

# EasyRetail – Software for Pram & Nursery Retailers

## Overview:

- Comprises a full suite of software modules to help you manage your **shop sales, web sales, stock, repairs and back-office accounts.**
- Handles all sale transaction types including web sales, cash sales, deposit & club sales, trade sales, voucher sales, gift card sales, gift card top-up, credit notes, refunds and payments on account
- **Tony Kealys**, Ireland's largest independent pram retailer, use EasyRetail to manage their business
- Runs on PC's and touch-screen terminals running Windows 2000, XP Pro, Vista and Windows 7
- Developed using Microsoft software tools e.g. **Visual Basic, ACCESS and SQL**
- Full integration with Microsoft ACCESS, EXCEL and SQL for report/query generation
- Integrates with most **E-commerce** solutions to handle product data upload and web order download
- Central stock and customer database for all stores in a multi-shop configuration
- Wireless scanning system for speedy and accurate stock checking & goods-in
- Full purchase order processing to manage stock orders and stock returns for credit or replacement
- Full suite of accounts modules to manage back-office operations
- Comprehensive library of sales, payment, profit, commission, stock, debtor and purchasing reports.
- Integrated E-mailing
- Integrated **Mail Shot Module** can be used to create mail shot lists and text lists with mobile phone numbers
- **Label Print Module** prints in-store bar code price display and stock labels
- In-built **Letter Module** lets you construct any type of business or mail-shot merge letter
- **COMM Module** lets you record all communications with prospects, customers and suppliers including letters, phone calls, emails and faxes. Letters and emails generated from within EasyRetail are automatically stored in the COMM database and linked to the relevant customer or supplier record.
- **Sage Link Module** posts financial data to **Sage50** nominal ledger profit & loss and balance sheet
- Compliant with the WEEE Directive on the recycling of electronic and electrical goods
- Integrates with **TicketWriter** shelf-edge and ticket label design software
- **Product Import Module** lets you import new products from supplier catalogues
- **“Training Mode”** option at system login allows training to be done using a copy of the live system
- **Dual currency** handling (euro and sterling)



# What will EasyRetail do for your business?



**EasyRetail is designed to make your pram & nursery retail business a more efficient enterprise, leading to reductions in costs and increases in turnover and profits. It is also designed to ease the burden of managing the company which will free up more of your precious time to grow the business.**

**Here are some of the reasons why EasyRetail is a seriously good investment for your business:**

- Fast-Touch EPOS module speeds up customer service at the sales counter. Auto-prompting of related items and promotions to salespersons during sale entry encourages them to sell additional products and services to the customer being served.
- Controls your stock – maintaining stock at optimum levels saves money and lowers borrowings.
- Manages your deposit, layaway, club and trade accounts - no more scribbling on docketts and in deposit books.
- Manages and tracks your in-store gift cards and vouchers from issue and top-up, to redemption at sale time.
- Manages your stock purchasing and goods-in procedures - if all stock purchases start off as a PO then it is easier to track goods coming into the stores and reduces the potential for human error when it comes time to reconcile the delivery note to the supplier's invoice.
- Tracks your stock returns to suppliers for credit/replacement - wave goodbye to your old returns books.
- Wireless scanning system for the stores saves time controlling stock and aids in the prevention of shrinkage.
- Repairs Module manages your chargeable and warranty workshop and third-party repairs.
- Lets you design and print your own barcoded price and shelf-edge labels saving the money you would normally spend on pre-printed label stationary.
- Allows you to selectively mine and mail shot your existing customers, which generates vital added-value business at minimum cost.
- Provides your business with a professional E-commerce website integrated with your EasyRetail stock, customer and sales modules. An online store generates extra profit that doesn't get eaten up by the usual "brick & mortar" overheads.
- EasyRetail's impressive management reporting suite will provide you with vital information on sales, costs, profits, commissions, overdue debtors, stock levels and values, helping you to keep a very close eye on where you can reduce credit overruns, cut costs and increase sales to make more profit.
- The integrated email facility will save you a small fortune on stationary and postage costs.
- The communications logging system will help you keep track of sent emails, letters, documents, mail-shots and conversations with customers and suppliers
- Dual currency conversion feature will help speed up sales and reduce conversion errors for border traders.



