control for Furniture Retailers

Furniture Retailer Industry Challenges

- Downward pressure on prices
- Customers not prepared to wait as long for order fulfilment
- Changing consumer tastes and preferences
- Increased competition through the internet
- Customers demand more options, even in package deals.

CONTROL for Furniture Retailers can help you overcome these challenges, offering sophisticated furniture specific functionality that drives efficient processes, accelerates sales, increases customer loyalty and enables you to be more competitive while running a dynamic and streamlined operation. The result — **increased profit.**

CONTROL FOR FURNITURE RETAILERS

CONTROL is a fully integrated retail business solution with specific features to meet the needs of single and multi-store furniture retail (and wholesale) operations. It is a modular system that is fully integrated to handle all facets of merchandising, point-of-service, order management including deliveries, sales & profit analysis, stock control including replenishment, as well as accounting and financial reporting.

CONTROL is designed and developed by Creative Computing and can be configured to suit particular needs to simplify your business processes.

Special Furniture Features

In addition to all the standard retail features, we have addressed all the special needs of multi-store furniture retailers, including:

- Complete **Customer Order** centric system.
- Ability for salespeople to easily access available product options and prices
- Ability to easily see stock levels in all locations (stores and warehouses).
- Allocate items to customer orders from stock in other stores or warehouses or from existing purchase orders.
- Extensive "package" facilities.
- Purchase Orders can be generated from Customer Orders, complete with special customer requirements.
- Comprehensive Import costing.
- "Business Written" as well as completed sales reporting
- Integrated Delivery Schedules.

Customer Orders

- Easy entry of new customer details and updating of existing customer details at the PoS.
- Extensive item search facilities by description, item type, etc.
- Ability to easily record orders of non-stocked lines or variations to a standard product (e.g. colour, fabric, size, etc.).
- Items can be marked to be delivered to the customer from the warehouse or another store.
- Easily allocate an item to a Customer Order from unallocated items in current Supplier Orders
- Supplier orders or stock transfer requests from another store can be generated for items that are not in stock or available in an existing supplier Order.
- The sale of packages can be recorded simply. If it is company policy, CONTROL can also allow the components of the package to be varied at the time of sale with the new price automatically calculated.
- Delivery charges can be automatically calculated based on delivery location and/or size of the order.
- Customer order queries can be answered quickly and accurately.
- Customers can be automatically notified by SMS or email when the status of their order changes (e.g. ordered goods arrived from supplier)
- Ability for partial deliveries and pickups and to add items to an existing order.
- Extensive reports provide all necessary information for operations staff and management.

Head Office Control

Up-to-the-minute 360degree view of the stores and the warehouse is always available.
Head office functions can include comprehensive merchandising including online, replenishment and inventory management, performance management, CRM, accounts and financial management. **Any of these functions can be made available in the stores if required.**

Merchandising, Pricing & Promotions

- Product range and pricing can vary between stores.
- CONTROL will select the correct price and discount taking into account various factors including:
  - Particular product variation chosen by the customer (e,g, specific covering or size)
  - Current promotions.
  - Package Pricing
- Operator initiated discount limits can be set per operator.

Online Catalogue & eBay

These days it is essential to have a website where potential customers can view your product offering. You may also want to take orders through that website. A big problem facing many retailers is maintaining the website so that it displays the current available range.

CONTROL solves this problem with comprehensive integration to company websites. Features include:

- Depending on an item's configuration, it will appear on the online catalogue/store as soon as it is created or only when there is stock available.
- Items can appear in multiple online product groupings.
- You can easily create eBay listing for all available items or only old stock, cancelled special orders and customer returns.
- Customer orders placed through the online store or eBay are automatically integrated into CONTROL.
- An integrated online store and any eBay listing is updated every time there is a change to an item's availability.

Replenishment and Inventory Management

- Suggested or actual supplier orders can be generated for:
  - Outstanding customer orders only
  - Replenishment only, OR
  - Outstanding customer orders and replenishment combined
- Supplier orders will show the total volume of the order as it is entered or altered, thereby allowing the operator to determine, for example, what percentage of a container it will occupy.
- Suggested replenish calculations includes quantity on hand, on customer order, and any already on supplier order.
- 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.
- CONTROL includes comprehensive stock receipt processing facilities, including flexible import costing.
- "Customer Commit", barcode and price labels can be produced for those items that require them.
- CONTROL provides simple-to-use inter-location transfer facilities with comprehensive analysis, for optimum use of your stock investment.
- Serial number tracking and tracking of fabric and carpet by roll and dye.
- Comprehensive inventory enquiries include availability in all stores, current orders, movement history, images, notes and details for all colours and sizes available for any item.

