

## GLENSHANE COUNTRY FARM

### Introduction

Glenshane Country Farm is a working sheep farm owned by James McCloy. They regularly host tourist experience visits to the farm. They also offer self-catering accommodation. The client has recently secured a grant to build a gift-shop on site. With the launch of the gift-shop, the client has identified an opportunity to also launch an online store.



### Challenge

The client needed the knowledge and guidance to be able to transform their website, to an online store. And the skills to prepare the online shop for launch and be able to manage it effectively. James also required some support in the management of inventory across both online and offline channels. A Point of Sale solution was also needed to allow them to be able to take card payments in the gift shop. This solution would need to be integrated with the eCommerce and inventory management solutions for stock to be updated. And all of this also had to be integrated with their accounts package. The client also faced some IT challenges, including the need for a way to effectively manage their different online booking systems for accommodation and tour bookings. And there was a requirement for general IT support to help automate some business processes.

### Solution

Northern Regional College developed a bespoke up-skilling and mentoring programme to include:

- eCommerce integration
- eCommerce platform training
- Inventory management processes training
- Point of Sale integration
- Assessment and integration of all online booking systems into Microsoft Outlook calendar app
- Using Microsoft to automate business processes
- Use of Microsoft Forms for surveys and feedback questionnaires
- The use of QR codes to allow visitors to continue shopping and leave reviews after they leave the site

### Result

The company has gained the skills to be able to launch and manage an eCommerce store, alongside their bricks-and-mortar store. They will also be able to manage inventory across both online and offline channels. They will be able to use their payment solution, not only to take card payments instore, but also to update their inventory and online shop. The client can also manage all bookings from a centralised calendar. And has digitised the process of sending review/feedback requests.