## EasyRetail Modules

- **EPOS & Sales** – manages all your counter EPOS and back-office sales and payment transaction processing
- **Stock Control** – has all the software tools you require to control and track your single or multi-location stock holding
- **Stores Control (optional)** – gives you the wireless tools you need to manage your stock remotely from the computer system
- **Customers & Debtors** – manages your customer and debtor accounts
- **Mail-shot Module** – lets you mine your customer database to generate SMS lists of customers to receive SMS Text messages, emails and mail-merge letters
- **Supplier Module** – manages your suppliers, purchase orders and goods that have been returned to suppliers for credit or replacement.
- **Sage Line50 Link (optional)** – posts EasyRetail financial data to the Sage Line50 nominal ledger profit & loss and balance sheet accounts.
- **Letter Writer** – lets you create any kind of letter into which you can merge data from the EasyRetail database. Use it to create your own debtor, reminder and mails-hot letters.
- **Service and Repairs Module (optional)** – manages your chargeable and non-chargeable in-house service, repair and installation services
- **eCommerce (optional)** – a fully integrated and secure online trading incorporating an Actinic e-commerce website. EasyRetail product data and images are automatically uploaded to the website and new web orders are automatically downloaded and imported into the EasyRetail Web Orders module.
- **TicketWriter Link (optional)** – lets you merge EasyRetail product data into TicketWriter price and shelf-edge display labels.
- **Rentals (optional)** – manages your rental agreements
- **In-house Credit Module (optional)** – manages your HP/finance agreements.

# EasyRetail EPOS

## Main Features:

**Sales Transaction Entry**

Salesperson: John Donohoe  
 Customer: James Bradshaw (1/345)  
 28 Mountain View Rd.  
 Rathbarney  
 Dublin 16

VAT Code: STANDARD  
 Source: Advert  
 Ref:   
 Del. Cost:   
 Trade In:   
 Add Stock:   
 SHORTCUTS

Am't O/S: 0.00  
 On A/c: 0.00  
 Bal. due: 0.00

**TOTAL**  
**€1269.99**

Product:   
 Bar code:   
 Serial no.:   
 Description:   
 Stock code:   
 Stock location:   
 Qty:   
 Qty tree:   
 Taken:   
 Price each:   
 Recycle cost:   
 0.00

Lookup Main  
 Lookup Sundry  
 Lookup Sold

Item	Qty/Taken	Price	Recy.	Total
VIT-105 Racer with Triple Butted Alloy	1	1095.00	0.00	1095.00
CATEYE-10 Wireless Computer Pack	1	50.00	0.00	50.00
COVER-PVC PVC Cover	1	45.00	0.00	45.00
FAC-32 Hardened Steel Bike Lock	1	35.00	0.00	35.00
HEL200 Hardened Plastic Helmet	1	44.99	0.00	44.99

Raise Order  
 On Hold  
 RETURN

PRODUCT	DESC	SER NO.	LOCATION
QUANTITY	TAKEN	PRICE	DISCOUNT
RECYCLE	TAKE/LEAVE	STOCK	IMAGE
ADD MISC	ADD DISC	RELATED	ZERO PRICE
DISCOUNT	Other Payments	CASH	CREDIT CARD
CANCEL	Deposit/Invoice	LASER	OTHER

