



Costa's Mitre 10



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We have never looked back because as our business has grown and evolved over the years, SYM-PAC has been able to assist in providing us with a Total Information Technology Solution — which includes all areas from Point of Sale, Debtors, Creditors, General Ledger, Stock Management and Pricing.

SYM-PAC has always provided us with leading edge technology and business solutions that have enabled the Costa's management team to make the correct business decisions based on timely and accurate information."

*— Vitina Costa,
Owner & CFO*

Why SYM-PAC is our choice

- SYM-PAC Management Reporting
- Margin Magic
- Suggested Ordering
- Inventory Management features
- General Ledger integration & back office functionality

Customer Profile

- With SYM-PAC since 1998
- Over 90 users across 3 locations
- Hoppers Crossing, Brooklyn, Werribee, Vic.
- Buying group: Mitre 10
- In business since 1968

Our customer

Located in Melbourne's western suburbs, the Costa's group of Mitre 10 stores has grown over the past forty four years to be an integral part of the local community. Established from humble beginnings in 1968 when brothers Mario and Gerry Costa opened a small garden supply store, the family now operates three large Mitre 10 stores servicing one of Melbourne's largest growth corridors in the west.

Why did Costa's choose SYM-PAC?

Vitina Costa, CFO for the business, explains. "In 1998 the family was looking to introduce an easy to use Point of Sale system into our stores. After extensive research into what was available on the market for the hardware industry, the best choice of providers was SYM-PAC, who we felt at the time were the leaders in software for the hardware industry.

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SYM-PAC's Margin Magic, the Dead Stock Report and Suggested Ordering

Stuart Wainman, GM Operations for Costa's, says that SYM-PAC's Margin Magic has been a huge help. "Margin Magic is a logical and productive way of viewing margins by department.

The program has been very helpful in improving margin. In addition, with focus on moving dead stock and using Margin Magic, margin percentages have been increased.

"We continually review dead stock using SYM-PAC's classic Dead Stock Report, and analyse margins with Margin Magic on a six monthly basis.

"The Dead Stock Report allows us to clean out the dead wood in the shelves. It's been just super! We also find the Suggested Ordering features have been very helpful.

"Using all the tools we have converted \$1.2 million from stock back into cash we can use in the business," says Stuart.

SYM-PAC Dashboard

The new SYM-PAC Dashboard feature is being used all the time. Stuart says that it delivers good snap shots of all the stores, which is very useful. Budgeting has not yet been introduced, but will be implemented very soon — they will then be able to see Daily, Week To Date and Month To Date Gross Profit results compared to Cost of Business, at a glance.

SYM-PAC's performance in the Back Office

Debbie Johnston has been Costa's Administration Manager for over 24 years. "The SYM-PAC General Ledger is the easiest system to use. Reporting is there for you, for all stores. All the information is at hand daily — from Profit & Loss to the Balance Sheet."

SYM-PAC Creditors & General Ledger — all fully integrated

"We process creditors' invoices from the goods received, as we are fully integrated right through to creditors.

"Creditors have been easier since the account

departments have been invoicing from delivery dockets, and we have more assurance in the stock sub ledger to the General Ledger since implementing Creditor's integration through supplier invoice input," says Debbie.

General Ledger integration at Costa's is extensive and covers the following:

- Debtors
- Sales
- Cost of Goods Direct
- Goods received Not Yet Charged
- Divisional Profit & Loss
- Balance Sheet
- Bank Reconciliation

Managing Debtors & Stock Management in a three store environment

"The reliability of debtor management between the stores has been exceptional," notes Debbie. "Communication is fairly instant between the stores, if there are issues with account terms or accounts on stop it is resolved in moments.

"We check all stock movements and stock reports against stock receipts, transfers and Cost of Goods and compare these values against the SYM-PAC stock status, with less than a 1% variance per store.

"The variance can be contributed by us using non stocked special buy products, e.g. Doors and Home View Windows. These items are generally in and out of the stores fairly quickly, but would make the difference of the 1%."



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.

