



Coolum Beach Mitre 10



Why SYM-PAC is our choice

- Managed growth of margins
- Suggested Ordering processes being reviewed & put into place gradually
- Buying Group integration with Mitre 10
- Signature Pads integrated with the SYM-PAC system, linking electronic signature verification to invoices automatically
- SYM-PAC's Auto Email function for invoices improving the speed of payment

Customer Profile

- With SYM-PAC since 2011
- 3 users across 1 location
- Coolum Beach, Qld.
- Buying group: Mitre 10
- In business since 1993

"The entire process was a breeze — starting from the sale, through to setup and installation.

The ability to change margins so quickly has made life a lot easier.

The Help Desk is amazing — they are always quick to assist.

Putting the SYM-PAC system in has been one of the most positive changes the business has made."

*— Brennan Carolan,
Store Manager*

Our customer

Coolum Beach Mitre 10 are your one-stop Mitre 10 Handy, located in Coolum Beach on the Sunshine Coast in Queensland for all of your hardware needs — from tools to timber plumbing to paint.

Coolum Beach Mitre 10 is located in the centre of Coolum Beach and strives to provide a quick and easy shopping experience for their customers.

Coolum Beach Mitre 10 previously used the Retailer product and decided that it was time to make a change. SYM-PAC was chosen particularly so that they could experience true integration to the Mitre 10 warehouse and seamless ordering processes for all direct suppliers.

SYM-PAC Benefits

The benefits of the system have been endless for Coolum Beach Mitre 10. Store Manager Brennan Carolan has become quite experienced with the use of SYM-PAC's Margin Management tools throughout the business, and claims that it has made a remarkable difference to their returns.

"The ability to change margins so quickly has made life a lot easier," says Brennan, "and we're able to make the adjustments we need based on very easy access to real sales information."

Suggested Ordering efficiency

The benefits of SYM-PAC's Suggested Ordering function have also been recognised. "We are gradually progressing to have this implemented across the store so as to save time and apply a little science to the ordering processes," says Brennan.

Auto Email improving payments

Implementation of SYM-PAC's Auto Email function, together with SYM-PAC's Signature Pad solution, has made a big difference with easy proof of purchase available for customers instantly.

SYM-PAC support

Brennan cannot speak highly enough of the support that they have received from SYM-PAC and the client services team. "Nothing is ever an issue and we always get to speak with someone that can help first time," he says.

Since 2011 Coolum Beach have made significant changes to the business for the better. Though they are still in the early stages of growth with the SYM-PAC system they regard it as being one of the most positive changes the business has made to date.



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 2016 we celebrated 25 years of providing innovative solutions to Australian retailers across a number of industries —

- Timber & hardware
- Industrial & construction industry supplies
- Tool suppliers
- Rural merchandisers & farm supplies
- Camping & outdoor retailers
- Electrical appliance retailers, and many more.

We cater for a variety of retail structures —

- Buying groups & their members
- Independent retailers with more than one buying group
- Multiple stores or branches with the same owner
- Franchise stores & franchise head offices,

and many varying combinations of the above.

We love bringing practical retail innovation to Australian retailers all over the country.

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



SYM-PAC Solutions

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we listen

we innovate

we deliver

Solutions to
get on with
business

