



“To POS or not to POS”

“POS” = Point of Sale System

As many retail businesses are making enquiries about *youGROW* and do not yet use a POS system to handle their sales, we have prepared this guide to provide an overview of what a POS system can do for your business.

Then we have outlined what MYOB RetailManager (POS) does specifically and why we recommend it



What is **youGROW**?

youGROW is a unique Customer Relationship Management (CRM) solution that synchronises client/customer contact **and sale information** from your MYOB RetailManager(POS), MYOB Accounting, or EzyWine (winery management POS system) into your Microsoft Outlook and Australia Post delivery service.

With **youGROW, there is no more need to maintain separate or additional databases – we use what you already have – Microsoft Outlook!**

We then provide you with the training you need to use existing Outlook functionality, to communicate with your customers via personalised email or letter, based on any number of criteria or combination of criteria:

Such As:

- Where they live
- What they have or haven't bought
- When they first bought – to acknowledge them with a personalised thank you letter or even a discount on any products upon their return to the retail outlet.
- When they last bought – to run reactive campaigns for the following: monthly specials, product sale, etc...
- How much they have spent
- If they have an email address
- How many times they have bought – and many more.

youGROW is a simple to use, yet powerful tool, which enables you to communicate with your customers to strengthen your relationships, as well as make it easy for them to access your product range with an intent to sell more.

If you decide to go with a Point of Sale system, we can assist you with your purchase, set-up and implementation of MYOB RetailManager. We work with a select number of RetailManager professionals Australia wide, who have specific expertise both in RM software, running a business themselves, or specific industries such as the wine industry. You pay no extra for this service.



Why use a Point of Sale System?

This guide explains what the difference is between a Point of Sale (POS) System and a Cash Register. The purpose of this guide is to help you determine what your requirements are.

Cash Register or Point of Sale System?

Cash Registers - A simple Point of Sale system may simply be a Cash Register. The Cash Register tallies the day's sales. Depending on how advanced your Cash Register is, it may allow you to have:

- **PLUs** - A PLU is a **Price Look Up**.
When making a sale, you enter the item code and the cash register looks up and displays the price. Some systems require the PLU information stored in the Cash Register to be entered on the Cash Register, a rather tedious process. Others allow the PLU information to be entered via a connection to a computer. The number of PLUs you can have varies from about 100 to thousands.
- **Depts** - Departments. This allows tracking by different departments or categories.
- **Staff** - This allows basic "total sales" by staff. Not all cash registers have this.

Why use A Point of Sale System?

Switching from a traditional, hardware cash register to computerised point of sale system can be intimidating. But there are some tremendous benefits for your business. Read on, and learn how you can be more profitable:

- **More than a cash register**
A POS software system doesn't just replace your cash register. All a cash register does is show your cash flow for the day. It can't provide any insight into profit, inventory or best selling products. A computerised cash register, on the other hand, can instantly tell you how much money you have left in your cash drawer, and how much of that money is profit. It can also tell you the quantity of specific product that were sold that day, and how many you have left on the shelf. It can even warn you to order more items when stocks get low.
- **Speed, efficiency, and increased customer satisfaction**
Particularly when coupled with bar code scanners, a POS system allows you to process transactions MUCH more quickly, and with less margin more error. You won't have to keep your customers waiting endlessly in busy times.
- **Prevent theft**
By switching to a computerised point of sale system, an average small business (a company doing \$500,000 per year in business) typically reduces theft by 2.5% - that's \$12,500! How? Your employees watch inventory much more carefully, because they know that stock is being monitored. Everyone is more alert.
- **Less inventory shrinkage**
A computerised system lets you watch for obsolete and damaged inventory much more carefully. And you can have a much more accurate count with which to compare shelf inventory. These tools typically reduce shrinkage by another 2.5%.



