

Supermarket and Grocery Retailers

INTRODUCTION

Industry Challenges

- > Increased competition across independents and larger supermarkets
- > Low margins
- > Dealing with complexities: (i.e. perishable products; seasonality; managing multiple suppliers, multiple promotions, etc.).
- > Managing inventory levels tightly
- > Managing operational costs
- > Adapting to changing consumer lifestyles and shopping preferences.

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 Supermarkets and Grocery Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of single and multi-store supermarkets and grocery retailers. 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:

- > Special Supermarket and Grocery Store Features
- > In Store Functions
 - Sales processing
 - Quotations and customer orders
 - Loyalty Programs
 - Visual cards
 - Other Store Functions

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

Special Supermarket Features

In addition to all the standard POS features, we have addressed all the special needs of single and multi-location supermarkets including:

- > Split tendering and integrated EFTPOS
- > Ability to sell in multiple packages
- > Ability to suspend a transaction, perform any other functions and then recall the suspended transaction for completion.
- > Simple capture of customer loyalty details
- > Bonus coupon processing
- > Optional scale interface
- > Simple product lookup if barcode is unreadable
- > Security control for access to store manager functions
- > Easy promotional price handling
- > Extensive pricing options including multiple price levels, quantity breaks, customer-specific discounts, etc.
- > Full barcode facilities
- > Multiple units
- > Product notes – e.g. tasting and suggestion notes
- > Stocktake using a Portable Data Entry device (PDE).

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:

- > Cash and charge sales
- > Special customer orders
- > Gift voucher sales and redemptions
- > Stock and customer enquiries
- > Customer payments
- > Stock receipts and transfers
- > End-of-day reconciliation
- > In-store reporting
- > Returns and exchanges

Point of Sale

- > Fast and simple operation using barcode scanning or keyboard input.
- > Optional touchscreen operation
- > Provision for multiple tenders on one sale (split tendering).
- > Ability to suspend a transaction; perform any other functions (e.g., check stock availability in other stores), then recall the suspended transaction for completion.
- > Simple capture of customer loyalty details.
- > Bonus coupon processing.
- > Simple product lookup if barcode is unreadable.
- > Security control for access to Supervisor/Store Manager functions.
- > Allowable tenders include: cash, cheque (option to record name and BSB for production of bank deposit slip), credit card, EFT.

Discount Control

- > Promotional or customer specific prices automatically apply – there is no need for operators to override prices or discounts.
- > Discretionary discounts or price overrides can require a manager's password and a reason must be entered. Reports of discretionary price variations are available showing the salesperson and authorising person responsible and the reason given.
- > For charge sales customer accounts can be selected by phone number, code, name, or by any part of any of these. If more than one account matches the information entered (e.g. SMITH) all possible matches are displayed and the operator simply chooses the correct one.

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.**

All of the information necessary to operate a Loyalty Program can be recorded at the Point-of-sale as part of a sale, so a customer loyalty program can be implemented with very little effort.

Customer Orders & Quotations

Control provides complete facilities for customer orders and quotations including:

- > Full customer details can be entered or details from an existing customer record can be recalled.
- > CONTROL automatically takes into account any special prices or discounts previously arranged.
- > Ability for authorised users to see the product costs and gross profit amount and percentage while the transaction is being entered and prices negotiated.
- > Delivery scheduling.
- > A quotation can be easily converted, in whole or part, into a customer order or directly into a sale.
- > Supplier orders or stock transfer requests from a warehouse or another store can be generated for items that are not in stock.
- > Ability to add items to an existing order.
- > Extensive customer order enquiry facilities and reports.

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 pickups and deliveries and to add items to an existing order.

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.**

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.

Other Store Functions

The point-of-sale work stations also allow users to access any 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 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 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 facing and 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.
- > Comprehensive markdown and promotion analysis and customer loyalty reporting.
- > Sales history retention is unlimited.

Replenishment and Inventory Management

- > Interactive replenishment and store allocations allow you to easily restock and redistribute existing stock.
- > Various replenishment methods including max/min, sales trends, days-to-sell and open-to-buy.
- > 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.
- > Promotional prices can be entered in advance for sales starting on a particular date.
- > Shelf labels, price tickets or barcode labels may be produced automatically for those products requiring them.
- > CONTROL caters for up to four different units of measure for each item: a buying unit, a stock-keeping unit, a selling unit and a pricing unit. CONTROL automatically handles all quantity and price conversions between these units.

- > An easy-to-use report writer allows customised reports to be generated and adhoc queries to be answered.
- > Special replenishment facilities for products with very short shelf lives (for example, fruit and vegetables).
- > Optional auto-suggested selling prices during stock receipting if cost changes.
- > Ages stock reports.
- > Maintains multiple suppliers per product.

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. 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.
- > Supplier payments by cheque or EFT.
- > Chart of Accounts: unlimited number of accounts, cost centres and groupings. The chart may be established hierarchically.
- > 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 Supermarket and Grocery 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 multiple packaging, replenishment facilities for perishables, scale interface, 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 Supermarket and Grocery retailers 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.