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# Retail Week

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## Republic gets online with transactional site

Fashion chain Republic has launched an e-commerce site to complement its 80 stores.

The retailer is using Venda's e-commerce platform for the site, with PB Logistics handling additional back-office systems and logistics.

PB Logistics has worked with the retailer for more than three years, including managing Republic's stock and making daily deliveries to stores.

Continuing to work with the same supplier for its web fulfilment means that Republic only needs one stock pool for both channels and is able to keep data on available stock levels as accurate as possible.

PB Logistics commercial director Gary Cann explained that his company has spent the past nine months working with Republic, developing the back end of the site and the interfaces to the fashion retailer's other systems. He said: "Everything we have done is bespoke to Republic and has been constructed around their requirements and what it



Soft launch: site went live in May

offers as a customer experience."

The retailer does not yet have its full range available online, but Cann said that a soft launch has proved that the different systems all work together.

PB Logistics is being sent three files with web site orders each day – at 6am, 10am and 2pm – and its target is to dispatch them by 6pm that night to a third-party courier. It is also managing reverse logistics for orders that are returned through the mail. Republic is also accepting returns at its stores.

Republic is offering customers a £5 discount on their first purchase of more than £30.