

# ybp & MumboJumboToys

MumboJumboToys specialises in marketing children's brands which embody tradition and luxury. To this end they have forged lasting partnerships with leading brands from around the world to bring their products to market in the United Kingdom.

The company was founded in 1999 by Dion Kremer to launch the leading French baby brand Kaloo and has since grown to represent other leading children's brands. They are passionate about tradition, excellence, learning and fun. That is why they select only the brands that best embody these traits. Most of their toys are gift packaged which enable easy display in store.

Due to their belief in tradition and good old fashioned values, they purposefully supply leading independent retailers only. They avoid mass channel retailers because they believe there is still place in the world for fine things in fine places.

## Case Study



### YBP and Mumbo Jumbo

We were first introduced to Mumbo Jumbo in 2012 by their network supply / Maintenance company Boundary IT Services with whom we have co-operated on other successful client projects. They already had Sage 200 in place, but were not at all happy with the operation and efficiency of the system, and were struggling to gain useful Management Information from it. Mumbo were keen to understand how to get their Sage systems to work for them, and provide useful MI for their business.

The first stage of our project was to review their use of the system and provide a clear proposal as to how to improve matters. Specifically we recommended immediate changes to their interface with their fulfilment warehouse, and also demonstrated a package of Pivot Table based, MS Excel links we have developed for analysing company performance. Tasks that previously took many hours, or indeed days to perform are now completed in minutes, leaving Mumbos' staff better able to concentrate on key business planning decisions. We have since continued to provide improved MI for other key areas of the business, such as purchase planning, and also support their Sage system on-going on a day to day basis

**Says Dion Kremer**, Managing Director at Mumbo Jumbo Toys, *"YBP and in particular Leigh have brought a straightforward logical solution to one of our key our business requirements. They have given us an amazing pivot table which links to SAGE and which allows us to track our stock and order it accordingly. We no longer spend hours manually inputting data and we can be sure the data we are looking at is up to date – to the minute! The result is a massive gain in productivity and efficiency. If you are looking for a SAGE partner who will understand your business and make the technology work for you, look no further. I cannot recommend Leigh and his team highly enough."*

For more information on Mumbo Jumbo please visit [www.mumbojumbotoys.com](http://www.mumbojumbotoys.com)

### CLIENT SUMMARY

<b>Client</b>	Mumbo Jumbo Toys
<b>Based</b>	Kew Gardens, London SW
<b>Market Sector</b>	Toy Distribution
<b>Employees</b>	5—10