Homewares and Furnishings Retailers

INTRODUCTION

Industry Challenges

> Volatile demand across the housing industry
> Fluctuations in disposable incomes
> Changing consumer tastes and preferences
> Increased competition from department stores and online homewares retailers
> Complex pricing structure around 'package' deals.

This is where the CONTROL retail business solution can help you overcome many of these challenges, offering sophisticated retail technology that 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 Homewares and Furnishings retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of single and multi-store homewares and furnishing operations. It is a modular system that is fully integrated to handle all facets of point-of-sale, merchandising, sales & 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:

> Special Homewares and Furnishing Features

> In Store Functions

- – Cash Sales
- – Discount Control
- – Special Customer Orders and Lay-bys
- – Deliveries
- – Gift Vouchers
- – Loyalty Programs
- – Customer Relationship Management (CRM)
- – Visual Cards
- – Other store functions

> Head Office Control

- Merchandising & Performance Management
- Replenishment & Inventory Management
- Stocktake
- Web Shopping
- Manufacturing
- Accounts Payable/Receivable and General Ledger

Special Homewares and Furnishings Features

In addition to all the standard features, we have addressed all the special needs of multi-store homewares and furnishings retailers, including:

> Comprehensive **Customer Order** facilities.

> Extensive **style, colour, size, dye** (and sub-size) facilities.

> Ability to easily vary product details (e.g., colour, fabric, dye, size, etc.) and to maintain details for each product variation.

> Complete **Open-to-buy** system.

> **Stock allocations** can be generated and/or manually determined for new or existing ranges, for new or existing stores.

> Ability to quickly and easily see stock levels in all stores (and warehouses).

> Extensive "package" facilities.

> Manufacturing management.

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, lay-bys and special customer orders

> Gift voucher sales and redemptions

> Returns and exchanges

> Stock and customer enquiries

> Customer payments

> Stock receipts and transfers

> End-of-day reconciliation

> In-store reporting

Cash Sales

> Fast and simple operation using barcode scanning or minimal keyboard input.

> Stock enquiries, including stock availability in other stores (and warehouses), can be performed during a sale.

> Multiple/split tendering.
> Image of selected product displayed on POS terminal.
> Extensive stock search facilities using stock code, stock description and partial field searches assist stock selection.
> Nomination of type of stock (e.g., normal/demo/faulty).

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.
> Operator-initiated discounts (requires authorisation).
> Maximum discounts or minimum profit percentage on any product group can be set.

Special Customer Orders & Lay-bys

> Full customer details can be entered and recalled from previous orders or lay-bys.
> Ability to easily order non-stocked lines or variations (e.g., colour, fabric, dye, size, etc.) to a standard product.
> Supplier orders or stock transfer requests from a warehouse or another store can be generated for items that are not in stock.
> The lay-by docket includes the lay-by completion date and the calculated minimum weekly payment, and can include complete lay-by conditions.
> Single customer orders requiring multiple purchase orders are supported.

Deliveries

> Customer address labels can be printed for delivered goods.
> Delivery charges can be advised based on calculated weight and delivery location.
> Optional ability for partial pick-ups and deliveries, and to add items to an existing order or layby.

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, including demographic information, can be entered at point-of-sale and 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.

Visual Card

We can provide an exciting new concept in customer cards. These cards have a human readable area that can be updated in-store. These cards can be used as part of a customer loyalty program where the number of bonus points can be updated after each transaction and **displayed on the customer's card for them to see**.

Another use is as part of lay-bys: at the start of the lay-by a visual card is issued with the lay-by balance printed on it, which **the customer can see** and which is **updated after each payment**.

Other Store Functions

The Point-of-Sale workstation also allows users access to any other part of the system to which they are 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.**

Merchandising & Performance Management

> A comprehensive array of sales reports is available by store, category, brand, salesperson and stock item. Reports can be consolidated for all locations.

> Stock item reports include comparative analysis of sales quantities, sales value, gross profit and stock turns across multiple periods, GMROI, **best and worst performers,** and comprehensive analysis by style, colour and size, and markdown analysis.

> 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.

> Sales value by area can be used to review store layouts.

> 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.

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.

Replenishment and Inventory Management

> Suggested restock reports, interactive replenishment and store allocations assist the restock process including redistribution of existing stock.

> Serial number tracking and tracking of fabric and carpet by roll and dye.

> Handling of consignment stock.

> Stock levels for new items can be based on pre-set model stock levels, which can be different for each store if required.

> Depending on your business practices, orders can be generated by a store for its own requirements or orders can be generated centrally for any selected store or group of stores.

> CONTROL provides simple-to-use inter-location transfer facilities with comprehensive analysis, for optimum use of your stock investment.

> Comprehensive inventory querying, including movement history, current orders, availability in all stores, notes and pictures, details for all colours and sizes for any item is included.

> Full product descriptions and pictures of new products can be captured during the stock receipting process.

> Minimum purchase order values may be set for each supplier.

Web Shopping

CONTROL is ready for electronic commerce via the Internet as soon as you are. Customers worldwide are able to 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 at any time. Finalising a sale is as simple as providing delivery details and arranging payment. The data is secured using SSL.

Manufacturing

For businesses that assemble finished items, CONTROL can be used to manage the manufacturing process. The manufacturing module can be used to create Bills of Materials, determine costing and update raw material stock levels. Components can also include labour at a specific rate.

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 (by cheque or EFT) 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.
> 7, 14, 30 day and other user-defined terms can be set for each customer with terms changeable at any time.
> Facilities for extended credit finance accounts including daily interest and arrears calculations.
> Credit notes and payments are aged unless they are allocated; forward dated invoices are supported and aged to future periods.
> Facilities to generate overdue balance interest charges, administration fees, and extended credit interest charges.

> Bank deposit slip for account payments is printed on demand, complete with credit card and cheque details.
> Optional ODBC connection allows for data manipulation and graphing by third party products including Access and Excel.

SUMMARY

CONTROL supports Homewares and Furnishings retailers with sophisticated retail functionality that takes care of POS functions, online trading, merchandising, inventory and stock performance management, and more. This enables you to be more efficient and profitable in spite of modern retailing challenges. Additionally, advanced, industry-specific features such as style/colour/size, comprehensive 'package' and customer order facilities, ability to vary product details, a complete Open-to-buy system, and more, means you don't have the added expense of customising POS software to suit your retail sub-sectors' unique and evolving requirements.

Significantly, CONTROL for Homewares and Furnishings retailers has been designed by Creative Computing, a retail 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.