Creative Computing
Retail Business Solutions

CONTROL - the business solution
for Fashion and Footwear Retailers
and Wholesalers

CONTROL is a fully integrated and feature-rich retail business solution designed to manage multi-store retail and wholesale operations, from POS to inventory management to financial reporting.

CONTROL for Fashion and Footwear Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of multi-store fashion and footwear retailers and wholesalers.

CONTROL is a modular system that is fully integrated to handle all facets of point-of-service, merchandising, sales & profit analysis, replenishment and stock control, as well as accounting and financial reporting. CONTROL can be used to run on standard PCs or specialised POS equipment.

Only the required components need to be enabled in each individual site. For example, POS and cash balancing may be enabled in each retail outlet, while other components including the full accounting system are enabled only at the head office.

As a fully integrated system, CONTROL will reduce your paper work, increase the efficiency of your business and make more productive use of your staff. CONTROL will allow you to more effectively manage your supply chain and optimise your stock. The result — **increased profit**.

The system is designed and developed by Creative Computing and can be modified to suit particular needs to streamline your business.

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

- Special Fashion and Footwear Features
- In Store Functions
  - Cash Sales
  - Discount Control
  - Lay-bys
  - Gift Vouchers
  - Loyalty Programs
  - Customer Relationship Management (CRM)
  - Other Store Functions
- Head Office Control
  - Merchandising & Performance Management
  - Restocking & Inventory Management
  - Stock-take
  - Web Shopping
  - Accounts Payable/Receivable and General Ledger

Special Fashion and Footwear Features

In addition to all the standard features you would hope to find in a package of this nature, we have addressed all the special needs of multi-store fashion and footwear retailers including:

- **Easy-to-use** Point-of-Sale for fast transactions.

- Extensive **Style, Colour, Size** (and sub-size) facilities.

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

- Ability to see, quickly and easily, stock levels in all stores (and the warehouse).

- **Stock allocations** can be generated and/or manually determined for all colour/size combinations, for new or existing styles for new or existing stores;

- **"Model stock"** facilities allow the use of standard (but alterable), stock levels per colour/size combination per store for any style.

- Supplier Orders, warehouse/distribution centre receiving and stock control, and transfers to stores can be controlled by **"packs"** with automatic break up of packs to individual style/colour/size items upon receipt of the packs in stores.

- Comprehensive sales analysis.

- Customer Relationship Management (CRM)

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

- 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, can be performed during a sale.

- Multiple/split tendering.

- Size, colour and other variations for standard stock items can be easily selected at POS.

- Image of selected product displayed on POS terminal.

- Extensive stock search facilities using stock code, stock description and partial field searches assist stock selection.

Promotion & Markdown Control

CONTROL provides extensive promotion and markdown management. Examples of possible promotions and markdowns include:

- Buy item A and get item B at a discount or no charge

- Buy any item from group A and get any item from group B at a discount or no charge

- Buy any item from group A and receive a discount coupon

- Preload markdown prices or discounts and they will apply at the predefined dates

Lay-bys

- Full customer details can be entered and recalled from previous lay-bys.

- Optional ability for partial pickups and to add items to an existing 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.

Special customer orders

How many times have you heard a customer say, "Can you order it for me in my size?" With CONTROL, special customers orders are simple and profitable.

Customer Relationship Management (CRM)

CONTROL includes comprehensive and integrated CRM facilities, including:

- **Comprehensive Customer Database.** Customer details and sales recorded at POS or on the online store are added to the customer database

- **Loyalty points.** Points may be calculated based on purchases and can be redeemed under the control of the retailer.

- **Email and SMS broadcasts.** Facilities to select customers based on a wide variety of criteria, for example value of purchases, up-coming birthday, location, specific items purchased, etc. Tailored email or SMS messages can be sent to the selected customers.

- **VIP Customer Promotions.** Ability to create special "members only" promotions, either in-store or online. Promotion discounts are automatically applied once the promotion conditions are met.

Gift & Discount Voucher Facilities

CONTROL provides complete gift voucher facilities including:

- Recording gift voucher sales.

- Validating gift and discount vouchers that are presented at POS.

- Voucher reconciliation reports.

- Maintaining the value of outstanding gift vouchers.

- Vouchers can have limited life, e.g.. expire after 6 months.

Other Store Functions

The Point-of-Service workstation can be used as a normal workstation, allowing users access to any other part of the system to which they are authorised, for example, recording stock receipts, stock transfers and stock-takes.

Online Store

- Automatically detects access via Mobile and adopts a mobile friendly layout
- Stock levels in the online store are updated by sales in all other sales channels including associated "Bricks and Mortar" stores
- Online store automatically updated to reflect new items, images and current stock.
- Orders placed on the online store are automatically integrated into CONTROL.
- Online store template, layout, options, features, can be altered at any time without programming.
- Supports retail and trade-only pricing.
- Inbuilt SEO features.

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.

Head office functions can include comprehensive merchandising and performance management, inventory control, restocking 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.
- Stock item reports include comparative analysis of sales quantities, sales value, gross profit, stock turns across multiple periods and **best and worst performers** — for stock categories, stock items, suppliers and salespeople.
- Comprehensive analysis by style, colour and size, and markdown analysis.
- Analyse which stores best sell particular product categories or items.
- Salesperson analysis: sales by hour reporting can be used to review staffing levels; analysis of individuals can include number of add-on sales, discounts given, average sales value, performance for each product group to highlight each salesperson's strong and weak areas.
- 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.
- Lost sales can be recorded and reported to determine items where insufficient stock is carried.

Restocking & Inventory Management

- Interactive matrix restocking and store allocations can easily restock stores including the redistribution of existing stock. Restocking can be based on model stocks.

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

- Suggested restocking reports can be converted into actual orders.

- Supplier Orders, warehouse/distribution centre receiving and stock control, and transfers to stores can be controlled by "packs" with automatic break up of packs to individual style/colour/size items upon receipt of the packs in stores.

- Dynamic open-to-buy system.

- 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.

- Markdowns can be entered in advance for and will automatically apply on the specified date.

- CONTROL provides simple-to-use inter-location transfer facilities with comprehensive analysis, 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.

- Stock label and barcode printing facilities are provided.

Stock-take

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

CONTROL has a comprehensive stock-take module with many features including:

- Provision for both full and cyclic stock-takes.

- Stock-take counts can be recorded with a portable data entry unit (PDE).

- Trading can continue while the stock-take is being finalised.

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 EFT or cheque, while ensuring you claim any allowable settlement discount.

- Automatic calculation and handling of GST in 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.

- Budgets and forecasts may be stored for any account.

- 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 — with daily interest and arrears calculations.

- Optional ODBC connection allows for data manipulation and graphing by third party products including Crystal Reports, Access and Excel.