Remove Clear OK

- Fast Cash Sales entry: only 4 Key/Touch strokes to complete a cash sale
  - Enter sales and payments using touch-screen or keyboard & mouse
  - Cash sales
  - Deposit sales
  - Deposit sale completion
  - Quotations
  - Sales orders & back-orders
  - Credit notes
  - Gift Voucher & Gift Card sale and credit top-up
  - Club account set up and club a/c payment entry
  - Customer/Loyalty Card swiping for instant retrieval of customer's record
  - Gift Card swiping for instant retrieval and use of gift card credit
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- Retrieve an existing customer's account by part/full a/c no., name, address & phone no.
  - Retrieve a customer's name and address via their postcode (Northern Ireland)
  - Instant retrieval of products onto sale transaction using bar code scanning
  - Product search & selection by all major fields found on stock record
  - Stock item look-ups show in-stock levels in all locations
  - Product image display in EPOS Module and product look-up routines
  - Option to reserve stock to customer and track reserved stock items
  - Option to sell an item not in stock and do a back-to-back purchase order with the relevant supplier
  - Automatic triggering of "low stock" and "out-of-stock" warning messages
  - Record the serial number of the sold item for tracking and reporting purposes
  - Option to enter a trade-in against the sale of a new item and add it to trade-in stock
  - Auto-prompting of related items, package deals (guitar and case) and special promotions
  - Log a repair job, take a deposit and print a job receipt and job label
  - Recall completed repair and enter final payment
  - Print options include receipts, trade and retail invoices and delivery/installation dockets
  - Option to print on payment cards
  - Use in-store gift voucher/card credit to fully or part pay a transaction
  - Allocate a special price or discount band to a regular or trade customer
  - Customer "on stop" facility
  - Allows sales in euro and sterling
  - Comprehensive analysis reporting on payments, sales, profits, margins and commissions for any period in time.

# Customers and Debtors Management



- Customer/Debtor account records can be created manually within the Customer Module or on-the-fly in the EPOS and invoicing modules
- Manual or auto-generation of new customer account numbers
- Customer **“Type”** classification for filtering and reporting
- Assign loyalty card numbers to account record to be picked up by sales modules
- Maintains turnover and sales points on master account and individual loyalty card

- **“Mail Shot”** flag on customer record links customers to the Mail Shot Module
- Customer Label printing
- **“On stop”** customers are blocked from getting additional credit in all transaction entry modules
- Option to set up a **“Club”** customer and enter payments on account to build up a credit fund
- Club account credit can be used in all the sales modules to part or fully pay a transaction
- Set up a **“Gift Voucher/Gift Card”** account and enter gift voucher credit amount
- Gift Voucher/Gift Card credit can be used in all the sales modules to part/full pay a transaction
- **Memo** tab on customer record stores unlimited free-type text
- **History** tab holds customer’s transaction history with drill-down to detail on each transaction
- **Extd** tab allows you to store personal details on customer such as birth date, martial status, number of children, occupation landlord, employer, bank account numbers, insurer etc.
- **Search** button lets you locate a customer record by all the major lookup filter fields
- **Comm** button on customer account displays a history of all previous e-mail, phone, letter and mail shot communications to the customer (see screen image on right)
- Details of conversations can be manually logged in the Comm history
- Use the **“Documents”** feature of Comm to dynamically create, print and log an e-mail or a letter to the selected customer
- Statement Printing for debtor accounts
- Aged Debtors reporting (summary and detailed) by customer and sales person.
- Sales analysis reporting by customer

