



## NEWSLETTER - Fall 2008

### WHAT'S NEW?

- This newsletter! We plan to publish this newsletter at least once per quarter to keep you informed about changes to Complete Retail. Please let us know what you think of the newsletter and any suggestions you have to improve it.
- Our redesigned web site is up and running, visit us on the web at [www.CompleteRetail.Net](http://www.CompleteRetail.Net).
- We are busy working on the following changes to Complete Retail:
  1. Add the ability to build a kit or gift basket out of other items you carry. Currently in Beta testing, should be available before November.
  2. Enhance credit card processing by integrating with PayWare as an option to PCCharge. Scheduled for availability in December. Add the number of No Sale transactions to the Till Statistics and Balancing screens to help identify cashiers using this function excessively. Due in first quarter 2009.
  3. Add the ability to schedule the automatic printing and/or e-mailing of certain management reports. Due in first quarter 2009.
  4. Modify the Temperature Monitor module to support alarm functions (access control, break-in, fire, etc.) Due in 2<sup>nd</sup> quarter 2009.
  5. Add support for the new GS1-Databar coupon format. Due by January 2010.

### DID YOU KNOW?

- That by making price changes on your products at the time you are notified of the cost increase versus waiting until you receive the item can bring an additional 1% to your bottom line? (With gross sales of \$1 million that is another \$10,000 in profits!) Complete Retail's Vendor Interface Module makes this a very simple process.
- That our new preferred processor can provide you with savings on your credit/debit/EBT card processing? We have seen store's reduce their overall processing fees by 10-35% by changing to this processor. We have negotiated "special" pricing from this processor and would be glad to get you the information you need to decide if they are right for you.
- That the automated system backup installed with your system needs to be monitored? Backup errors that you cannot resolve should be reported to us. Without a current backup, recovering from a problem (big or small) can be difficult or impossible! Watch those backups, they have been used by many to resolve problems.
- That using the Delivery Check-In function can be done by a 10-year old? Our 10-year old son (Jon) currently checks in a number of our vendors. Checking in deliveries ensures accurate inventory and pricing.

Please contact us if you need additional information.

## Quick Tips

When Checking in a delivery, if you need to edit the product you just scanned, press the Ctrl and E keys to bring up the Product Maintenance screen for the product (assuming you have security to edit a product).

To quickly copy and past text in any Windows application simply select the text by clicking to the left or right of the text you want to copy then drag the mouse over the text, and press the Ctrl and C keys to copy the text. Finally place the cursor where you want the copied text and press the Ctrl and V keys. The copied text will be pasted to the right of the cursor.

## Who Are Your Best Customers?

Have you ever wondered who your best customers are and what they are buying? If you utilize the frequent shopper's club within Complete Retail, you are only a few clicks away from knowing those answers. From the **Customers** menu select **Customer Purchases**. The following screen will be displayed:

Customer ID	Name	Purchases	Cost Of Goods	Gross Profit	Margin
786238	Bruce, Pamela	\$130.14	\$81.94	\$48.20	34.32%
7864912	Kobasic, John/Sue	\$228.07	\$181.76	\$46.31	20.98%
7890887	Williams, Ulona	\$121.83	\$81.10	\$40.73	32.53%
5537443	Dubord/Arnt, Aaron/Melissa	\$125.98	\$86.52	\$39.46	35.46%
7899046	Swanson, Debbie	\$122.30	\$82.87	\$39.43	29.82%
7864507	Mattson, Steve	\$119.76	\$90.39	\$29.37	25.40%
7865772	Choumand, Scott/Cynthia	\$97.35	\$69.46	\$27.89	30.11%
2221091	Wriether, James/Vendy	\$89.74	\$62.47	\$27.27	28.57%
7899428	Carlson, Steve/Sue	\$121.81	\$96.28	\$25.23	19.85%
2802582	Levensque, Todd	\$121.18	\$96.27	\$24.91	21.50%
7863856	Feathers, Ange	\$75.80	\$51.88	\$23.72	34.59%
7865737	Jackson, Andrea	\$83.84	\$60.04	\$23.80	31.20%

On this screen you can select the time period you would like to look at, a range of products to look at, and the department or section you would like. Clicking on the Department or Section button will run the search. Once you have the data in front of you it can be sorted by clicking on any of the column headings (click once to sort from lowest to highest and click again to go from highest to lowest). Double click on the Customer ID of the customer you would like more information on and their customer record will come up. Then Clicking on the Purchases button will bring up their purchase history. From here you can click on the Show Purchase Details button to see exactly what this customer buys.

Customer ID: 7864912

Last Name: Kobasic, First Name: John/Sue

Address: 5082 Danforth

City: Escanaba, State: MI, Zip: 49829

Home Phone: (906) 786-4912, Business: [ ]

Mail Status: [ ], Location: 0, DL Number: 382

Purchases to Date: \$30,190.27

Customer Type: REG

Balance: \$0.00

Customer ID: 7864912, Name: John/Sue Kobasic

Items Purchased	Total COGS	Total Revenue	Gross Profit	Gross Margin
34	\$181.76	\$228.07	\$46.31	20.31%

Purchases During The Previous 13 Weeks

06/15	06/22	06/29	07/06	07/13	07/20	07/27	08/03	08/10	08/17	08/24	08/31	09/07	Total	Average
148.10	133.94	128.37	88.77	107.74	135.39	181.50	251.54	241.13	176.28	134.09	170.17		2,106.76	162.06

Purchases During The Previous 12 Months

09/07	10/07	11/07	12/07	01/08	02/08	03/08	04/08	05/08	06/08	07/08	08/08	Total	Average
534.02	553.56	307.56	472.40	316.31	403.18	571.23	332.13	394.04	761.35	461.24	945.50	6,653.32	554.44

Purchases During The Previous 5 Years

2003	2004	2005	2006	2007	Total	Average
1,785.62	4,980.58	8,821.43	7,510.30	8,176.43	31,501.12	5,250.15