



Sunlite Mitre 10 group of stores



Why SYM-PAC is our choice

- Integrated General Ledger
- SYM-PAC's powerful Inventory
- Signature Pad integration
- SYM-PAC's reputation for service

Customer Profile

- With SYM-PAC since March 2013
- 31 users across 5 locations
- Buying group: Mitre 10
- York Street & Pitt Street, Sydney CBD,
- Bondi Junction, Newtown & Paddington NSW
- In business since 1987

"SYM-PAC's service is gold!"

The team is very attentive and try to get to the core of any problem — not a band-aid approach. SYM-PAC came into our stores and analysed our operations — especially in regard to Inventory. We can now get an accurate picture of company performance with the hit of one button — showing us profitability immediately. SYM-PAC's service is personalised and hands-on, where nothing is too hard."

— Steven Czeiger, CEO & Principal

Our Customer

The Sunlite group of stores is unique in many ways compared to the usual idea of what a timber & hardware store offers its customers.

With five amazing locations in the heart of Sydney — these stores are small in size but big in stature, thanks to CEO Steven Czeiger.

Established by Steven's father Fedor Czeiger, starting as an electrical wholesaler in 1987, these stores stock a massive range of tools, electrical, garden, building, plumbing, homewares, paint and outdoor-lifestyle products.

Sunlite Mitre 10 opened its York Street store near the Queen Victoria Building in 1995, the Pitt Street store near Martin Place in 2000, and launched the Bondi Junction Mall store in 2007. Newtown, and most recently Paddington now complete the group.

The change to Mitre 10

Importantly for the growth of the group, Sunlite switched from Thrifty-Link to the Mitre 10 banner in March 2012 — experiencing a lift in sales and profit in just the first few weeks after changeover.

Sunlite was amongst the first Mitre 10 stores across Australia to transform to the new Sapphire Store format, with great results.

Fast, Fun & Funky!

"We understand our local market," says Steven. "It's very specific and we take pride in knowing what our busy customers need in a hurry!

"We've got music playing, bright lighting, professional merchandising, multimedia sales displays, mannequins and a huge plasma screen in our front window!

"Our customers are time-poor inner city workers — popping in on their lunch break or after work. Time is really of the essence for these guys! This makes our service so important to the success of the business — and not just the face-to-face

service, but also making sure we have the right product mix in place and the right stock on the shelves," says Steven.

One of the locals

Being part of the local community extends beyond the typical sausage sizzle! The group has a strong commercial hardware division specialising in supplying commercial hardware and electrical products to hotels, building maintenance managers, food and beverage operators, housekeeping, facilities management and offices.

When you consider that all five Sunlite stores are surrounded by inner city Sydney hotels, bars and restaurants this makes perfect sense, and is a great example of their forward thinking approach.

Seriously service oriented

Winners of the ARA (Australian Retailers Association) Small Business Employer of the Year for 2006, Sunlite places a strong focus on employees who are in retail as a profession — not just for a job.

Steven also won the NSW Retailer of the Year Award in 2008.

The Bondi Junction store was most recently national winner of the Mitre 10 Small Format Store of the Year for 2015.

Why SYM-PAC?

"Once we moved over to Mitre 10, we were hearing positive stories regarding the service and passion at SYM-PAC," says Steven. "I also called three SYM-PAC customers and heard very positive things."

"Ultimately, we chose SYM-PAC due to their reputation for service — which culturally aligns with our focus at Sunlite.

"SYM-PAC's passion for Inventory was really important to us as well — it's critical to get the stock right. The fact that SYM-PAC had an integrated General Ledger module was just what we were after," says Steven.

Ongoing improvements delivery

"SYM-PAC came into our stores and analysed our operations — especially in regards to Inventory.

"We can now get an accurate picture of company performance with the hit of one button — showing us the company's profitability immediately," says Steven.

"Another of our business problems was separating clearly the commercial division results from the retail results when they were both based at our Head Office store.

"We can now track our performance accurately & easily!"

What have been the best things about SYM-PAC?

"SYM-PAC service is gold! The team is very attentive and try to get to the core of any problem — not a band-aid approach," says Steven.

Among the major benefits for Sunlite so far:

- Better understanding of the financial performance of the business
- Better inventory analysis
- Better security for debtors via the signature capture functionality

"Overall, the staff response to the system has been very positive.

"SYM-PAC's approach is personalised and hands-on, where nothing is too hard. We really enjoy working with Mark and the team," says Steven.

Future plans

Steven has added two stores to the group since changing over to SYM-PAC in 2013. Sunlite's future plans are to expand and continue to grow the business.

"The business cannot grow without the right inventory systems in place, and SYM-PAC has helped put us in a good position to move forward — we now have the tools we need within the system to achieve this," says Steven.

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



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we innovate

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Solutions to
get on with
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