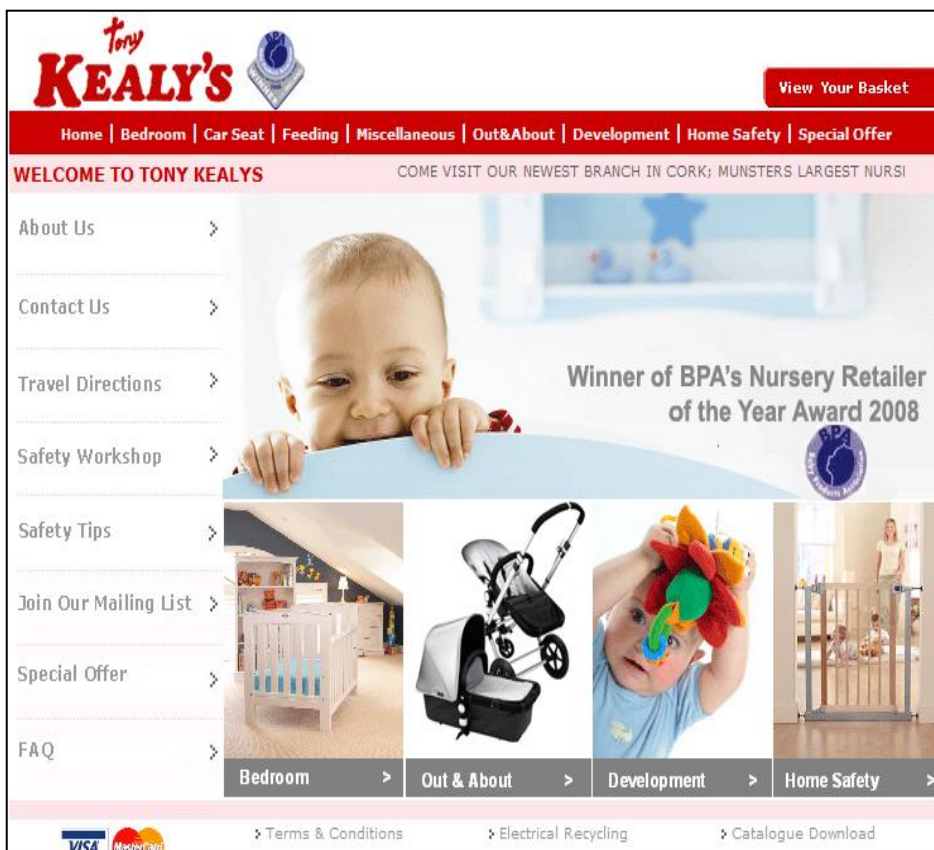
Contact Details						
Add Item		Remove Item				
Date	Time	Salesperson/Type	Contact/Mailshot	Doc Type	Doc. No.	Comments
30/10/2008	09:45	EMAIL	Sales Order	Order	1/46	
24/07/2008	20:49	REPORTS	Reminder Letter	Rental	1/13	
08/07/2008	17:37	QUOTATION	FOR HOUSE FIT OUT	Customer	1/13	
22/12/2008	14:03	MAIL SHOT	IPOD Special Offer	Customer		Introductory o
22/12/2008	14:12	PHONE CALL	New Plasma TV is in	Customer		

# E-commerce

## Sell all day, every day, using EasyRetail's e-Commerce solution

Advertise your company and products to a much wider market and expand your business in a serious way by opening your own online store courtesy of our superb eCommerce solution. Setting up your own Internet shopping site is a highly effective way of increasing sales and is considerably less costly to set up than it would be to open another shop. An on-line store will net you more pocketable profit because it doesn't get eaten away by the traditional "brick and mortar" overheads.

We can provide your company with an inexpensive but highly effective information only brochure type web catalogue and website or a full-blown eCommerce solution which includes a detailed web catalogue, a shopping cart website, server hosting, certification, web engine updating etc.



One of the more important components of the brochure website and the eCommerce solution is the **Web Catalogue**, which allows you to maintain additional text fields, descriptions, bullet points, special prices, discounts, navigation controls and images for the products that you sell online.

The **Import/Export module** is another important feature of the eCommerce solution and this crucial bit of software carries out two very important tasks: 1) it uploads the product data to the website and 2) it downloads any new sales to the EasyRetail sales orders module.

With the e-commerce solution in place, product sales generated by your website are automatically imported into EasyRetail on web sales orders so that they can be verified, picked, packaged, and shipped to the customer.

# Stock Control

## Main Features:



- Multi-location and multi-branch stock management
  - Control of serial numbered items
  - Multiple bar codes for a single product
  - Product classification by Group, Sub-group, Make and Supplier
  - Prints barcoded price/stock labels
  - Allows 5 selling prices per product
  - Warranty descriptions
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- Option to set a minimum stock level against a product which will auto-trigger low stock warnings in the sales modules and stock re-order reports
  - Option to flag an item as discontinued and archive its history
  - Maintains full sale and warranty history on every sold item.
  - **“Summary[4]”** tab on product record shows current stock position and last 12 months sales in graph form; very useful information to have when calculating how much stock to order
  - **“ Web Image[3]”** tab on product record allows you to store an image of the product which can be displayed in EPOS module and uploaded to your website
  - **“Ticket[5]”** tab lets you set up extra price and description fields that can be merged into a TicketWriter shelf-edge label
  - **“Web Catalogue[2]”** tab holds additional fields of information about the product that can be uploaded to your website
  - Gross margin calculator on cost price to auto-calc selling price
  - Option to allocate serial numbers at goods-in or goods-out stage
  - Selling and cost price update routines
  - Stock adjustment routines
  - Stock transfer routines
  - Full movement history ledger attached to each product shows all movement types with drill down
  - Full library of detailed and summary sales, valuation, movement, re-order, stock take and price list reports.
  - Option to link a product to specific sales and purchase nominal ledger codes on the Sage Line50 profit and loss report

