

## L-POS in Specialty Retail

You may be surprised that in a world of automated check-out and hands-off displays, there is still a venue that depends on the ability of letting their customers test drive products before putting their money on the counter. This is one of the major differences between specialty and mass retailing. The mass merchandisers don't want their customers to have access to the product before they get it home. The specialty retailer, however, depends on that access. They are basically doing "entertainment" retailing and their customers come to interact - not to just drop a box in a shopping cart and head home.

What can an independent store owner do to compete with corporations that operate thousands of locations? The buying power of the conglomerates cannot be matched by an independent operator. Independents will have trouble attracting career-minded managers and other key employees. But there are some battles you can wage.

- **Specialize.** Large corporations have a hard time offering the levels of specialization smaller companies can offer. Whether you specialize in chocolates, in organic foods, or in crystal doesn't matter. But specialization should mean that you have a wider selection than the mass merchandisers do. And that wider selection is your first advantage.
- **Entertain.** Create an experience. Make the people who visit your store remember it as a special place. Specialty stores need to fight back the competition and start taking away their market share by offering customers unique store aesthetics. Wouldn't it be great if people started telling you to charge admission to get in your store? Not many shoppers walk out of a mass merchandise retailer thinking "*Wow that was really a great shopping experience!*"
- **Promote.** Promotions can be costly. But when done right they attract customers that may have never visited your store. And getting the customers in the door is the first step on the way to success. So promotions only seem costly.
- **Service.** Everybody offers service. Big companies and small companies. You need to take service to the level only *your* business can offer. Specialty stores are fighting back the competition taking away their market share by offering customers the best in service.

### Help your customers enjoy their time at the register

- The intuitive POS interface allows store clerks to understand how to process transactions immediately and provides access to customer information that lets them sell more effectively.
- Use the integrated advertising module to display images and short clips that will keep them occupied while you're scanning and wrapping.
- The fully independent system means that your POS continues even if the network has failed. Features like suspend and resume, retroactive discounts, on the fly customer account entry and clean receipt make life easy for the customer and the cashier.
- Use the technology to its potential by creating customized promotion messages and placing store logos on receipts. You have up to 15 lines of message text for the top of the receipt and up to 10 different 15 line trailer messages to use. And the high speed printer interface means that the receipt will still be ready before the wine is in the bag.
- Use the in-store couponing system to offer great rewards to return shoppers and you'll start seeing your customers more and more.
- Use the price management system, discount matrix tables, promotional pricing and price batches to offer the deals and specials that will help increase sales.

From people who understand POS

# L-POS™

*POS software that understands you*

## **Gain on-the-fly access to your data with a comprehensive reporting system**

- With immediate access to sales information, profitability, inventory and customer purchases you will know exactly what's selling and who's buying.
- Generate sales and inventory reports to help you decide

## **How can you ensure the right products can be found on your shelves?**

- When you know which items move and which don't you can make profitable ordering decisions. You will be able to establish reorder points and stop overstocking your shelves with products that aren't moving.
- **L-POS** allows you to create and print shelf tags to organize your product display.
- Automate your calculation for inventory replenishment based on accurate re-order trigger quantity or by basing it on factors of sales quantities.
- Easily create purchase orders, with integrated receiving that will help track deals the suppliers promised.
- what products you want to order.

## **You're worried about security**

So are we. Shrinkage is the greatest source of loss in any retail operation. Will your POS system help reduce shrinkage by:

- Controlling customer theft through effective interfaces to DVR security systems that provide on-line data capture and that record everything you need to prosecute?
- Control store deliveries and reduce supplier billing errors?
- Providing on-line monitoring and reporting on suspicious transactions to reduce cashier dishonesty?

## **Managing multiple locations**

Trying to operate one location can be hazardous to your health. Imagine trying to run several? Or fifty? The challenges multiply as you continue to add locations. Operating more than one store will require a system that features:

- Centralized data entry to reduce errors and efforts
- Up to date and centralized reporting information to assure that margins are being maintained
- On-demand remote site connection to allow on-the-fly price updates in competitive environments

## **Contact us**

Call us for the name of a reseller in your area. Our resellers will offer great advice on how **L-POS** can help run your specialty shop more efficiently. With thousands of businesses using our product already we should be a great fit for your operation. We have a mission-critical no down-time system that will speed things up and give you the information you need to make smart retail decisions.

Tel. +1 450.464.2131

Email: [salesteam@logivision.com](mailto:salesteam@logivision.com)

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