

the
running
outlet



PRODUCT RANGE INCLUDES



CTS-Retail cross the line first with The Running Outlet

SPECIALIST ATHLETICS STORE LAUNCHES IN CANTERBURY

Staying fit and healthy can help you through the hardest of times; exercise benefits you not only physically but mentally as well. This is a philosophy that can be applied to business as well and for two businessmen setting up a new venture, this is very much at the heart of what they do.

With a combined experience of 30 years of retail operations and a passion for running, Dominic O'mahoney and Tyson Brind decided to turn their knowledge and professionalism into **The Running Outlet**, Canterbury's only dedicated Specialist Athletic Shop.

“a specialist service for every customer”

THE CUSTOMER EXPERIENCE

The Running Outlet offer a far more informed level of customer service tailored to each individual. *“For example we have a Powerjog treadmill in store to allow customers to try all of our products and get a proper feel for them. We also have video gait analysis which can determine the exact style of shoe that will provide the best support for anybody, at any level”* commented Dominic.

Canterbury boasts one of the largest Universities in the country, Christchurch College incorporating a highly subscribed sports science course, 6 large secondary schools, numerous gyms and fitness centres and of course an all weather running track home to several

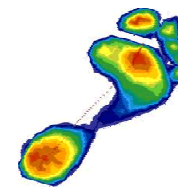
Athletic clubs making it an obvious choice for our Flagship store.

“With a desire to deliver the complete customer experience, it was important that we selected an I.T. Solutions Partner who

held the same values as us in service delivery.” After careful consideration, we selected CTS-Retail as our partner of choice. With over 26

years experience in the Retail Sector and a portfolio of services offered combined with the years experience in the Retail Sector and a portfolio of services offered combined with the Microsoft Dynamics RMS product our choice was clear. *Microsoft Dynamics RMS meets all of our needs, giving us all the functionality we need to start with and the ability to enhance and expand the system over time.*

It is simple and easy to use, allowing us to concentrate on what we know best, Customer Service and Athletics”, Dominic advised.



ABOUT CTS-RETAIL
For over 26 years, CTS

Retail Ltd (CTS) has been delivering retail epos solutions and services, meeting and exceeding the expectations of our clients with quality of service, standards for support and offering best of breed epos hardware and epos software solutions, now including Microsoft Dynamics RMS.

Today CTS is the trusted solutions partner for retailers in many sectors including Convenience stores, DIY, Electrical, Fashion, Fashion Accessories, Food & Drink, Hospitality and Sporting Goods.



1 Rivergate, Rivermead Drive,
Swindon, Wiltshire SN57ET
Phone: +44 (0)1793 432 234
Email: sales@cts-retail.com