



# Corby & Fellas - Retail News

For more information about Products & Services please call Chris Corby or Alan McCammon

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## Award Winning Garden Centre Chooses WinRetail

We are very pleased and proud to announce that Millbrook Garden Company has chosen *WinRetail*, our fully integrated Retail System, to manage their retail operations.



The company, who operate from garden centres at Crowborough and Gravesend, was founded as a family-run independent business in Crowborough 26 years ago; the Gravesend centre, which is the larger of the two, was acquired 11 years ago. Millbrook GC is a member of the Garden Centre Association, and holds a current GCA "Award of Excellence" as one of the best independent garden centres in the country.

*WinRetail* is Millbrook's first computerised PoS and Retail Management system; it includes touchscreen PoS terminals communicating to a fully integrated Stock and Merchandising system. A wireless network will also be established to support Radio Frequency hand-held terminals, which will be used for recording stock receipts,, stock-taking, price checking etc.

Naturally, there is a certain amount of trepidation associated with such significant change, but there is also a great deal of enthusiasm for the challenges and opportunities it brings. Starting a system from scratch means that there is much preparatory work to be done, in particular the creation of stock data. Fortunately, *WinRetail* allows data to be imported from Excel spreadsheets, enabling information to be obtained directly from suppliers and manufacturers, who rarely have any difficulty in supply stock details in this standard format.

Millbrook are aiming to have the system up and running in the next few weeks. We'll let you know how they get on in our next news-letter.

## Weights & Measures



Our *WinRetail* package is updated regularly to reflect the needs of our existing and future customers. The latest update includes the ability to integrate weighing scales with *WinPos* our touchscreen point-of-sale sub-system.

Although there has been a move towards pre-packaging and pricing goods there is still a requirement for weighing loose products. A number of garden centres still sell goods that need to be weighed and there has been a recent trend towards opening farm shops as a means of attracting more customers.

## Suits you Sir?

The very thought of bespoke software is an anathema to many businesses people. In a world of tried and tested software packages there is a understandable reluctance to become a 'guinea pig' and concern over run-away costs.

However, to stretch the tailoring simile a bit further, it is possible (and probably desirable) to allow for alterations to be made. Here at Corby & Fellas our team of programming 'tailors' are adept at making sure that our software packages fit the needs of our customers.



By the careful use of software 'switches' we ensure that each user of *WinRetail* gets the system that suits their business needs. If you want a matching waistcoat and flame red lining - who are we to argue?

### Points of Interest:

- System for Award Winning Garden Centre.
- Importing Stock Data from Excel Spreadsheets.
- Scales Integrated with PoS System.
- Tailored Software.
- Use of *WinRetail* System by Toy Retailer.
- The Benefits of Multi-buy Schemes.
- Cyberquery Business Intelligence Software.

### In this issue:

Award Winning Garden Centre..... 1

Weights & Measures 1

Suits you Sir? 1

Fun and Games 2

Business Intelligence 2

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## Our Business Partners:



# Corby & Fellas Retail Systems

## Fun and Games



Gamleys Ltd is a long established UK toys and games retailer, who has been trading in the South of England for over 80 years.

After a long period of evaluation, Gamleys - we are delighted to say - selected *WinRetail* to support their retail operations into the future

A trial was set-up at their Bromley store in September 2006, in order to evaluate our software, hardware and services; ensuring that they met the criteria established by the directors; it also allowed store managers and staff to test the system in a live environment.

The success of the trial has led to the system being installed at two other store prior to Christmas, with planned roll-out to all 19 stores during 2007.

Gamleys was particularly interested in *WinRetail's* comprehensive Multi-buy feature, which allows a huge range of special offers to be created and maintained. Offers can range from the simple to the complex; and are very effective at attracting customers into the store. For example:

- Buy 3 Barbie items and get the cheapest item free
- Buy any Galt product and get a Pirates of the Caribbean game free
- Spend £50 or more and get a 10% off voucher for items in the Pool & Inflatable range.

The use of vouchers (printed on the receipt printer) is a means to encourage customers to return to the store in the future to take advantage of the offer.

Gamleys has taken a very cautious approach to the process of selecting the system that they feel will meet their current and future needs; but we believe that this has helped to build confidence in our products and services. Should you feel that you would like to take a similar approach we would be very pleased to talk to you.

## Business Intelligence

Business Intelligence, like so many other terms associated with IT, can mean different things to different people. Our interpretation is that it is simply: "relevant information, presented in a clear and intelligible format, that will assist you to run your business effectively". This, of course includes keeping ahead of the competition!

To this end we have recently introduced Cyberquery to our portfolio of software products that enable us to offer a comprehensive and rounded service to our customers.

Cyberquery, produced by Cyberscience, is the engine behind the company's world leading Business Intelligence solution; it is the result of more than twenty years experience meeting the needs of thousands of business users worldwide.

To quote from Cyberscience: "Cyberquery is an easy to use, high performance business intelligence, ad-hoc query and reporting solution for power users, occasional users and IT professionals. Cyberquery eliminates barriers to vital data, empowering key decision-makers to access valuable information held in your business applications. Cyberquery is usually the single best investment you can make to enhance your IT systems. Cyberquery dramatically increases the power of your systems by adding the flexibility you require."

*WinRetail* holds a vast amount of data in great detail; Cyberquery allows this data to be quickly and efficiently analysed and presented in a clear and digestible form.

If you're interested in hearing/seeing more please call Chris Corby or Alan McCammon

