# control
## Enterprise Retail Solutions

# CONTROL - the *complete* solution for Furniture Retailers & Wholesalers



CONTROL is a fully integrated and feature-rich business solution designed to manage multi-store furniture retail and wholesale operations, including sales, online store, supply chain management and financial reporting.

# CONTROL for Furniture Retailers & Wholesalers

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

CONTROL can handle all facets of merchandising, sales processing either in-store or online, ordering and stock control, logistics, sales & profit analysis, as well as accounting and financial reporting.

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**.

CONTROL can be customised to suit particular needs to streamline your business.

# Special Furniture Features

In addition to all the standard features in a retail/wholesale ERP solution, we have addressed all the special needs of multi-store furniture retailers and wholesalers including:

- Comprehensive **Sales Order** facilities.
- Ability to easily specify **product options** (e.g. fabric, stain, size, etc.) by choosing from lists of available options and to maintain sales details for each product as a whole and each product variation.
- Ability to easily see stock levels in warehouses and stores .
- Allocate items to sales orders from stock in warehouses or other stores or from existing purchase orders.
- Purchase Orders can be generated from Sales Orders, complete with special customer requirements.
- Warehouse management by **bin and batch**
- **Furniture specific logistics**.
- Extensive "package" facilities.
- "**Business Written**" as well as completed sales reporting
- Comprehensive Import costing and management.
- Manufacturing management.

# Product Information Management (PIM) System

CONTROL's **Product Information Management** system allows you to easily assemble all product information in a single database.

Product information includes **available options, images**, detailed descriptions, pack and assembled dimensions, etc.

Customers can browse the detailed **product information in your fully integrated eCommerce platform**.

Sales assistants can refer to the product information on the showroom floor or while on the phone to a customer.

# Sales Orders

CONTROL provides complete sales orders facilities including:

- Can enter a sales order using a **tablet on the showroom floor** or at a fixed workstation.

- **Extensive item search facilities** by department, category, any parts of stock description, item code, supplier, etc.

- Can view stock availability in warehouses and other stores.

- If an item is managed by batch, then an authorised operator can allocate stock from a particular batch.

- Ability to easily record sales of **non-stocked lines** or variations to a product (e.g. colour, fabric, stain, size, etc.).

- Can add extensive notes and images regarding item customisation.

- Easy entry of new customer details and updating of existing customer details at the POS.

- Can allocate an item to a sales order from warehouses, stores or a purchase order.

- Can alter the "book-out" (pick-up or delivered from) location, if required.

- When the "supply" location is different to the "book-out" location, use CONTROL to ensure the item is at the book-out location in time to complete to sale.

- Delivery charges can be automatically calculated based on delivery location and/or size of the order.

- Easily **generate supplier/factory orders** for items that are not available.

- The sale of packages can be recorded simply. If it is company policy, CONTROL can also allow the components of the package to be varied at the time of sale. There are settings to determine how the price of the modified package is calculated.

- Fast and simple handling of "cash and carry" items and sales order items that are "taken".

- Customer orders queries can be answered quickly and accurately.

- Ability for partial deliveries and pickups and to add or alter items on an existing sales order.

# Online Store

These days it is essential to have a website where potential customers can view your product offering. You may also want to take orders through your website. A big problem facing many retailers is maintaining the web-site so that it displays the current available range.

CONTROL solves this problem with full online store Integration.  Features include:

- All category and item information is taken from the CONTROL Product Information Management System. There is no need to enter any of this information in the online store.

- Depending on an item's configuration, it will appear on the online store as soon as it is created in CONTROL or only when there is stock available for the item.

- Items can appear in multiple online store product groupings and the online store pricing can be different to the physical store pricing.

- Orders placed through the online store are automatically integrated into CONTROL.

- Any change to an item's availability automatically updates the online store.

# Merchandising, Pricing & Promotions

- Product range and pricing can vary between stores, including an integrated online store

- CONTROL will select the correct price and discount taking into account various factors including:

    - Particular product variation chosen by the customer (e,g, specific covering or size)

    - Current promotions.

    - Package Pricing

Operator initiated discount limits can be set per operator.

# Supplier Orders

- CONTROL can generate suggested supplier orders based on outstanding sales orders, current stock levels, rate of sale, or other criteria. These orders can be altered before being finalised.