- **Reporting**

There are many different report selections available when using a computerised POS system. So depending on the information you are needing and which department is needing the information, most computerised POS systems will allow you to extract specific information relating to your request- don't let your employees rely on manual reporting, as most time there is human error with all manual transactions.

- **Better manage inventory**

With detailed inventory reports, you can manage the flow of inventory much more carefully, ordering products when you see increased sales. You also build up historical data that can help you predict future inventory needs. You don't need 150 heaters in the summer, but you may need 500 more fans for your store during the month of January. "Don't base your orders on what you think you sell. Base them on what you know you sell

- **Watch your margins**

Your inventory reports will help you to stock more products that give you greater profits and fewer products that give you the least amount of profit. *By reading your reports you may find that you sell 10,000 batteries that cost 48 cents for 50 cents each and that you sell 100 flashlights that cost \$1.98 for \$9.95 each.*

- **A Happy Customer**

Computerised point of sale systems, with barcode scanners and other helpful tools, make checkout **much, much faster**. That makes for happier customers. Even if you don't use a barcode scanner, a computerised system is faster, because you can enter SKUs that are automatically linked to pricing.

- **End of Year Financial or Quarterly BASS**

As most business accountants and owners would know that Quarterly BASS reports and end of year taxes can be very stressful, time consuming, and worst of all inaccurate information supplied by many months of manual transactions. You will find that with a computerised POS system, your accounting team can run reports fast and easily extracting the information needed to claim government rebates and other GST deductions that may have incurred over the past year. You will also find that most accountants can run the reports themselves without having to hire a third or even fourth person to help find all manual data. Most systems will also allow you to look up previous year's history to compare yearly figures.

- **Accuracy**

With a computerised cash register, every item in your store has an associated price. *Never again will you have to figure out how much that flashlight sells for.* "Your staff will stop guessing prices.

- **Build a customer list**

Use POS software to store the name and address of your best customers. Then you can use these details with **youGROW** to conduct simple but powerful customer communications. You can't collect customer information with a cash register, so you will never have a chance to market to your customers!



Why Use MYOB RetailManager as your Point of Sale System?

1. Trusted Brand:

- MYOB is Australia's largest provider of accounting and point of sales systems.
- MYOB is listed on the Stock Exchange and is a wholly Australian owned company.
- MYOB have in excess of 500,000 existing users.
- MYOB's products are developed specifically for small to medium sized businesses.

2. Trusted Service:

- MYOB RetailManager also includes 12 months of enhancements and support, so you'll receive all updates and upgrades released over the next year, plus you'll have retail-hours access to the MYOB Technical Support Team, seven days a week!
- There are around 200 MYOB Certified Retail Manager Professionals throughout Australia – onsite support with installation and set-up is never far away.

3. Links with MYOB Accounting software

- No more double or manual entry into your MYOB Accounting software. Export your sales and receipt summaries to MYOB Accounting, MYOB AccountingPlus, MYOB AccountEdge, MYOB Premier and MYOB Premier Enterprise with just a few clicks.

youGROW



MYOB RetailManager Specific Features & Benefits

Fast sales processing

- Sales take just a few seconds and several customers can be processed at once (more than one staff can use the the POS system at a time)
- Allows multiple payment types: cash, credit card, EFTPOS, accounts and lay-bys
- Easy handling of discounts, service fee, deposits, returns, credit notes and subsequent payments
- Can display 'Up Sell' prompt messages for campaigns and promotions.
- Easily processes invoices, quotes, gift vouchers, sales orders and special orders
- Customisable to speed up your processes
- Fast 'cash ups' in just a few clicks

Complete Inventory management

- Conducts **Full or Partial Stocktakes** on demand
- **Keeps track of what's in stock** using serial numbers to track items, categories or store sections
- **Print barcode labels** and packing slips (to use as checklists)
- Set up to issue **warnings for low stock levels**
- Set up to **create stock orders**, updates stock levels and checks deliveries against orders
- **Identifies slow moving items**, consistent shortages or stock loss patterns
- **Records warranty dates** on sold items
- **Generates reports** on Goods Received by Invoice, Goods Received Tax Summary, Stocktake Sheets, prices by grade, what's in stock, stock movement, returned goods

