

RETAIL CLIENT CASE STUDY – EDDIE MAGUIRE T.V.



EDDIE MAGUIRE T.V. EXPERT A genuine family business success story

Founded back in 1958, at a time when the term “Celtic Tiger” would have elicited a puzzled look on most peoples faces, Eddie Maguire Electrical will next year celebrate fifty years in business; which is no mean feat all things considered. These days the firm, which operates out of 10,000 sq. ft premises, is run by Eddie’s two sons, Patsy and Jacky, and the tradition started by their late father of serving the electrical appliance and furniture needs of the good people of Dundalk continues without interruption.

Our business relationship with Eddie Maguire Electrical began back in September 1996. Around that time the Irish economy was starting to find its feet, pushing up the demand for electrical goods and home ware. Patsy and Jacky realised that if the business was going to expand and thrive then they had to become a more efficient organisation. The amount and variety of stock they needed to carry to meet the growing demand from a more affluent populace was also growing as manufacturers such as ZANUSSI, ELECTROLUX, WHIRLPOOL, JVC, SONY and PHILIPS broadened their product range. Stock control was a major headache. Eddie Maguire T.V. also offered in-house repairs and H.P. finance facilities to their best customers, which increased the administrative burden considerably. All of this only served to underline the urgent need to move away from outdated standalone cash registers, docket books and manual bookkeeping and on to an integrated computerised EPOS, Stock Control and Accounts system.

The plan was to find a fast and reliable multi-user system; one that was already tried and tested by other Irish electrical retailers, as being the “guinea pig” for any new system was out of the question. In Patsy’s own words: ***“we wanted a system that would allow us to control our stock both on the way in and on the way out, make up the sales invoice at the point of sale, track goods reserved for customers and take HP, Rental, Repair and Credit Sale payments and deposits directly onto customer’s accounts.”***

On the foot of receiving one of our mailshot letters, we were invited to meet Patsy and Jacky in their premises where we proceeded to give them a demonstration of our Unix-based RetailMaster system. They were sufficiently impressed by our software and backup service to place an order with us a couple of days later for a six-user RetailMaster system with hardware and the complete system was installed within a matter of a few weeks; shortly thereafter the cash registers and docket books were dumped in the skip.

From 1996 to 2005, Eddie Maguire Electrical made thorough use of their RetailMaster system to help them manage their business, which expanded and flourished as the local economy prospered. Then in October 2005, Patsy and Jacky felt that it was time to move away from Unix, which was dying a slow death as a business software platform, and onto a more open and flexible Microsoft Windows platform. After receiving a demonstration of our new retail and stock control solution, Patsy and Jacky made a decision to replace RetailMaster with EasyRetail for Windows, which we had been developing since 2000. The old Unix server was taken out and in its place went a new Hewlett Packard SCSI Server PC running Microsoft Server 2000 and Terminal Services. Full electronic data migration from RetailMaster to EasyRetail was performed over a weekend, which meant that Eddie Maguire T.V. incurred no system down-time in the process and were fully up and running on their new EasyRetail system by 10:00 am the following Monday morning. They haven’t looked back since!

Electrical Appliance Retailers interested in finding out from a fellow retailer on how their business can benefit from implementing EasyRetail can give Patsy a call on 042-9332043.

