



About Swindon Town

Founded in - 1879

Turned Professional - 1894

Current League – League One

Ground Capacity – 15,728

League Cup Winners 1968/1969

Anglo-Italian Cup Winners

1969/1970

Division 4 Champions 1985/1986

Division 3 Play Off Winners

1986/1987

Division 2 Play Off Winners

1989/1990

Division 1 Play Off Winners

1992/1993

Division 2 Champions 1995/1996

Swindon Town FC selects CTS-Retail as its Solutions Partner



After a change in club ownership in 2007, Andrew Fitton and the Shareholders knew that they had a lot of work to do to develop STFC. "When we first took over at the club myself and the other shareholders sat down and talked about the things that we needed in the club to be successful - both on the pitch and financially," revealed Fitton.

True to their commitment, the management team have worked diligently to secure the clubs future and continue to build STFC both on the pitch and off.

On the 3rd July 2009, STFC Head of Retail, Clare Haworth, closed the doors on the STFC club shop for the final time ahead of the extensive refurbishment programme.

Clare had set an aggressive schedule for the refurbishment programme, leaving just 3 weeks to receive new stock, extend the product range with new training wear from the club's main kit suppliers Adidas and not least refurbish the club shop. As part of the refurbishment, it was decided that a new Point of Sale system was needed. After careful consideration, Clare selected Microsoft Dynamics RMS from CTS-Retail. "The Microsoft solution provides a wealth of functionality and was a clear choice when combined with the services offered by CTS-Retail. CTS-Retail provided a complete service tailored to meet our individual requirements, including Point of Sale equipment selection, on-site installation and training. together with a premium support package covering all of our ongoing needs." Commented Haworth.

With the Club Shop set to open on the 25th July 2009 in conjunction with the launch of the new Adidas kits for the 2009/10 season and the first pre-season game of the year against Cardiff City, CTS-Retail worked closely with Clare Haworth to arrange the installation of the new STFC point of sale system.

"Managing retail for a football club presents some unique challenges, especially when there are a minimum of 23 home match days in a year where there will be a large crowd. We needed to select a system that will allow us to cope with the demands of a match day, and we believe Microsoft Dynamics RMS delivers."

Also with the requirement of late night midweek openings that are determined by the league and cup fixtures that the team plays, CTS-Retail manned call centre provides telephone support late into the evening which is reassuring to know.

Since the new owners arrived at the club there have been many visible changes and improvements to Swindon Town FC with new partnerships being forged with businesses and organisations in the local community.

Being a company that has its head office based in Swindon, CTS-Retail are proud to add their name to that list. CTS-Retail plan to work closely with the club moving forward and would like to be a part of a winning formula that will see Swindon Town FC rise up again in the football pyramid, both on and off of the pitch.



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