Retail Business management

- **Assess turnover**, revenue, and gross profit on each item in real time
- **Generate sales reports:** daily, monthly, by customer and by period
- **Produce profit reports:** by category, product, custom fields, supplier and discounting
- **Generate GST reports:** Cash or Accrual, Goods Received by Tax Code and Sales by Tax Code
- **Create supplier reports:** indent order, net purchases, what needs ordering and what's on order
- **Create customer reports:** aged debtors, credit notes outstanding, customer list, customer mailing labels, purchase statements, customer survey, debtors report, lay-by, who's buying, lay-by debtors, customer payments and a customer price list
- **Generate staff reports:** detailed sales and daily commission, weekly and monthly sales as well as managing monthly sales incentives
- **Manage multiple floats**

Manage promotional prices

- **Adjust prices** by dollar amount or by margin
- **Mark-up or mark-down** by item, department or category
- **Create promotions** that start and end in the future or at a certain date or time
- **Handles multiple promotions** at any one time
- **Report promotions performance** and activities



Eftpos Integration

- MYOB RetailManager (v9) includes easy integration with PC-Eftpos. When connected PC-EFTPOS terminals are bank-independent terminals that are capable of working with all major banks via an Internet connection. This means the operator can process EFTPOS payments direct from their RetailManager terminal. They don't have to re-key in to a separate EFTPOS terminal, they don't need separate printers, it speeds up sales processing and they don't have to reconcile EFTPOS receipts at the end of the day cash up.
- Staff can also now be restricted from processing manual PC-EFTPOS refund payments.
- RetailManager (v9) works with: ANZ, Westpac, National, St. George

Compatible with most POS hardware

- **Barcode scanners:** laser, CCD and USB
- **A4 laser printers** for printing reports and bar code labels
- **Docket printers** - minimum 40 columns
- **Electronic cash drawers**
- **Customer pole displays**
- **Touchscreens**
- **Scales** (selected Magellan, Toledo and Wedderburn scales) - reads weighed items directly into transaction screens

MYOB recommends that you check compatibility with your supplier before purchasing.

Comprehensive Sales Reporting – over 80 customisable reports:

- MYOB RetailManager captures every sale, every purchase, every return, in fact every transaction. These snippets of information are accumulated, summarised and available via quality, meaningful reports that make your decisions easier and more accurate.
- With more stock information at hand, your employees will learn to 'sell smarter' - by selling stock based on margins rather than price, by knowing which stock to discount and how far, by prioritising the sale of dead or slow-moving stock, or exploring any number of creative sales solutions.
- **Sales Reports:** Sales Daily, Sales by Month, What's Selling, Sales by Customer, Sales by Period including lay-bys (for franchisees)
- **Profit Reports:** Discounts, Profit by Category, Profit by Custom Fields, Profit by Product, Profit by Supplier
- **Stock Reports:** Goods Received by Invoice, Goods Received Tax Summary, Stocktake Sheets, Prices by Grade, What's in Stock, Stock Movement, Returned Goods
- **Supplier Reports:** Indent Order, Net Purchases, What Needs Ordering, What's on Order
- **Customer Reports:** Aged Debtors, Credit Notes Outstanding, Customer List, Customer Purchases, Customer Statements, Customer Survey, Debtors Report, Lay-by, Who's Buying, Lay-by Debtors, Customer Payments, Customer Pricelist
- **Staff Reports:** Commission Daily, Commission Weekly, Commission Monthly, Commission Detailed
- **GST Reports:** Tax Receipts Cash, Cash Receipts Accrual, Goods Received by Tax Code, Sales by Tax Code



Scalable as your business grows:

- You can operate MYOB RetailManager on its own, add licences, and combine it with MYOB RetailManager Enterprise to provide centralised management of multiple point-of-sale or store locations.

