to Nala's Baby were addressed in the solution.

With an aggressive timeline for implementation, our focus had to be on delivery. Fortunately, the team at Nala's Baby were a dream to work with; they were responsive, attentive, and passionate about delivering the project successfully. Due to the collaborative nature of this project, Nala's Baby took just two months to Go-Live, allowing for an almost instant return on investment.



What happens next?

Our focus will now be on supporting Nala's Baby during the second phase of the project and beyond. As one of our Managed Service customers, 3RP will continue to be there for the team at Nala's Baby to address any day-to-day queries, system updates and future optimisation pieces.

"We were delighted to have the opportunity to work with such an exciting brand. It's fantastic to see businesses achieve their goals and leveraging NetSuite to make growth that little bit easier. We look forward continuing to work with the team at Nala's Baby and seeing their business thrive". Adam Johnson - Co-founder, 3RP

Summary

A detailed understanding of the best NetSuite solution for Nala's Baby today, aligned with a vision for how this will seamlessly support future growth, makes this a perfectly timed project.

One which beautifully illustrates the key benefits of implementing the right system in the early evolution of a brand's development, saving the business time and investment in the management of manual processes.

nala's
baby

💖💖 I believe there are three things required for the successful implementation of a system of this scale. 1) A good finance director 2) A good IT director/CTO 3) a good implementation partner. With 3RP, we found just that – they're particularly good at managing the project and keeping everyone moving forward to the shared goal, at the same pace, leaving no department behind. I highly recommend them, and will be using them for future development, for sure! 💖💖

Ben Newnum - Managing Director, Nala's Baby