# Stock Orders and Stock Returns

The EasyRetail Supplier Module has all the features you require to help you manage your stock purchasing and goods returns procedures. Purchase order transactions can be created for stock replenishment or to fulfil customer back orders. Purchase orders can be printed and posted/faxed or emailed directly to the supplier. The supplier's part number can also be printed on the PO where this is a requirement. When the goods arrive into your stores they can be booked against the PO manually or electronically using a Unitech wireless scanner.

Goods that are returned to a supplier for credit or replacement can also be recorded and processed allowing you to track your credit note and replacement entitlements.

## Main Features:



- Full Purchase Order Processing for stock and non-stock orders
  - Raise purchase orders for customer back orders.
  - Order stock for delivery to any branch or location in the chain
  - Options to specify a required delivery date for order and individual items
  - Unlimited free type text area on purchase order for special notes or instructions
  - Purchase Orders can be printed or e-mailed
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- Option to show or suppress cost prices on printed purchase order
  - Optional allocation of serial numbers to items when receiving from a purchase order
  - Book in all goods from a purchase order as default and un-tick items not delivered
  - Option to print stock/price/barcode labels for stock received from a purchase order
  - Facility to reconcile supplier's invoice to received purchase order and post reconciled invoice to the appropriate supplier's ledger account in Sage Line 50
  - Option to create a return transaction to supplier for faulty or damaged goods. Repaired or replaced items can be returned to stock when they arrive. Credit notes received for returned items can be posted to the supplier's account in Sage Line 50.



## Wireless Stores Control



*“We have to do a full stock check this weekend”.* An easy enough sentence to say you will agree, but conducting a full paper-based stock check followed by manual stock adjustments is certainly no easy task!

### Make your Stock Checking and Goods-in procedures easier and quicker with our EasyRetail wireless Stores Control Solution

Retailers must perform stock checks to satisfy themselves that they aren't losing money through pilferage; they need to know that their stock isn't literally “walking out the door”. The majority of shop owners would like to perform regular stock takes to stay on top of things but in the majority of cases only one gets done at the end of the financial year for the purposes of valuing the stock on-hand.

Of course the biggest problem that all retailers encounter when attempting to do regular stock checks is logistics i.e. time and manpower. The dilemma has always been how to go about conducting a stock take that is both quick and painless so that the business doesn't grind to a complete standstill whilst it is in progress. But here is the good news you have been waiting for: EuroSoft has solved that dilemma. Our **Stores Control** solution, which is based around the rugged and versatile **Unitech HT-630** portable data terminal (PDT), is the answer to your prayers.

Delightfully easy to operate, the **HT-630**, with built-in laser bar code scanner and mobile phone type keypad, alleviates the drudgery and hassle of doing a stock-take. The HT-630 is designed to capture physical stock information quickly by scanning the product's bar code label. The EasyRetail stores control software allows multiple HT-630s to be used to perform a stock check exercise, however the majority of checks can be done using a single PDT, as one HT-630 can store literally thousands of scans in its large memory.

When all the physical stock has been scanned, the counts in the PDT's are uploaded into EasyRetail and “posted” to adjust the live stock balances. The system prints a variance report before the adjustments are posted and the posting procedure prints a list of the adjustments it makes. After the adjustments are posted you can print a stock valuation report to obtain an accurate value of your physical stock holding and e-mail a copy of the report to your accountant using your EasyRetail e-mail system.

