

Health Product Retailers & Wholesalers

INTRODUCTION

Industry Challenges & Opportunities

- > Low margins
- > Need to manage inventory levels well
- > Changing Government legislation and guidelines
- > Fluctuations in disposable incomes
- > Changing consumer tastes and preferences
- > Increased competition from online retailers.
- > *However, with continued consumer focus on health and fitness, demand for related products is growing.*

This is where the CONTROL retail business solution can help you overcome most of the above challenges while taking advantage of opportunities. We do this by offering sophisticated retail technology. CONTROL drives efficient processes, increases sales and customer loyalty and enables you to be more competitive while running a dynamic and streamlined operation across stock, staff and stores. The result — **increased profit.**

CONTROL for Health Product Retailers and Wholesalers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of single and multi-store health product retailers and wholesalers. It is a modular system that is fully integrated to handle all facets of point-of-sale, online trading, merchandising, sales and profit analysis, replenishment and stock control, as well as accounting and financial reporting.

CONTROL is designed and developed by Creative Computing and can be modified to suit particular needs to simplify your business processes.

Below is a summary of features included in CONTROL that are covered in this brochure:

- > In Store Functions
 - Sales processing
 - Cash Sales
 - Gift Vouchers
 - Loyalty Programs
 - Customer Relationship Management (CRM)
 - Cash Balancing
 - Other Store Functions

- > Head Office Control
 - Sales & Performance Management
 - Inventory Management
 - Purchasing and Store Replenishment
 - Stocktake
 - Web Shopping
 - Accounts Payable/Receivable and General Ledger

In-Store Functions

CONTROL in-store functions have been designed to be fast and easy-to-use.

In-store facilities can be customised by the system administrator, and would typically include:

- > Sales, exchanges and returns
- > Gift voucher sales and redemptions
- > Stock and customer enquiries
- > Stock receipts and transfers
- > End-of-day reconciliation
- > In-store reporting

Cash Sales

- > Fast and simple operation using high-speed barcode scanner, integrated scale or scanner-scale.
- > Multiple/split tendering.
- > Simple capture of customer demographics for analysis or specific customer details for adding to customer loyalty program.
- > Bonus coupon processing.
- > Ability to suspend a transaction; perform any other functions then recall the suspended transaction for completion.
- > Extensive stock search facilities using stock code, stock description and partial field searches assist stock selection.
- > Stock enquiries, including stock availability in other stores (and warehouses) can be performed during a sale.
- > Open Touch Screen operation.

Discount Control

CONTROL will select the correct price for each item being sold taking into account various factors including:

- > Any promotional price or discount and the date when it comes into effect and when it is over.
- > Quantity being purchased.
- > Frequent shopper club discounts and other customer-related discounts or special prices.
- > Operator-initiated discounts (requires authorisation).
- > Maximum discounts or minimum profit percentage on any product group can be set.

Gift Vouchers

CONTROL provides complete gift voucher facilities including:

- > Recording gift voucher sales.
- > Validating gift vouchers that are tendered.
- > Gift voucher reconciliation reports.
- > Maintaining the value of outstanding gift vouchers.

Loyalty Programs

CONTROL supports a number of Loyalty Program functions including:

- > **VIP Customer Cards** – customer details can be entered at point-of-sale.
- > **Bonus Points** – which may be calculated based on purchases and which can be redeemed under the control of the retailer
- > **VIP Customer Discounts** - special pricing to established customers who are identified by presentation of customer card.
- > **Mailing campaigns and special member only promotions and events.**

Customer Relationship Management (CRM)

Detailed information can be stored for each customer, including name, address, email address, phone, previous purchases and demographic information. This information can be entered at POS or later analysed as part of a sales analysis. This information can be used so your sales assistants can better assist customers and create upselling opportunities or be implemented for marketing and loyalty campaigns with very little effort.

Cash Balancing

- > Wide variety of pre-defined and configurable tender types
- > Integrated EFTPOS available
- > Cash declaration and balancing by cashier or POS workstation
- > Bank deposit slips.

Other Store Functions

All store work stations can be used to access any part of the system to which the user is authorised: For example, recording stock receipts, stock transfers and stocktakes.

Head Office CONTROL

Stores can be on-line to a central server or they can operate stand-alone and be “polled” from the central server on a regular basis.

If the stores are on-line then the consolidated data is always up-to-date. If the stores are off-line, then the data on the central server is brought up-to-date whenever the stores are polled.

