



## Case study – Godfreys Online (and the LRG formation story!)

### Introduction

Godfreys began trading online using an off-the-shelf product in 2004. Despite various bolt-on tools and 3<sup>rd</sup> party add-ons, the software was not really offering the features they were looking for and as a result, was not producing the financial rewards they expected.

Some IT professionals with experience in secure software solutions and eCommerce decided to get together and produce their own online shopping software and combine it with techniques that will give Godfreys the competitive edge.

The software was a quick success for Godfreys and the key personnel involved in the project decided to take this success and box it as a product to help other businesses. In 2007, LRG Software Limited was formed and is now taking on clients who will all benefit from a massive commercial advantage which is LRG eCommerce Server and LRG's associated consultancy.

### Progress

Godfreys started their online business selling discount DVD's and packaging supplies. They now sell thousands of items from many different industries including tools, plumbing, giftware, water treatment and electrical goods.

By learning how to make a website work well gave Godfreys a big advantage. They were able to achieve a solid month-on-month sales figure despite having an operating budget many hundreds of times smaller than the big players in online trading. This demonstrated that using a combination of well written, feature-packed software and sound technical and marketing assistance would give maximum benefit for an online store.

In their first year of using eCommerce Server, Godfreys Online boasted turnover of £800,000. Their first filled accounts as a separate entity (Godfreys IT Limited - year end Jan 2008), they are filling figures of £1.2 Million. Growth is increasing ever more, with figures for the current (2008-09) year projected at over £2.1 Million.

### Plans for the Future

Godfreys Online rent a large part of their parent companies' space, and will inevitably grow to the size that will force their relocation into alternative premises. They currently employ 6 full time members of staff, and are planning more additions to staff this year.

With the assistance of LRG Software, Godfreys have built a credible online presence that allows customers to find the products they are looking for via search engines and suchlike. Continuing to work with LRG, Godfreys are soon to re-launch as a new name, which will allow them to promote their own brand in addition to the product promotion that is already in place.

### Information

Godfreys Online website: [www.godfreys-online.co.uk](http://www.godfreys-online.co.uk)

LRG Software website: [www.lrgsoftware.com](http://www.lrgsoftware.com)

*To arrange a demonstration or obtain a no-obligation priced proposal, please contact LRG Software:*

*Telephone 0845 638 3113, Fax 01502 531606 or email [enquiries@lrgsoftware.com](mailto:enquiries@lrgsoftware.com)*