



Emerald Mitre 10



Why SYM-PAC is our choice

- Multi Store functionality reduces time and effort in the back office
- Signature Pad integration for proof of purchase & delivery
- Mitre 10 integration
- Auto Email feature for email communication with customers & suppliers
- Suggested Ordering

Customer Profile

- With SYM-PAC since 1999
- 12 users across 2 locations
- Emerald, Vic.
- Buying group: Mitre 10
- In business since 1945

"I love the SYM-PAC Point of Sale system! It's user friendly and very easy to use.

SYM-PAC's Inventory Management features have made a real difference to us in the store.

Suggested Ordering especially speeds up the ordering process, making sure nothing is forgotten!

The wide range of discount structures available in SYM-PAC makes it easy for us to cater for special Co-op shareholder pricing.

The Help Desk staff are fantastic. They're quick to respond and helpful far beyond expectation."

— James McConnachie,
General Manager

Our Customer

Nestled in Victorian's Dandenong ranges on Melbourne's outer south-east, the Emerald Co-op Mitre 10 was established by a group of local farmers in 1945, and has been serving the local community for 67 years.

The Co-operative joined the Mitre 10 group in 1983, which has helped the business grow into what it is today.

General manager James McConnachie, who has been working in the business since 1981, has seen the turnover increase significantly over the years. Members of the public can become a member of the Co-op, which currently has in excess of 3000 members.

James and the team at Emerald have strong community connections, and are dedicated to the customer, the Co-op and the community.

"If it were not for the support of the shareholders and the community the co-op would not be as strong as it is today," says James.

Emerald Co-op Mitre 10 changed over to the SYM-PAC Retail management product from Myrtle in 1999 as James was looking for GST compliancy at the time prior to introduction of GST in Australia in 2000.

Along with strength in the system for the business moving forward in the future, James was additionally looking for a product that would grow with the business.

Favourite SYM-PAC features

James is now a long time user of the product. "I love the Point of Sale system! It's user friendly and very easy to use."

He particularly likes the SYM-PAC Inventory Management features, as this part of the system has especially made a real difference to him in the store.

Debtors and Creditors modules are smoothly integrated with the rest of the system functions, and have made a remarkable difference to the management of the store and its growth.

James is particularly happy with the Auto Email function for automatic emailing of invoices.

Strengths of SYM-PAC's Suggested Ordering

Elliot Dawson, Assistant Manager at Emerald, is in charge of IT, stock control and all inventory, including running all of the automatic ordering.

SYM-PAC's Suggested Ordering is one of the key features here that Elliot appreciates — due to how it speeds up the ordering process, backing up the knowledge of the staff with immediate access to sales history data — making sure nothing is forgotten!

Handling the new Garden Centre with SYM-PAC Multi Store

Emerald Mitre 10 have recently undertaken the addition of a dedicated Garden Centre to the services offered by the store. The Garden Centre is actually located some distance down the street. SYM-PAC'S Multi Store system has made the management of this process very easy and seamless for them. James says, "The fact that we can basically run and manage one system across the two locations is fantastic.

"We all have the same functions and information available at both stores, there's nothing 'new'

to learn, and the process is nothing but seamless!"

Emerald Mitre 10 have embraced many aspects of the system and find the Multi Store to be one of the greatest benefits of the SYM-PAC product.

James is also happy with the very diverse range of Stock reporting and Debtor management functions available in the system.

"The wide range of discount structures available in SYM-PAC makes it easy for us to cater for special Co-Op shareholder pricing, without compromising all the other general discount requirements of the store," notes James.

SYM-PAC Customer Service & Support

In terms of customer service and support James says, "The help desk staff are fantastic. They're quick to respond and helpful far beyond expectation."



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.

