CONTROL – *the business solution for Health Product Retailers*

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

CONTROL for Health Product Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of multi-store health product 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 (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, cash balancing and limited stock functions might be installed in each retail outlet, while full inventory control and other components including the full accounting system is installed 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 business. 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.

The remainder of this brochure details some of the CONTROL features under the following headings:

- In Store Functions
  - Sales Processing
  - Cash Sales
  - Gift Vouchers
  - Loyalty Programs
  - Customer Relationship Management (CRM)
  - Cash Balancing
  - Other Store Functions
- Head Office Control
  - Sales & Performance Management
  - Inventory Control
  - Purchasing & Store Replenishment
  - Stock-take
  - Web Shopping
 - Accounts Payable/Receivable and General Ledger
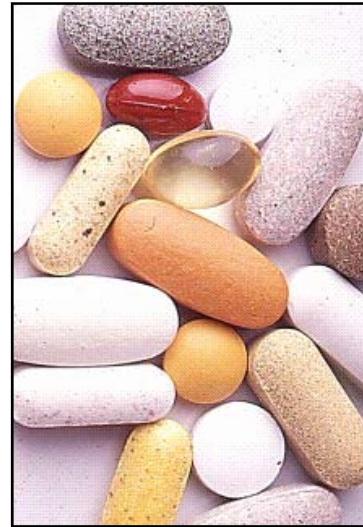
In-store Functions

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, exchanges & returns
- Gift voucher sales and redemptions
- Stock and customer enquiries
- Stock receipts and transfers
- End-of-day reconciliation
- In-store reporting
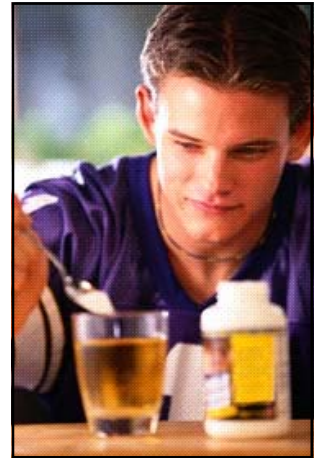
Cash Sales

- Fast and simple operation using high speed barcode scanner, integrated scale or scanner-scale.
- Multiple/split tendering.
- Simple capture of customer demographics for analysis or specific customer details for adding to customer loyalty program.
- Bonus coupon processing
- Ability to suspend a transaction, perform any other functions, then recall the suspended transaction for completion.
- Extensive stock search facilities using stock code, stock description and partial field searches assist stock selection.
- Stock enquiries, including images of desired items and stock availability in the warehouse or other stores, can be performed during a sale.
- Optional Touch Screen operation

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.
- Frequent Shopper Club discounts and other customer related discounts or special prices.
- Operator-initiated discounts (requires authorisation).
- Maximum discounts and minimum profit percentage on any product group can be set.

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.

Cash Balancing

- Wide variety of pre-defined and configurable tender types.
- Integrated EFTPOS available.
- Cash declaration and balancing by cashier or POS workstation.
- Bank deposit slips.

Other Store Functions

All store workstations can be used to access any part of the system to which a user is 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 with their own copies of programs and data, with regular, e.g. hourly, information exchange between a central server and stores.

If the stores are on-line, then the consolidated data is always up-to-date. Otherwise, information from other locations is bought up-to-date with each information exchange.

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**.

Sales & 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 category or department reports include flash sale reports; sales by hour, day, week -to-date, period-to-date and year-to-date; sales against budget; department summaries;

- Stock item reports include comparative analysis of sales quantities, sales value, gross profit and stock turns across multiple periods, GMROI, **best and worst performers**.

- Best/worst analysis can be selected by sales quantities, sales value, gross profit or gross profit percentage, by department or stock category across multiple periods.

- Sales per shelf facing and per square meter can be used to review store layouts.

- Comprehensive markdown and promotion analysis.

- Comprehensive customer loyalty reporting.

- Comprehensive performance by operator

- Reports may be for a single store or any range or group of stores may be compared or consolidated.

- 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.

- 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. Sales history retention is virtually unlimited.

Inventory Control

- Unlimited products and categories.

- Full multi-location enquiry and reporting facilities.

- Shelf labels and individual product barcode labels can be printed on demand.

- Simple creation of new stock item records.

- Allows for decimal quantities.

- Handles products bought in bulk and sold in various pre-packs (as well as bulk).

- Maintains multiple suppliers per product.

- Portable Data Entry (PDE) can be used for full or partial physical stock counts.

- Simple to use inter-location transfer facilities with comprehensive analysis.

- Promotions can be entered in advance, and will start on the nominated start date and complete on the nominated end date.

- Stock valued at average and last cost.

- Aged stock report and reporting of stock approaching their "best by" dates.

- Easy to use report writer.

- Extensive enquiry facilities.

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.

Purchasing and Store Replenishment

- Suggested re-order reports, optionally by supplier.

- Suggested re-order quantities converted into supplier units.

- Various replenishment methods for multi-locations.

- Provides for both centralised and decentralised ordering.

- Stores can place orders for the warehouse.

- Stores can place suggested orders on suppliers, which can be reviewed before conversion to real purchase orders.

- Special replenishment facilities for products with short shelf lives.

- Purchase orders printed on demand.

- Optional auto suggested selling price during stock receipting if cost changes.

- Can match a delivery docket against the corresponding PO and then match the supplier's invoice against the delivery docket; or if the supplier's invoice comes with the goods, use one process to receive stock against the PO and update Accounts Payable.

- Simple process for return of stock to supplier, with production of documentation to accompany returned goods.

- Review of outstanding orders.

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 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.

- Facilities for extended credit finance accounts — with 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.