

Compton & Woodhouse  
*The leading house for prestige collectables and fine jewellery*

Compton & Woodhouse, winner of the 'Best Mail-Order Retailer 2004' is one of the leading mail-order and internet companies supplying high quality jewellery and collectables.



The company has been designing and producing collector's plates for over 20 years, working with leading China Houses like Wedgwood, Royal Worcester and Spode to present only the highest quality selection.



Diamond jewellery pieces are one of their most popular customer choices. They also offer hundreds of stunning jewellery pieces which showcase some of the finest traditional, gem set contemporary jewellery and diamond jewellery available.

For more information:  
[www.comptonandwoodhouse.co.uk](http://www.comptonandwoodhouse.co.uk)

## Compton & Woodhouse

High quality collectables marketing company Compton & Woodhouse have now gone live with the recently commissioned Campaign Manager application.

This bespoke software application was designed and developed by Kingfisher Associates to enable the London and Staffordshire based company to place orders on suppliers on a Just-In-Time manufacturing basis.

In addition, this new system enables accurate forecasting of revenues, costs and margins on any specific campaign with interfaces to the company's stock control, financial ledgers and a legacy order fulfilment system.

It also allows for feasibility studies to be run prior to any campaign, giving a clear understanding of the likely outcome of a marketing campaign, prior to making any financial investment.

Other software tools cover different levels of itemised forecasting, enabling tight controls to be placed on any potential campaign before any significant expenditure takes place.

Monthly trading accounts are fully integrated within the system enabling a significant improvement in the timeliness and accuracy of management reporting.

The system also fully integrates with their website ensuring fast order fulfilment for their customers.

The relationship between Kingfisher and Compton & Woodhouse continues to strengthen as their innovative marketing ideas drive the ongoing development of the application. This in turn, keeps Compton and Woodhouse ahead of the competition.



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