The EasyRetail Stores Control Module has another very useful string to its bow: a **Goods-In program**. This additional module lets you use your HT-630 to book in new stock received from suppliers. The Goods-In Module, like the Stock Check Module, is designed to take the drudgery out of booking in stock that has just arrived into your shop or store. The Goods-In Module will update your in-stock balances and any matching EasyRetail purchase order transactions.

# Marketing Tools for Mail Shots & Texting

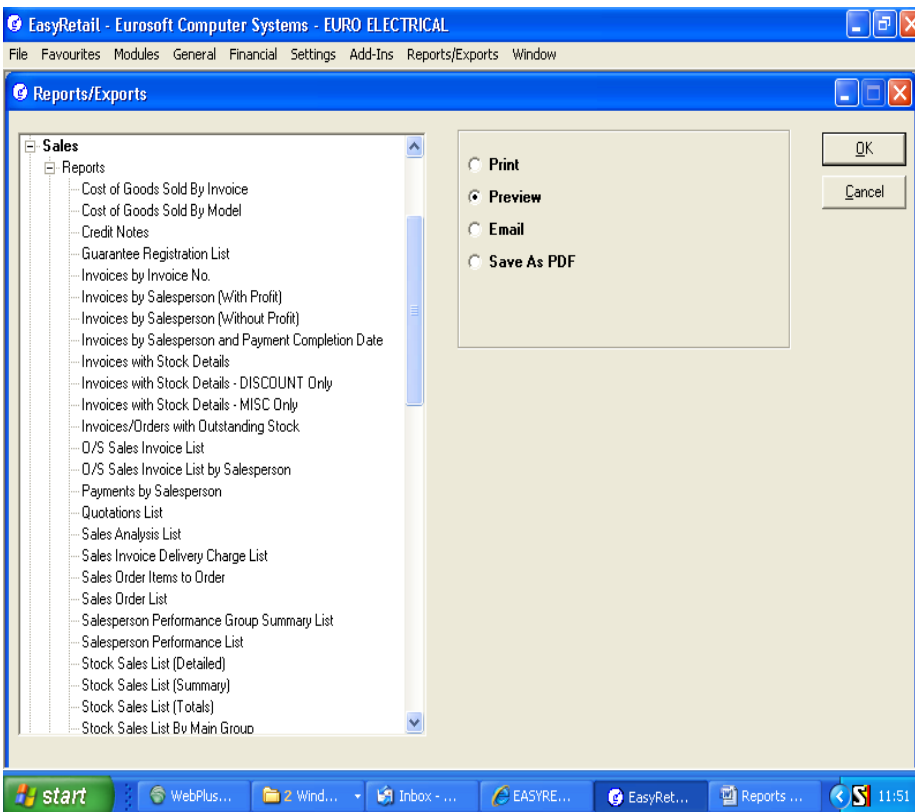
The EasyRetail Mail Shot Module provides a set of easy to use software tools to create a target list from your customer database. You can use it to generate a list of customer names and mobile phone numbers for sending text messages on latest product offerings and special promotions. You can merge your target list with a letter created by the EasyRetail Letter Writer Module or with a WORD document and either print or email it directly from the system. You can export any target list as a Comma Separated Variable (CSV) file.

## Main Features:



- Select target customers by single or multiple criteria including e-mail address, customer type, turnover value, single purchase value, date account opened, town, county, postcode, country, etc.
- Filter target customers by their purchase history including date of sale, product group, product sub-group, item make and model number
- Refine selection using “and”, “or”, “include” and “exclude” expressions
- When the filtering procedure is complete the selected target customers are displayed on-screen in a grid for visual validation.
- Individual customers can be deleted from the grid thereby excluding them from the final mailing list
- The details of the customers in the final mailing list can be merged into a direct mail letter created within the **Letter Writer Module** and then bulk printed and/or e-mailed directly from EasyRetail.
- Mailing labels can also be printed for the target customers
- The mailing list can be exported as a WORD compatible (CSV) mail-merge file
- Details of any direct mail communication to a customer are automatically logged in the customer’s COMM history.

