



Ingham Manufactures Mitre 10



Why SYM-PAC is our choice

- Far better controls for stock & debtors
- System has kept up easily with store growth
- Buying Group integration with Mitre 10
- Suggested Ordering has provided ongoing major efficiencies
- Receipt of the Mitre 10 order has been reduced from 3 days down to 1 day.
- SYM-PAC Auto Email function has improved cash flow by bringing payments forward by 30 days!
- Signature Pad integration has provided easy proof of purchase with automatic capture of signatures on invoices.

Customer Profile

- With SYM-PAC since 1996
- 8 users across 2 locations
- Ingham, Qld.
- Buying group: Mitre 10
- In business since 1957



"We've been in business for more than 50 years, and we've seen huge growth in recent years.

Before SYM-PAC, our operations were fairly manual. Now we have far better controls in place, particularly for stock and debtors.

The system has kept up with our growth and helped us to manage and improve our business procedures along the way.

The SYM-PAC system is easy to use — which makes it easy for us to continue to service our local community with a 'mighty' Mitre 10 shopping experience."

*— Gavin Gusmeroli,
Store Owner & Manager*

Our customer

Located in Ingham, north Queensland, Ingham Manufactures Pty Ltd Mitre 10 is located about halfway between Townsville and Cairns.

Ingham Manufactures has good reason to feel proud of their many achievements over the years, including winning the Mitre 10 award for Best Small Format Store for Queensland 5 times, and the national award once.

The business was started over 50 years ago by owner Gavin Gusmeroli's grandfather, and remains a family owned company today.

In addition to the hardware store, the family runs a very large cabinet making plant behind the shop — Moduline Kitchens.

"We've had excellent growth in the hardware business," says Gavin. "In the past few years we've more than doubled in size."

Why SYM-PAC?

"Back then, a group of 10 hardware stores in the north Queensland region put out a tender request for a Point of Sale system — and SYM-PAC won the business," says Gavin. Ingham use all the 'core' parts of the system:

- Point of Sale
- Inventory Management
- Purchase Ordering
- Debtors Management and so on, plus
- Integrated EFTPOS at Point of Sale
- Creditors
- General Ledger.

"Integrated EFTPOS in particular has improved the cash flow and cut down on errors, and therefore also cut down on reconciliation of any errors that occur at Point of Sale," says Gavin.

Most recent projects

Most recent SYM-PAC additions include:

- SYM-PAC's Signature Pad integration, and
- SYM-PAC Auto Email function for automatic PDF generation & emailing of invoices

SYM-PAC's Signature Pad integration has been a major bonus for the business.

"At least three disputes a month are now gone since we've introduced the Signature Pads," says Gavin. Now that the customer signatures are captured electronically on the invoices there is no further dispute.

Cash flow moved forward by 30 days

"Emailing our invoices with the Auto Email function has moved our cash flow forward by 30 days. Everyone gets paid earlier — happy times!" says Gavin.

What have been the best things about SYM-PAC?

Gavin notes that, "We were running a fairly 'manual' operation before we put SYM-PAC in.

"The biggest improvements over the years have been the far better controls on Stock, and better controls with Debtors.

"The integration with Mitre 10 ordering is great, and processing Mitre 10 gift cards is handled well."

Favourite feature: SYM-PAC's Suggested Ordering

"Probably one of the best things in my opinion is SYM-PAC's Suggested Ordering — brilliant to use by min and max, and the sales history options.

"The min and max quantities that you put in originally govern the initial quantity to be ordered, but if SYM-PAC recognises that you need more (because you've been selling more), it will use your sales history to govern the quantity to order."

According to Gavin, "This is important because it really minimises 'out of stocks' — or walk outs.

"There are other things we like. The system is easy to use, and casuals can be trained within an hour for Point of Sale operations.

"And before SYM-PAC it used to take three days to receipt the Mitre 10 order. Now it takes one day. A huge time saver!"



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

Sales 1800 796 722 | www.sympac.com.au

we listen

we innovate

we deliver

Solutions to
get on with
business

