



Creative Computing
Retail Business Solutions

*CONTROL — the retail business solution
for Fashion and Footwear 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 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 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 Fashion and Footwear Features
- In Store Functions
 - Cash Sales
 - Discount Control
 - Lay-bys
 - Gift Vouchers
 - Loyalty Programs
 - Customer Relationship Management (CRM)
 - Visual Cards
 - Other Store Functions
- Head Office Control
 - Merchandising & Performance Management
 - Replenishment & 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

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.

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.
- Quantity being purchased.
- Operator initiated discounts (requires authorisation).
- Maximum discounts or minimum profit percentage on any product group can be set.

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.

Gift Voucher Facilities

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 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.**

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 and retrieved at POS or 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.

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.**

Another use is as part of lay-bys: at the start of the lay-by a visual card is issued with the lay-by balance printed on it, which **the customer can see** and which is **updated after each payment.**

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.

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 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.

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

- Interactive matrix replenishment and store allocations can easily restock stores including the redistribution of existing stock. Replenishment can be based on model stocks.
- Stock levels for new items can be based on preset model stock levels, which can be different for each store if required.
- Suggested replenishment 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.
- 15 character alphanumeric product codes along with detailed description fields are assigned to each SKU.
- 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 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.
- Pictures of new products can be captured during the stock receipting process.
- Stock label and barcode printing facilities are provided.

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 data manipulation and graphing by third party products including Access and Excel.