# Reports



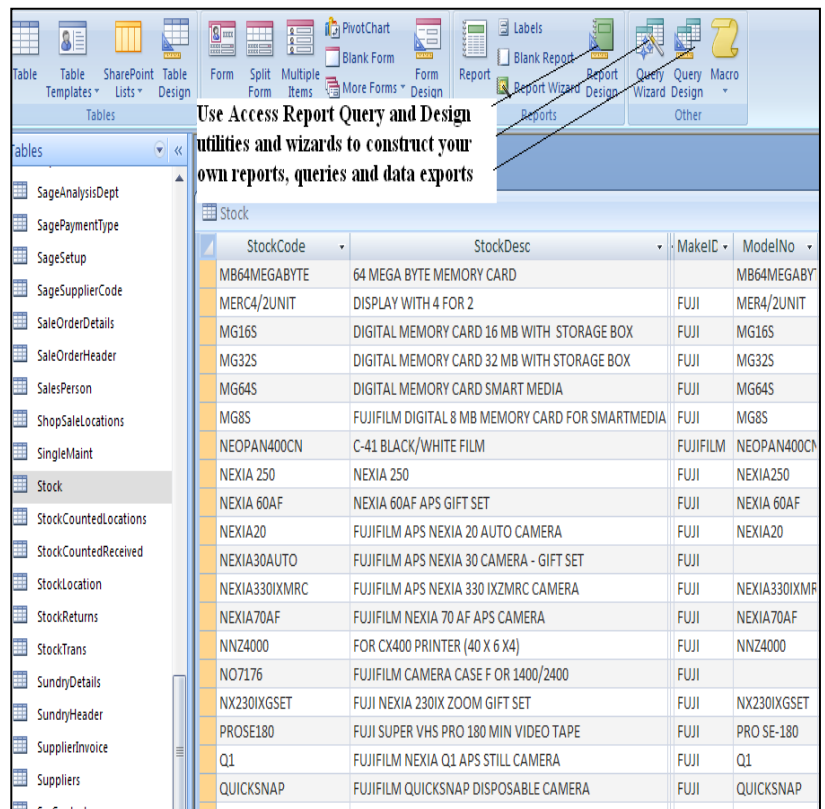
- EasyRetail has a report library containing literally hundreds of reports to cover every management reporting requirement that might arise.
- The standard reporting library has its own security system to prevent unauthorised access to confidential information.
- Reports can be previewed, printed, emailed and saved as PDF files.
- Most sales and stock reports can also be exported to EXCEL.

## Bespoke Report Design using ACCESS & EXCEL

Because the EasyRetail database is stored within Microsoft ACCESS tables, that makes it extremely easy for anyone familiar with ACCESS or EXCEL to create their own reports or exports.

Training on Access and Excel is widely available either from training houses or books and CDs, so users with an interest in this area won't have any difficulty obtaining the necessary knowledge and expertise.

- Open any EasyRetail file table in Access and export it to an Excel spreadsheet.
- Use the report creation wizards and query features of Access to create your own management reports (see image on right)
- ACCESS report generators such as Gladstone can be purchased cheaply on the Internet



# Shelf-edge Labels

*Ticketwriter XP Prelude, Ticketwriter XP and Alphassign* make it easy to produce display tickets quickly and cost-effectively on any in-store PC... and respond to changing market conditions at a moment's notice. Tailor-made ticketing packages are available to retailers in the food, fashion, furniture, electrical, homewares, DIY, garden centre and motor sectors - and more are on the way.

**TicketWriter XP Prelude** integrates with EasyRetail, allowing selected data fields from stock records such as model number, make, description and price, to be merged into your price display tickets as they are being printed. Allied to your EasyRetail system and a standard inkjet or laser printer, TicketWriter offers you a straightforward and highly cost-effective integrated solution for designing and printing your own in-store shelf edge labels, tickets, in-store promotions, ad-hoc signs or any other in-store printing requirement.



**Laser Ticketing is the smart solution to producing display tickets in-store.**

Established world leaders in point-of-sale ticketing and the only company dedicated exclusively to retail ticketing, Laser leads the way in developing PC based software and systems for large multiples and small independents alike... from department store groups and national chains to single shops.