What others have said about using MYOB RetailManager

"I can now have holidays every year thanks to the time RetailManager saves me..."

Kevin Spoons, K&M Paints

"...our staff only needed about 5 minutes to run through the operation of how to process a sale"

Susan Greenbank, Sugar Fix





I am using MYOB Accounting currently – what’s the benefit to me to change over?

MYOB Accounting software was developed for the specific purpose of compliance – i.e. to enable you to prepare, or send to your account to finalise, your ATO tax reporting.

MYOB RetailManager was developed to specifically handle the needs of a retail business, selling goods and products in a retail environment.

If you are only selling a few items each week – such as a luxury boat manufacturer, then you probably won’t derive much benefit from using a Point of Sale system.

However, a Point of Sale system has valuable benefits for your retail business where you:

- Have customers paying by EftPos, credit card, cash or account, where you want this easily and quickly processed directly into your system.
- Have casual or non family staff processing sales for your business, and you don’t want them to have access to all of your company information profit and loss information.
- Have times where you have numerous customers and transactions to process and you want to be able to do this quickly and efficiently.
- Don’t want to spend hours training other staff to process sales – with a POS system; staff can be trained in just a few minutes.
- Want to be able to categorise stock on up to 4 different levels – *eg, find every customer who has bought red wine, or from a particular range, or from a particular vintage – in addition to the specific wine they have bought.*
- Have different pricing levels for different customers – i.e. shareholders or wine club members receive 10% discount, and have this automatically applied no matter which staff are processing the sales transactions.
- You want to be able to run stocktakes at any given time to check for theft or breakages.
- You want to be able to report on sales by suppliers.
- You run promotions from time to time, and want to have promotional pricing automatically applied for a given time on all or particular stock, and you want to track the success of those promotions.
- You want to be able to apply bulk price adjustments.
- You want to be able to monitor and control cash in your float automatically.
- Want to prompt staff automatically for up-sell messages.

And why should I choose MYOB RetailManager as my POS?

The biggest advantage here – aside from the MYOB support and name – is that RetailManager can be set up to export all of your necessary transaction information directly into your MYOB Accounting software, to save you hours of time in manual re-keying.



What if I have more than one store and want to manage them centrally?

RM-MultiStore A Head Office Solution for MYOB RetailManager

RM-MultiStore is an easy to use head office data aggregation tool that allows retailers with multiple stores using MYOB RetailManager® to send data from each store back to one or more head offices. Ideally suited to small to medium enterprises, RM-MultiStore is Wide Area Network software from Two Tongue Technology, which uses the Internet for communication and therefore is inexpensive to operate, gives you a single point of control, and best of all it works seamlessly with MYOB RetailManager®.

Features Include:

- Head office stock data management
- Transfer stock between stores
- Lookup stock availability at each store
- Comprehensive group reporting at head office
- Works with MYOB RetailManager®
- Style Colour Size Matrix
- Auto transfer of the MYOB Accounting export file to head office

How it Works

- RM-MultiStore comprises of 4 modules that work together seamlessly.
- WAN Client – manages the exchange of data from each store to head office
- WAN Lookup – allows stores to see stock on hand data from other stores
- WAN Reports – allows for management reports to be viewed at head office
- WAN Server – is the control centre of RM-MultiStore at head office

Consolidated Reports

Compare store performance at a glance; the reports engine offers numerous reports including sales, inventory, takings and profit. A full list of the consolidated reports can be found on our web site. Reports can be displayed to screen or sent to a Microsoft® Excel file for further analysis and you have the option of reporting on single or multiple stores. As most retailers have their own unique requirements, reports can be designed specifically for you - Two Tongue Technology will assess customised reports on a case by case basis.

More details are available at www.twotongue.com.au