



Creative Computing
Retail Business Solutions

*CONTROL – the retail business solution
for Books and Music Retailers*



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 Books and Music Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of multi-store 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 PC or specialised POS equipment (including touch screens, cash drawers, card readers, barcode scanners etc.).



Only the required components need to be installed in each individual site. For example, POS and cash balancing may be installed in each retail outlet, while other components including the full accounting system is installed 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 Books & Music Features
 - In Store Functions
 - Cash Sales
 - Discount Control
 - Special Customer Orders & Lay-bys
 - Gift Vouchers
 - Loyalty Programs
 - Customer Relationship Management (CRM)
 - Visual Cards
 - Special Customer Orders
 - Deliveries
 - Other Store Functions
 - Head Office Control
 - Merchandising & Performance Management
 - Replenishment & Inventory Management
 - Stock-take
 - Web Shopping
 - Accounts Payable/Receivable and General Ledger
-

Special Books and Music 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 books and music retailers including:

- Maintains details for and allows enquiries by:
 - Author/artist
 - Title
 - Publisher/label
 - Supplier
 - Genre
 - Media type (hard back, paper back, CD etc.)
 - Country of origin
 - Release date
- **Stock allocations** can be generated and/or manually determined for new or existing ranges for new or existing stores.
- Comprehensive **Customer Order** facilities.
- Complete **Open-to-buy** system.
- Ability to see, quickly and easily, stock levels in all stores (and warehouses).
- Extensive promotion handling 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.
 - 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.
- Multiple/split tendering.
- Extensive stock search facilities by author/artist, title, publisher/label, genre.
- Stock enquiries, including stock availability in other stores, can be performed from the POS workstation.
- Image of selected product can be displayed on POS workstation.

Discount Control

CONTROL will select the correct price for each item being sold, taking into account various factors including:

- Any promotional price and the date when it comes into effect and when it is over.
- Customer based discounts
- Quantity being purchased.
- Operator-initiated discounts (requires authorisation).
- Maximum discounts and minimum profit percentage on any product group can be set.

Special Customer orders

With CONTROL, recording and tracking special customers orders is simple and profitable.

- Ability to easily order non-stocked lines
 - Supplier orders or stock transfer requests from a warehouse or another store can be generated for items that are not in stock.
 - Items ordered in a store can be marked to be dispatched directly to the customer from a warehouse (or another store).
 - Single customer orders requiring multiple supplier orders are supported.
-

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.

Loyalty Programs

CONTROL supports a number of Loyalty Program functions including:

- **VIP Customer Cards** — customer details can be entered at point-of-service.
- **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 a 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 at POS and later analysed as part of a sales analysis. This information can be used so that your sales assistants can better assist your customers and create up-selling opportunities or be implemented for marketing and loyalty campaigns with very little effort.

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.

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.

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 available in the stores also 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, sales value, gross profit and stock turns across multiple periods, GMROI, **best and worst performers**, etc.
- 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 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.

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.
-

Replenishment & Inventory Management

- Suggested restock reports, interactive replenishment and store allocations assist the restock process including the redistribution of existing stock.
- Handling of consignment stock.
- Serial number tracking.
- Various replenishment methods, including max/min, sales trends, days-to-sell and open-to-buy.
- Stock levels for new items can be based on preset model stock levels, which can be different for each store if required.
- 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.
- CONTROL provides simple-to-use inter-location transfer facilities, with comprehensive analysis, for optimum use of your stock investment.
- Comprehensive inventory querying, including movement history, current orders, availability in all stores, notes and pictures, details for all colours and sizes for any item.
- Full product descriptions and pictures of new products can be captured during the stock receipting process.
- Minimum purchase order values may be set for each supplier.
- Stock and shelf label printing facilities are provided.
- Provision for 15 character alphanumeric stock codes.

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 on to 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.
- 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.
- 7, 14, 30 day and other user-defined terms can be set for each customer — terms may be changed at any time.
- Facilities for extended credit finance accounts — with daily interest and arrears calculations.
- Credit notes and payments are aged unless they are allocated; forward dated invoices are supported and aged to future periods.
- Facilities to generate overdue balance interest charges, administration fees and extended credit interest charges.
- Bank deposit slip for account payments is printed on demand, complete with credit card and cheque details.
- Optional ODBC connection allows for user developed queries and reports by third party products including Crystal Reports, Access and Excel.