Head office functions can include comprehensive merchandising and performance management, inventory control, replenishment management, accounts payable, accounts receivable and general ledger including financial management reporting. **Any of these functions can be made available in the stores if required.**

Sales and Performance Management

- > A comprehensive array of sales reports is available by store, category (department and sub-department), brand, salesperson and stock item. Reports can be consolidated for all locations.
- > Stock category or department reports include flash sales reports; sales by hour, day, week-to-date, period-to-date and year-to-date; sales against budget and department summaries.
- > Stock item reports include comparative analysis of sales quantities, sales value, gross profit and stock turns across multiple periods, GMROI, and **best and worst performers**.
- > Best/worst analysis can be selected by sales quantities, sales value, gross profit or gross profit percentage, by department or stock category across multiple periods.
- > Sales per shelf facing and per square metre can be used to review store layouts.
- > Comprehensive markdown and promotion analysis.
- > Comprehensive customer loyalty reporting.
- > Comprehensive reporting by operator.
- > Reports may be for a single store or any range or group of stores may be compared or consolidated.
- > Sales by hour reporting can be used to review staffing levels. Number of sales, number of multi-item sales, average sales value and sales by product group by salesperson, can also be used to measure individual performance.
- > Customer reports include best customers, customers due for a bonus point reward, customers with purchases above or below a nominated figure, etc.
- > All sales reports have a range of options that greatly assist merchandising and performance management. Sales history retention is virtually unlimited.

Inventory Control

- > Unlimited products and categories.
- > Full multi-location enquiry and reporting facilities.
- > Shelf labels and individual product barcode labels can be printed on demand.
- > Simple creation of new stock item records.
- > Allows for decimal quantities.

- > Handles product brought in bulk and sold in various pre-packs (as well as bulk).
- > Maintains multiple suppliers per product.
- > Portable Data Entry (PDE) can be used for full or partial physical stock counts.
- > Simple to use inter-location transfer facilities with comprehensive analysis.
- > Promotions can be entered in advance and will start on the nominated start date and complete on the nominated end date.
- > Stock valued at average and last cost.
- > Aged stock report and reporting of stock approaching their “best by” dates.
- > Easy-to-use report writer.
- > Extensive enquiry facilities.

Stocktake

Accurate recording of all sales and stock receipts significantly reduces the need for stocktakes. However, stocktakes are still important to monitor stock shrinkage.

CONTROL has a comprehensive stocktake module with many features including:

- > Provision for both full and cyclic stocktakes.
- > Stocktake counts can be recorded with a Portable Data Entry unit (PDE).
- > Trading can continue while the stocktake is being finalised.

Purchasing and Store Replenishment

- > Suggested re-order reports, optionally by supplier.
- > Suggested re-order quantities converted into supplier units.
- > Various replenishment methods for multi-locations.
- > Provides for both centralised and decentralised ordering.
- > Store can place orders for the warehouse.
- > Stores can place suggested orders on suppliers which can be reviewed before conversion to real purchase orders.
- > Special replenishment facilities for products with short shelf lives.
- > Purchase orders printed on demand.
- > Optional auto suggested selling price during stock receipting if cost changes.
- > Can match a delivery docket against the corresponding purchase order and then match the supplier’s invoice against the delivery docket; or if the supplier’s invoice comes with the goods, can use one process to receive stock against the purchase order and update Accounts Payable.
- > Simple process for return of stock to supplier with production of documentation to accompany returned goods.
- > Review of outstanding orders

Web Shopping

CONTROL is ready for electronic commerce via the Internet as soon as you are. Customers worldwide can view and even place orders on stock items online. The module is designed to create online product catalogues including relevant details, thumbnail and expandable pictures of items matching a query. Items can be added onto a shopping cart which can be reviewed and altered any time. Finalising a sale is as simple as providing delivery details and arranging payment. The data is secured using SSL.

Accounts Payable/Receivable and General Ledger

CONTROL includes a sophisticated accounting module that is fully featured for retailers' accounting needs. The following lists some of the many features available:

- > Generates required payments while ensuring you claim any allowable settlement discount.
- > Automatic calculation and handling of GST in supplier invoices and adjustments.
- > Generates consignment stock invoices for consignment stock.
- > Full foreign currency invoice handling.
- > Enquiry facility allows instant access to account details including transaction history, outstanding amounts and notes for each supplier.
- > Cash requirements reporting.
- > Chart of Accounts: unlimited number of accounts, cost centres and groupings. The chart may be established hierarchically, e.g., for reporting by store and overall.
- > Budgets and forecasts may be stored for any account.
- > Ad-hoc cheque printing with transaction details recorded as a sundry payment.
- > Ability to operate in a new financial year before closing off the previous year.
- > Provides for separate financial reporting for stores, departments and profit centres.
- > Handles multi-company consolidations, with inter-company accounts automatically reconciled.
- > Full audit trail available at any time.
- > Facilities for extended credit finance accounts including daily interest and arrears calculations.
- > Optional ODBC connection allows for user developed queries and reports by third party products including Crystal Reports, Access and Excel.

SUMMARY

CONTROL supports Health product retailers and wholesalers with sophisticated functionality that takes care of POS functions, online trading, merchandising, sales and stock performance management, etc. This enables you to be more efficient and profitable in spite of modern retailing challenges. Additionally, advanced, industry-specific features such as bulk item handling, pre-packs, and more, means you don't have the added expense of customising POS software to suit your sub-sectors' unique and evolving requirements.

Significantly, CONTROL for health product retailers and wholesalers has been designed by Creative Computing, a software vendor of more than 25 years where we aim to deliver practical retail software innovations that assist you to compete better locally and internationally.