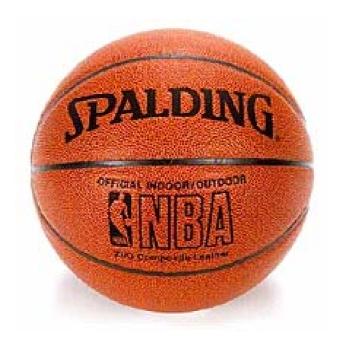# CONTROL — *the retail business solution for Sporting Goods Retailers*

CONTROL is a fully integrated, scaleable 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 Sporting Goods Retailers

CONTROL is a fully integrated retail business solution with specific features to meet the needs of multi-store sporting goods retailers.

CONTROL is a modular system that is fully integrated to handle all facets of point-of-service, merchandising, sales analysis, restocking 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 Sporting Goods Features
- In Store Functions
  - Cash Sales
  - Special Customer Orders & Lay-bys
  - Gift Vouchers
  - Loyalty Programs
  - Visual Cards
  - Other Store Functions
- Head Office Control
  - Merchandising & Performance Management
  - Restocking & Inventory Management
  - Stock-take
  - Integration with Accounting Modules

Special Sporting Goods 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 sporting goods retailers including:

- Extensive **Style, Colour, Size** (and sub-size) facilities.
- Ability to see, quickly and easily, stock levels in all stores (and the warehouse).
- Comprehensive **Customer Order** and **Lay-by** facilities.
- **Stock allocations** can be generated and/or manually determined for new or existing ranges for new or existing stores.
- Complete **Open-to-buy** system.
- **"Model stock"** facilities allow the use of standard (but alterable), stock levels per colour/size combination per store for any style.
- Comprehensive sales analysis.

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 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 fore 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 and minimum profit percentage on any product group can be set.

Customer Orders and Lay-bys

CONTROL provides complete facilities for customer orders and lay-bys including:

- Full customer details can be entered.

- Customer details from previous orders or lay-bys can be recalled.

- Ability to easily order non-stocked lines or variations (e.g. colour, size, etc.) to a standard product.

- Supplier orders or requests for stock transfers from a warehouse or another store can be generated for items that are not in stock.

- Optional ability for partial pickups and to add items to an existing order or lay-by.

- Full delivery facilities, including delivery schedules.

- The lay-by docket includes the lay-by completion date and the calculated minimum weekly payment, and can include complete lay-by conditions

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 the 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 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**.

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 polled, then the data on the central server is as at the most recent polling.

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 available in the stores also if required**.

Merchandising and Performance Management

- A comprehensive array of sales reports is available by store, category (department and sub-department), brand, salesperson and stock item.

- Stock item reports include comparative analysis of sales quantities, sales value, gross profit and stock turns across multiple periods, **best and worst performers**, and comprehensive analysis by style, colour and size, and markdown analysis.

- Sales by hour reporting can be used to review staffing levels.

- 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.

Re-Stocking and Inventory Management

- Interactive matrix restocking and store allocations can easily restock stores including redistributing existing stock.

- 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.

- 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.

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

Integration with Accounting modules

All the above modules integrate with complete accounting and financial reporting modules, designed to meet the needs of multi-location organisations.