



Capeview Mitre 10 group of stores



Why SYM-PAC is our choice

- SYM-PAC Dashboard
- Management Reporting
- SYM-PAC Auto Email feature
- Margin Management

Customer Profile

- With SYM-PAC since October 2011
- 120 users across 8 locations
- Wonthaggi, Leongatha, Cowes, Inverloch, Tarwin, Grantville, Vic.
- Buying group: Mitre 10
- In business since 1966

“SYM-PAC has been able to implement their ERP software solution into our Group with a minimum amount of fuss. This is significant because we’re not only a retail business, but in fact three separate businesses — Home Building, Manufacturing and Retailing — each with their own complexities.

I was particularly impressed with the commitment to training of our staff, who have embraced the system completely.

Aside from the normal, minor issues that take place during an implementation of this size, I’m extremely happy so far and look forward to the advantages that SYM-PAC will bring to our Group in the future.”

— Keith Donohue, Group Owner

Our Customer

The Capeview group of Mitre 10 stores, Capeview Building Supplies and Coldon Homes have a longstanding history on Victoria's beautiful Bass Coast. Located 90 minutes south-east of Melbourne, the coastal area has two major industries — tourism and agriculture.

Henry Donohue started Coldon Homes in 1966, and has built over 5,200 houses in the area since then. The Donohue family companies now include six Mitre 10 timber and hardware stores — located at Wonthaggi, Inverloch, Leongatha, Cowes, Tarwin and Grantville — with Keith Donohue at the helm.

Additionally, Capeview Building Products has been manufacturing windows, kitchens, wall frames and roof trusses for over forty years.

Why change to SYM-PAC?

The Capeview stores in particular have had a pressing need to improve their efficiencies and build on their strengths. They needed a system that could provide a competitive advantage against a new Bunnings opening in the area.

Specifically, this meant a system that provided instant access to key store data in useful, meaningful and easy-to-use formats — so that key business decisions could be made fast by store managers and owners. This is an area where SYM-PAC excels, and is regarded as one of our prime strengths.

Strong planning & OVERNIGHT conversion

After spending several weeks pre-training all Capeview staff, across all the stores, in the basics of the SYM-PAC system, SYM-PAC was able to convert the entire business from the old system OVERNIGHT — up and running and ready to trade the next morning!

All of this was done with no negative impact on the customers or to Capeview's service levels.

Early days, but key benefits are emerging

Capeview are still very new users of the SYM-PAC system. The implementation of the first phase happened in October 2011, and all stores and businesses went live with SYM-PAC in November 2011.

Though it's still early days, key positives are already being felt by the business.

Tony Cruickshank, General Manager Hardware, has identified the following key benefits to date:

- Reporting is a key benefit to the group. The number of transactions by time of day adds for greater efficiencies in planning. Reporting by department sales, margins, open to buy, and so on, allows daily decisions to be made in line with the strategies of the group.
- The seamless changeover at the front end has been exceptional. Customers were none the wiser when the change took place — it had no negative impact on our customers.
- The staff adapted with great ease.
- We had no major issues.
- Control and manipulation of margins with Margin Magic is simple, and combined with Table Magic, makes the job even easier. Control of trade contracts and quotes are a strength in the package.
- We are looking forward to moving ahead with Suggested Ordering and tighter stock control.

Key benefits in the Back Office with SYM-PAC

John Walsh, Capeview CFO, has so far nominated quite a few items where he is seeing practical improvements for the daily running of the business:

- The ability to email invoices with the Auto Email function is first rate.
- Batch emailing of invoices at EOM has made it so much quicker — previously we had to manually print out each individual invoice for the larger accounts. Now we can do it in one step.
- Being able to email invoices to the builders as soon as the invoice is done has improved customer satisfaction.
- It's great being able to quickly compare this year to last year, this month to last month, and so on.
- SYM-PAC's process for GST will save a lot of time. Previously this was calculated manually, whereas now we're able to generate the reports we need automatically.
- The Profit & Loss is easier to understand and easy to access either a summary, or a detailed view if needed.
- We run the Margin Exceptions report daily — it highlights when staff have sold something incorrectly and made negative GP. We can identify this quickly & fix the issue quickly — this is invaluable.

Keith Donohue, Group Owner, is happy with how it's going to far.

"Once SYM-PAC is setup completely, it will be a big advantage to the company," he says.

About SYM-PAC

SYM-PAC is used by hundreds of stores across Australia, with thousands of individual users getting their jobs done with a SYM-PAC system.

Established in 1991, in 2011 we celebrated 20 years of providing innovative solutions to Australian retailers across a number of industries —

- timber & hardware
- rural merchandisers & farm supplies
- construction industry supplies
- camping, barbecue & outdoor leisure retailers
- electrical appliance & white goods retailers, furniture, automotive and many more.

We cater for a variety of retail structures —

- franchise stores & franchise head offices
- buying groups & their members
- independent retailers
- multiple stores or branches with the same owner, and many varying combinations of the above.

We love bringing practical retail innovation to Australian retailers, and we wear the Australian made logo with pride.

Our strength is in how we make you strong — our business is built on growing your business, your efficiency, your profits.

To find out how SYM-PAC can work for your business, contact us on 1800 796 722.

