**SYM-PAC**

# Deniliquin Mitre 10



## Why SYM-PAC is our choice

- Mitre 10 warehouse ordering & purchasing integration
- Fast processing of order discrepancies & claims
- Customer Display Units newly added very popular at Point of Sale
- Suggested Ordering has saved thousands of hours in wages
- General Ledger module flows smoothly, easy to operate & uncomplicated
- GP% increase of 5-9%, minimum

*"Use of SYM-PAC and the SYM-PAC Comparison Report has made upwards of a 5 to 9% difference to our business. It is a bloody good system!*

*Price changes and price updates occur in one simple process, and we can pass it on to the customer ASAP without delay.*

*This alone is one of the most important things that we all need as retailers, and SYM-PAC does it!*

*Putting SYM-PAC in 18 years ago was the best decision that was ever made within the business.*

*At the end of the day we would never consider changing the system! We love it."*

*— Alan Braybon, Store Manager*

## Customer Profile

- With SYM-PAC since 1994
- 10 users across 2 locations
- Deniliquin, NSW
- Buying group: Mitre 10
- In business since 1981

## Our customer

Established in 1981, for 31 years Deniliquin Mitre 10 have been servicing the locals of 'Deni' and surrounding agricultural district of the Riverina region in New South Wales, close to the Victorian border. Located on the Edward River, a branch of the Murray River, the town provides services to the productive rice, wool and timber industries in the district.

It's probably most famous for the "Deni Ute Muster" festival, which aims every year to break the world record for the most utes in the same place at once!

The festival draws more than 20,000 visitors each year and is a fantastic example of local initiative driving tourism dollars to complement the town's growth and survival as a thriving regional centre.

## What has SYM-PAC done for 'Deni'?

"SYM-PAC's Suggested Ordering system, in particular, has saved us hundreds and thousands of hours throughout the business," says Store Manager, Alan Braybon. "The savings are almost un-measurable over the past 18 years."

"It is a system that has saved us from the need to hire more and more staff over the years, as it has done the work of many men!" says Alan.

Deniliquin Mitre 10 implemented SYM-PAC into the business in 1994, and Alan says it was the best decision that was ever made within the business, with massive savings being achieved.

## Mitre 10 Warehouse Ordering & Receipting

"We purchase most of our stock via the warehouse and we can do the weekly order in 50 minutes flat.

"The time spent on actual labour during those 50 minutes is only about 4 minutes. You can't ask for better than that!" says Alan.

"We can have the stock land and on the shelf in record time. Price changes and price updates occur in one simple process, and we can pass it on to the customer ASAP without delay.

"This alone is one of the most important things that we all need as retailers, and SYM-PAC does it!" says Alan.

## Handling Claims Fast & Easy

Alan is very enthusiastic about SYM-PAC's handling of the claims process. "Discrepancies are the most important thing to keep track of on the orders, and we get our claims done straight away!

"Cordless scanning is great too — no more lugging heavy gear around the purchasing area, makes life simple!" says Alan.

## Customer Display Units just added

Customer Display Units have recently been added to the offering at Deniliquin Mitre 10. "Another one of the best things we have done — our customers are really happy and know what is going on at Point of Sale," says Alan.

## General Ledger benefits

According to Alan, the General Ledger module flows smoothly and is easy to operate — "It's not a complicated messy system."

Deni staff can report quickly and easily, and management and owners are well aware of the performance of the business. "A very neat and easy to use system," says Alan.

## GP% growth of upwards of 5 – 9%

Alan is very clear: "Use of SYM-PAC and the SYM-PAC Comparison Report has made upwards of a 5 to 9% difference to our business.

"It is a bloody good system!

"Easy to operate — with a little bit of knowledge anyone can operate it and it is very user friendly. It is obvious that the guys at SYM-PAC have used the KISS principle.

"At the end of the day we would never consider changing the system! We love it and so do our staff. New weekend staff pick it up in no time and they are using within the hour.

"The next thing you know they are teaching me things about it!!" laughs Alan.