Warehouse Management

CONTROL includes comprehensive warehouse functionality including:

- Stock receipt processing can be done using a tablet or paper based using expected delivery documentation, and includes options for cross docking and integrated or separate put-away process.
- Large products like sofa suites can be recorded in multiple warehouse bays
- Items to pick to fill customer orders or transfers to stores are listed in warehouse bay sequence.
- Stocktake can be performed using Portable Data Capture (PDC) device or tablet with Bluetooth scanner.
- Can stocktake one warehouse section at a time – no need to shutdown warehouse operations.

Deliveries

- Customer address labels can be printed for items to be delivered.
- Delivery Schedules are automatically maintained by delivery date and truck or route.
- Delivery run sheets can be produced showing items to be delivered and any outstanding amounts to collect from customers.

Performance Management

- A comprehensive array of sales reports is available by store, category (department and sub-department), brand, salesperson, stock item and customer. Reports can be for a single or multiple outlets.
- A rather unique aspect of furniture sales is that it may be weeks before a "sale" is completed. Many systems only report completed sales, which does not provide management with accurate information. All CONTROL sales analysis reports can be based on "Business Written" or on completed sales.
- Stock item reports include comparative analysis of sales quantities, sales value, gross profit and stock turns across multiple periods, GMROI, **best and worst performers**, and comprehensive analysis by colour and size, and markdown analysis.
- Sales statistics can be reported for both packages and their components.
- Sales by hour reporting can be used to review staffing levels. Sales value per hour worked, number of sales, average sale value and sales by product group by salesperson can also be used to measure individual performance.
- Sales value by area within a store can be used to review store layouts.
- All sales reports have a range of options that greatly assist performance analysis..
- Integrated BI Analytics tool provides KPIs and ad-hoc reporting and graphing.
- Optional ODBC connection allows for user developed queries and reports using third party products such as Crystal Reports, Access and Excel.

Customer Relationship Management (CRM)

Customer details, including demographic information, can be entered at Point-of-Service, and customer details entered though an integrated online store are also added to the CONTROL customer database.

You can maintain, review and report on details of all discussions, quotes, customer orders, deliveries, etc. for a customer.

CONTROL also supports a number of Customer Loyalty Program functions including:

- Manually entered and system generated notes are recorded against the customer.
- Targeted and personalised **email or SMS broadcasts** with special offers can be easily produced.
- **Bonus points** can be accumulated based on purchases, and can be converted to store vouchers or redeemed at the Point of Service.
- **VIP Customer Discounts** - special pricing or discounts, which may be permanent or only available for specific periods.

Accounts and Financial Reporting

CONTROL includes sophisticated accounting and financial reporting modules that are fully featured for retailers' accounting needs.

In addition, as these modules are fully integrated with other CONTROL modules, accounting tasks are significantly reduced, as accounting entries can be automatically as a bi-product of day-to-day activities like recording customer orders, stock receipts, and completed sales.

The financial reporting module provides for financial reporting for stores, departments and profit centres individually as well as consolidated reports. The reporting module also includes support for multi-company consolidations.

Franchise Management

- Franchisees can be restricted to only the information the franchisor wants them to see. Company stores within the same group may have greater access to information.
- Franchisees can run their own CONTROL accounting and financial reporting which is completely separate from the Franchisor's.
- Head office can transfer stock to company stores at cost while charging franchisees at the agreed rate and maintain tight credit control over them.
- All head office sales and stock reporting can include or exclude the franchised stores.

SUMMARY

CONTROL supports Furniture retailers with sophisticated retail functionality that takes care of merchandising, POS functions, online presence, supply chain, performance management, and more. This enables you to be more efficient and profitable in spite of modern retailing challenges.

In Addition, advanced industry-specific features such as extensive customer order, supplier order, warehouse and delivery management means CONTROL will help run you whole business, not just part of it.

CONTROL for furniture retailers has been designed by Creative Computing, a software vendor with more than 25 years' experience in providing system innovation for furniture retailers.