Jewellery and Giftware Retailers

INTRODUCTION

Industry Challenges

> Dealing with continual shifts in consumer confidence due to fluctuating global economic climate
> Rising cost of precious metal is driving some consumers to seek more affordable alternatives
> Consumers today are focussed on value for money and securing a good deal
> Increased competition from large department stores and online jewellery/giftware merchants are demanding more creative marketing tactics to entice consumers.

This is where the CONTROL retail business solution can help you overcome 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 Jewellery and Giftware Retailers

CONTROL is a fully integrated business management solution with specific features to meet the needs of single and multi-store Jewellery and Giftware retail and wholesale operations. It is a modular system that is fully integrated to handle all facets of point-of-sale, merchandising, sales analysis, replenishment and stock control, as well as accounting and financial reporting.

CONTROL is designed and developed by Creative Computing and can be customised 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 Jewellery and Giftware Features
> In Store Functions
>   – Cash Sales
>   – Discount Control
>   – Special Customer Orders and Lay-bys
>   – Gift Vouchers
>   – Loyalty Programs
>   – Customer Relationship Management (CRM)
>   – Visual Cards
>   – Repairs
>   – Other Store Functions

> Head Office Control
>   – Merchandising & Performance Management
>   – Replenishment & Inventory Management
>   – Stocktake
>   – Web Shopping
>   – Manufacturing
>   – Accounts Payable/Receivable and General Ledger

Special Jewellery and Giftware Features

In addition to all the standard POS features, we have addressed all the special needs of jewellery and giftware retailers, including:

> Facilities for recording and reporting on carat weight, metal type, colour and size.
> Ability to capture an image of new items as they are booked in. These images can be available in all stores.
> Stock received at head office can be allocated to the stores as it is being received (or as it is ordered, and then the allocation confirmed or altered when the stock is received).
> Prints special jewellery labels including ring labels.
> Sales and stock can be analysed by price range, metal type, carat weight, colour, etc.
> Foreign and mixed currency transactions catered for.
> Facilities for export and duty free sales, including DFS docket reconciliation.
> Comprehensive special customer order facilities.
> Valuations
> Detailed promotion analysis
> Supplier and brand performance analysis
> Extensive multi-store stock enquiries and reporting
> Various replenishment methods, including max/min, sales trends, days-to-sell, open-to-buy
> Extensive warranty provisions, e.g. serial numbers can be recorded as part of a sale for warranty validation.
> Jewellery manufacturing
> Extensive repair control facilities

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, but would typically include:

> Sales, lay-bys and special customer orders
> Gift voucher sales and redemptions
> Returns and exchanges
> Repair processing
> Valuations

> 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 images of selected items and stock availability in other stores, can be performed during a sale.
> Multiple/split tendering.
> Extensive stock search facilities using stock code, stock description and partial field searches assist stock selection.
> Facilities for export and duty free sales; foreign and mixed currency transactions are catered for.

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.
> Any VIP customer discount that may be set.
> 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 to a standard product.
> Supplier orders or requests for stock transfers from a warehouse or another store can be generated for items that are not in stock
> Optional ability for partial pickups and deliveries, and to add items to an existing order or lay-by.
> The lay-by docket includes the lay-by completion date and the calculated minimum weekly payment, and can include complete lay-by conditions.
> The status of customer orders can be maintained, queried and reported.

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.

Valuations

The control valuations module includes

> Ability to simply provide a valuation for an item being purchased
> Provide a valuation for an item that a customer has brought in, including attaching a photo of the exact item or selecting an image of a similar item
> Valuations can be kept on the system for as long as required
> You can enquire on and reprint previous valuations

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 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 and retrieved at POS or later analysed as part of a sales analysis. This information can be used so that your sales assistants better assist your customers and create up-selling 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**.

Repairs

Recording a new repair is simple and foolproof with CONTROL. It is also simple to determine the status of an existing repair or completed work at customer enquiry/pick-up stage.

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, (department and sub-department), brand, salesperson and stock item. Reports can be consolidated for all locations.
> Stock item reports include comparative analysis of sales quantities, days to sell, sales value, gross profit; stock turns across multiple periods and **best and worst performers** and comprehensive analysis by price range, metal type, carat weight, colour, etc., as well as promotion and markdown analysis.
> Sales by hour reporting can be used to review staffing levels. Number of sales, number of multi-item sales, average sale 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.

Restocking & Inventory Management

> Comprehensive aged stock reporting.
> Various replenishment methods, including max/min, sales trends, days-to-sell and open-to-buy.
> Depending on your business practices, orders can be generated centrally for any selected store or group of stores, or orders can be generated by a store for its own requirements.
> Promotional prices can be entered in advance for sales starting on a particular date.
> CONTROL provides simple-to-use inter-location transfer facilities with comprehensive transfer reconciliation for optimum use of your stock investment.
> An easy-to-use report writer allows customised reports to be generated and ad-hoc queries to be answered.

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.

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.

Manufacturing

CONTROL can be used to manage the manufacturing process. The manufacturing module can be used to 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.
> 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.

SUMMARY

CONTROL supports jewellery and giftware retailers with sophisticated retail functionality that takes care of POS functions, merchandising, inventory, stock performance, online selling, and much more. This enables you to be more efficient and profitable in spite of modern retailing challenges. Additionally, advanced, industry-specific features such as recording and reporting on carat weight and metal size; ability to capture images; produce valuations, and manufacture and repair jewellery means that you don't have the added expense of customising POS software to suit your retail sub-sectors' unique and evolving requirements.

Significantly, CONTROL for Jewellery and giftware 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.