

Case Study Petstock

Improving Efficiency and Accuracy



Background

PETstock's mission is to always be number one for complete animal care. Being Number One is achieved in the following ways:

- Developing strong brand awareness
- Creating a store environment where consumers want to shop
- Develop strong supplier relationships
- Setting up comprehensive logistical infrastructure
- Providing tools, resources, policies and procedures for store managers to utilize

In order to achieve the rapid growth the business wanted to embark on, they went on an extensive search for the best system to help them grow and that required the highest degree of information integrity.

Challenges

Petstock were using an unreliable MYOB system that was not completing the inventory management tasks that were required.

The system contained the following setbacks:

- It could not produce accurate and suitable reports
- Stores had to wait until the next day to view sales figure

- Lack of central office control
- Lost data

Petstock also wanted to be able to determine what locations in each region needed more promotion in order to boost store traffic.

Pacsoft's Solution

Pacsoft's Andy Sayer worked with Petstock to uncover their problems and concerns by using Pacsoft's Needs Analysis tools.

The installation of Optemizer has powered the growth of stores from 12 to over 70 with many more planned:

- Stores are now able to view sales figures throughout the day as they are updated live when sales are processed in Optemizer. They're also synchronised which enables head office to view data of all stores in real time
- They are now able to produce accurate reports with Optemizer, a leap forward as their last system was not equipped with report writing functionality
- Point of Sale processing is a lot faster mainly due to the fact that key strokes at the register have dramatically declined
- Petstock has also experienced major improvements with centralised pricing controls and sales analysis

Stoes	70+
Pacsoft	350 Users
Location	VIC, NSW, QLD, SA & WA
Implemented	2005
	www.petstock.com.au

Results Summary

- Can now view and update sales figures throughout the day live
- POS processing speed has increased
- Petstock is now equipped with a report writing functionality
- Improvements with centralised pricing controls and sales analysis
- Petstock now has the ability to easily monitor the progress of each store

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- Central office can easily monitor the progress of each store with up to the minute data and control item file maintenance with ease

Petstock manage a points based loyalty system for over 400,000 members across all their stores with Optimizer. The company operates a mix of corporate owned stores and franchised stores. A major benefit of Optimizer is its ability to control access to various data by individual users enabling the two ownership structures to comfortably coexist.

About Pacsoft

Since 1984 Pacsoft has helped hundreds of businesses worldwide get control of their inventory issues. Pacsoft takes great pride in ensuring complete customer satisfaction by providing the highest level of professional service and a highly effective inventory management solution.

'We make our Customers Money by Increasing their Efficiency and Profit'

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