



Torquay Mitre 10



Why SYM-PAC is our choice

- SYM-PAC Loyalty module is a fantastic marketing tool & used extensively
- SYM-PAC is innovative & keeps up with what's required in retail today
- Point of Sale & Timber processing: simple, fast & reliable
- Margin Management is terrific
- Table Magic is extremely good for competitive pricing
- Management Reporting is comprehensive with very detailed figures & indepth results reporting

Customer Profile

- With SYM-PAC since 1994
- 12 users across 1 location
- Torquay, Vic.
- Buying group: Mitre 10
- In business since 1984

"SYM-PAC is very progressive with change, and keeps up with what is required within retail today.

Point of Sale is great as you don't need a mouse, and the quick keys for shortcuts are fast and reliable. It is user friendly, and very easy to use.

The SYM-PAC Loyalty system is absolutely brilliant — we now have 5400 members, a great thing for the store! It's fast and seamless with no delays at Point of Sale, and all our information is in our SYM-PAC system. I am sold on the SYM-PAC program and I am committed to it. It's one of the best programs I've ever seen."

*— Evan Crick,
Store Owner & Manager*

Our customer

Located in Torquay on Victoria's Surfcoast, Torquay Mitre 10 has been servicing Torquay & the Victorian Surfcoast for over 27 years! Evan and Sue Crick have locally owned and operated Torquay Mitre 10 since its inception in 1984.

With a strong community involvement, a dedicated focus on customer service, and a combined staff experience of more than 200 years, they are able to deliver great prices, excellent value and quality product advice.

The store has been using SYM-PAC since 1994. The main business for Torquay is timber, hardware and building supplies as well as a garden centre. Their business is approximately 60% trade and 40% retail, with a fairly high volume of traffic.

SYM-PAC innovation & simplicity

"SYM-PAC is very progressive in change and keeps up with what is required within retail today," notes Evan Crick, owner.

"Point of Sale is great as you don't need a mouse, and the quick keys for shortcuts are fast and reliable. It is user friendly, and very easy to use.

"SYM-PAC is also a great solution for handling timber, nice and simple."

Managing Margins & Pricing

Evan recognises the importance of staying on top of store margins. "Margin Management speaks for itself — terrific!"

"Table Magic is used all the time for updating prices, this is great on a monthly or annual basis and is extremely good for competitive pricing."

Management Reporting for business decision making

Reporting is great. It's Evan's policy to print a daily report outlining daily sales, budget, customer numbers, average sales, trade and retail. This is placed in the staff room every morning and shared with the team.

"How wonderful to be able to do this so simply."

The system also provides detailed Management figures, in almost any configuration you could conceivably need. The depth of results reporting from the system means that Evan can trust his figures to make those critical management decisions quickly — and so SYM-PAC has helped to grow the business.

Brilliant Loyalty Solution

The Loyalty program is a big hit at Torquay: "Absolutely brilliant — we now have 5400 members, a great thing for the store!"

Evan has found SYM-PAC's Loyalty module to be a fantastic marketing tool for the business, giving him the ability to target his customers directly and instantly, on a regular basis at very little cost. Evan is considering using SYM-PAC's Loyalty system for his trade customers.

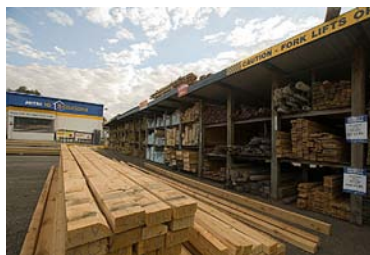
"It's fast and seamless with no delays at Point of Sale," says Evan. "Customers don't need to have their card with them as their information is stored in our SYM-PAC system onsite."

"They know exactly what their points total is every time they shop, as they don't need to visit a website to get an update. This also gives our staff the opportunity to remind the customer of the rewards they have coming up & how are they going with getting their points towards their voucher."

Evan is pleased to have instant access to his customer sales, GP, regularity of shopping visits, points accrued, and so on, and not having to rely on an external provider to get to his own business data.

"Using the Loyalty module gives me the tools to reward customers for shopping with us, and takes away the reason to have to discount. It gives the Loyalty customer another reason to return to our store rather than the opposition, so therefore increases our sales as well."

Evan's enthusiasm for his business and involvement in supporting his local community are infectious — as is his enthusiasm for SYM-PAC. "I am sold on the SYM-PAC program and I am committed to it," he says. "It's one of the best programs I've ever seen."



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.