- For orders on overseas suppliers, CONTROL provides assistance to ensure orders will fill containers, and the order details will have costs shown in the required currency.

- A comprehensive import costing module allows for the inclusion of duty, freight, etc. in the calculation of the landed cost of each imported item.

# Warehousing, Transfers, Deliveries and Pickups

- CONTROL can **determine when orders will be ready** based on supplier order confirmed arrival dates and can contact customers by SMS or email to request they phone to arrange delivery or pick-up.

- When a book out date is added to a sales order, the order is added to the corresponding delivery or transfer schedule.

- Can use hand held device to record items received, and bin/bay where each item placed.

- Book in sheets can include details of items that can be cross-docked for near future customer delivery.

- At any time, the **up to date delivery or transfer schedule** for a day and/or a driver can be reviewed or modified.

- A Picking list can be for a single sales order or a whole delivery run, and sorted by bin location.

- The  delivery run sheets can include any amounts to be collected from customers.

- Extensive reports provide all necessary information for operations staff and management.

# Inventory Management

- CONTROL provides the ability to see, quickly and easily, **available stock in all stores and warehouses**.

- A change to available stock from any sales channel, will update all channels.

- Items can be controlled by batch and warehouse bay location.

- Aged stock analysis.

# Performance Management

- A comprehensive array of sales reports is available by store, category (department and sub-department), brand, salesperson, stock item and customer. Reports can be for a single or multiple outlets.

- A rather unique aspect of furniture sales is that it may be many weeks before a "sale" is completed. Many systems only report completed sales, which does not provide management with accurate information. All CONTROL sales analysis reports can be based on "Business Written" or on completed sales.

- 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 markdown analysis.

- Sales statistics can be reported for both packages and their components.

- Sales by hour reporting can be used to review staffing levels. Sales value per hour worked, number of sales, average sale value and sales by product group by salesperson can also be used to measure individual performance.

- Sales value by area within a store can be used to review store layouts.

- All sales reports have a range of options that greatly assist merchandising and performance management.

- Integrated Business Intelligence (BI) tool provides KPIs and ad-hoc reporting and graphing.

- Optional ODBC connection allows for user developed queries and reports using third party Business Intelligence Tools.

# Customer Relationship Management (CRM)

**Customer details**, including demographic information, can be captured at Point-of-Service and customer details entered though an integrated online store are also added to the CONTROL customer database.

Users can maintain, review and report on details of all discussions, quotes, customer orders, deliveries, etc. for a customer.

CONTROL also supports a number of Customer Loyalty Program functions including:

- **Bonus points** can be accumulated based on purchases

- **VIP Customer Discounts** - special pricing or discounts, which may be permanent or only available for specific periods.

- Targeted and personalised **email or SMS broadcasts** with special offers can be easily produced.

# Stocktake

Accurate recording of all stock receipts, sales and transfers significantly reduces the need for stocktakes. However stocktakes are still important to monitor stock shrinkage and the accuracy of transaction entry.

CONTROL has a comprehensive stocktake module with many features including:

- Provision for both full and cyclic stocktakes.

- Stocktake counts can be recorded with a hand-held device.

- Trading can continue while the stocktake is being finalised.

# Franchise Management

- Franchisee's can be restricted to only the information the franchisor wants them to see. Company stores within the same group may have greater access to other company stores' data.

- Head office can transfer stock to company stores at cost while charging franchisees at the agreed rate and maintaining  tight credit control over them.

- All sales and stock reporting can include or exclude the franchised stores.

- Franchisees can run their own accounting which is completely separate from the Franchisor's accounts.

# Manufacturing

For businesses that manufacture or assemble finished items, CONTROL can be used to manage the manufacturing process.  The manufacturing module can be used to create Bills of Materials, determine finished product cost and sell price, and maintain raw material stock levels.

# Accounting and Financial Reporting

CONTROL includes sophisticated accounting modules that are fully featured for a retailer's accounting needs.  The following lists some of the many features available:

- Automatic calculation and handling of tax in invoices and adjustments.

- Generates required supplier payments while ensuring you claim any allowable settlement discount.

- 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.

- Generates payments by check or EFT and email detailed remittance advices.

- Chart of Accounts: unlimited number of accounts, cost centres and groupings.

- 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 each store, region and company-wide.

- 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.



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