Mobile Phone Dealers & Telco Retailers

INTRODUCTION

Industry Challenges

> Increased competition
> Changing consumer tastes and preferences
> Managing inventory tightly
> Complex phone plans
> Ability to easily track phones

This is where the CONTROL retail business solution can help you overcome most of the above challenges. We do this by 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 Mobile Phone Dealers & Telco Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of mobile phone dealers. It is a modular system that is fully integrated to handle all facets of point-of-sale, 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:

> Special mobile phone operator features
> Dealer and corporate sales
    – Sales processing
    – Other Store Functions
> Head Office Control
    – Merchandising & Performance Management
    – Replenishment & Inventory Management
    – Stock-take
    – Integration with accounting modules

Special Mobile Phone and Telco Retailers' Features

In addition to all the standard POS features, we have addressed all the special needs of mobile phone and Telco retailers, including:

> Easy processing of handsets sold on a promotional package of usage plan.
> Operators can be prompted for add-on sales such as insurance, WAP, etc.
> Complete inventory management including tracking of individual handsets by IMEI number
> Rebate management
> Integrated EPAY system
> Bill payment facilities
> Repair control
> Loan phone handling
> Simple store replenishment and purchase order control
> Merchandising and sales performance
> Financial management

Dealer and Corporate Sales

Customer orders can be created specifying handset models and the quantities required.
After the phones have been picked, the details of the individual handsets can be added to the customer order before producing the delivery docket and/or invoice.

Point of Sale

> Fast and simple operation using barcode scanning or keyboard input.
> If a handset is being sold on a usage plan, you are prompted with a list of currently available plans and/or promotions for that phone. The plan chosen automatically determines the selling price, plus rebates, contract length, etc.
> The sale of a package (phone plus battery, case, etc.) is handled easily and accurately.
> Operator lead-through for recording customer details, phone and SIM number, etc.
> Automatic calculation of contract and warranty expiry dates based on the chosen usage plan.
> Integration with EPAY system for fast processing of pre-paid re-charges.
> Prompting operator for add-on sales applicable to the item being sold, e.g., WAP, insurance, etc.
> Can record trade-in details.
> Extensive repair control facilities.
> Stock enquiries including stock availability in other stores, can be performed during a sale.
> Promotion and markdown prices can be entered in advance to take effect on a nominated date.
> Customer information collected can be used in loyalty programs and marketing campaigns.
> Ability to suspend a transaction, perform any other functions then recall the suspended transaction for completion.
> The ability to override selling prices can be restricted by salesperson.
> Requests for rebates from suppliers are generated automatically.
> Customer bill payments can be processed with the operator prompted to enter each item of information that is required by the billing system.

Other Store Functions

The point-of-sale work station also allows users access any part of the system to which they are authorised: For example, recording stock receipts, stock transfers and stock-takes.

> Optional ability for partial pickups and to add items to an existing layby
> The layby docket includes the layby completion date and the calculated minimum weekly payment, and can include complete layby conditions
> Stock enquiries including stock availability in other stores can be performed during a sale

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 and Performance Management

> A comprehensive array of sales reports is available by store, category (department and sub-department), brand, salesperson and stock item.
> Gross profit calculations include rebates
> Sales by hour reporting can be used to review staffing levels.
> All sales reports have a range of options that greatly assist merchandising and performance management.

Inventory Control

Serial number tracking
> Any serial numbered stock item can be tracked individually and by product/model.

There is no limit to the number of items that can be tracked by the system
> Performing an enquiry by entering an IMEI or serial number on a database with one million records will produce the required record instantly.

Simple receipting of serial numbered stock
> Stock receipts of serial numbered items are achieved by simply entering the code of product/model; the quantity received and then scanning the barcodes of the serial numbers items – a simple procedure. This receipting process creates a record for each serial numbered item.

Data Integrity

> CONTROL ensures that the quantity onhand for a serial numbered stock item is only either zero or one.

Easy Tracking

> After a mobile handset has been sold, it can be found/tracked by either its IMEI number or its phone number, or even the number of the SIM card supplied with the phone.

> All transactions related to each individual handset can be seen in an enquiry on the phone. Transactions can include the original stock receipt, transfer from warehouse to branch or between branches, the original sale, a return for repair, etc.

Loan phone tracking

> CONTROL can maintain a list of available loan phones.

> Details of loan phones issued including deposits taken can be reported on.

Reporting

> Serial numbered items can be reported on total or by stock location (warehouse, store, etc.).

> An easy-to-use report writer allows customised reports to be generated and adhoc queries to be answered.

Replenishment and Merchandising Management

> Various replenishment methods including max/min, sales trends 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.

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.

Integration with Accounting Modules

All the above modules integrate with complete accounting and financial reporting modules, designed to meet the needs of multi-location organisations.

SUMMARY

CONTROL supports mobile phone and Telco retailers with sophisticated functionality that takes care of POS functions, merchandising, sales 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 IMEI and serial number tracking, rebate management, easy processing of complex phone plans, 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 mobile phone and Telco retailers has been designed by Creative Computing, a software vendor of more than 25 years where we aim to deliver practical software innovations that assist you to compete better.