

Corby & Fellas - Retail News

For more information about Products & Services please call Alan McCammon

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Printing on the Move



The ability to print price and barcodes labels at the place where they are needed has obvious advantages; it is particularly useful when it comes to producing Price Reduction labels.

We have just developed a useful add-on to our *WinRetail* system, enabling Price Reduction labels to be produced on demand at the shop floor. Using a lightweight, battery powered label printer, linked to a Hand Held RF Data terminal, we can provide you with a fully mobile label printing system.

Authorised users simply scan the barcode of the product to be marked down (using the terminal's integrated bar-code scanner), enter the new price and select a Markdown Reason Code. This code identifies the reason for the reduction, such as: **End of Season Stock** or **Special Promotion**. A label is then printed showing the original and the reduced prices, together with a special barcode.

When the label's barcode is scanned at a PoS terminal the system automatically applies the new, reduced, price, as if it were a discount, and records the Reason Code for subsequent analysis.

The system checks that the label complies with Trading Standards legislation and that the goods have been available at the 'Was' price for at least 28 days.

One of our customer, Haskins Garden Centres, has recently introduced this system into their stores and are delighted with its speed and ease of use, it has proved a great success.

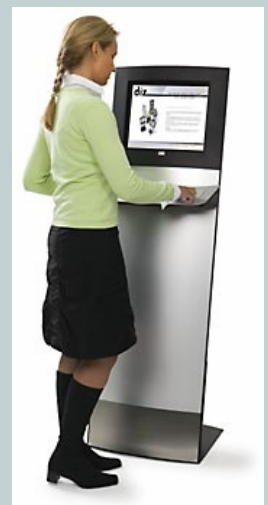


Information Kiosks

Information kiosks in retail outlets provide a number of ways to enhance customer experience and assist the sales process. Many retailers find value in utilising information kiosks to improve the service that they are able to give to their customers.

We have just released our new *WinKiosk* module as an add-on to our highly successful *WinRetail* system. It provides shoppers with access to a wide range of information regarding the products and services that you are able to offer. Specifically, kiosks can be used in retail environments to:

- Provide detailed information about products
- Give access to far more products than physical store can stock
- Give suggestions regarding suitable gifts
- Gather feedback and suggestions from customers
- Enrol customers in loyalty programs
- Act as a store/merchandise directory
- Allow access to gift registries
- Promote complimentary products
- Promote and provide access to store website



WinKiosk is particularly suitable for DIY stores, Garden Centres, Office Supply Stores and other specialist stores where customers require detailed information about products and their use. For example, Garden Centre customers could obtain information about the care of a particular plant that they intend to buy, such as: best location, type of soil, suitable plant food, flowering season, etc.

Points of Interest:

- Mobile Printing
- Producing Markdown Labels Quickly
- Improving Customer Service
- Handling Food & Beverage Sales
- Using Multi-buys to Promote Business
- Associate Member of the GCA
- Corby & Fellas Celebrate 25 Years in Business

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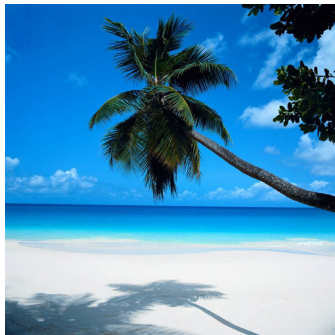
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Corby & Fellas Retail Systems

How to Become Part of The Café Society



A few years ago in-store cafés were, for the most part, only found in large department stores. However, in recent years they have become a common sight in garden centres, book shops, DIY stores, etc. With this in mind, we have upgraded our *WinRetail* PoS sub-system to include a Food & Beverage facility.

This variant to our PoS sub-system uses the convenience and speed of touchscreen terminals to enable catering staff to quickly and accurately record customer's purchases by touching pre-programmed buttons.

This new facility has all the features of the main PoS sub-system including multi-buys; so that, for example, you could set-up this rather tasty offer:

****** Buy 2 Cream Teas for the Price of 1 ******

For greater speed and efficiency there is a Kitchen Printer option; orders for food or drinks requiring preparation behind the scenes can be transmitted immediately to the right place, without the need for written slips or shouted orders.

GCA Membership



We are very pleased to announce that we have been accepted as an associate member of the Garden Centre Association. We believe that membership will help us to gain a greater insight into the needs and aspirations of retailers within this sector.

We have also applied for membership of the Horticultural Trades Association, which is currently under consideration.

Happy 25th Birthday to Us

We're happy to let you know that we're 25 years old this year. It doesn't seem all that long ago, but 25 years it's a very long time in computing!

Many of the technological advances that we now take for granted simply didn't exist, or were too expensive to use commercially. We talked in kilobytes not gigabytes, hard disc drives were housed in enclosures the size of washing machines and Windows were something that you looked through.

The underlying philosophy of the business, since its formation, is that we would establish and maintain a long lasting relationship with our customers. This approach has proven to be very successful. Our longest standing customer, Robinson Young Ltd. in Bury St. Edmunds, have been with us since we started in 1982.

We are involved in an exciting and dynamic business. Retailing has become much more competitive than ever before; twenty-five years ago many retailers were calculating their profit (or loss) following their annual stock-take, nowadays such information is available on demand.

Our experience over the last 25 years has taught us that we cannot afford to stand still; we are constantly looking for ways to improve our software and make best use of the latest technology and programming techniques.

If you are one of our customers we would like to thank you for choosing our software and services. To all those prospective customers out there, we hope that one day you will decide to choose us.

