



## SmartSuite - Point of Sale & Financial Management System Customer Solution Case Study

### Yoghurt Chain Owner Says POS/Business Management System Helps Him Achieve Phenomenal Growth And Still Manage His KPI's

#### Overview

**State or Region:** South Australia

**Industry:** Retail Food

#### Customer Profile

Simon Reynolds owns and operates a chain of 8 very successful Yoghurt Shops in major shopping centres in South Australia. Simon took a good idea and, after implementing it, saw his business experience phenomenal growth in a whirlwind 18 months.

#### Business Situation

To improve financial management, customer satisfaction and staff productivity, owner Simon Reynolds needed a POS and Business Management system that was not only easy to use, but also fully integrated from front of house to back office.

#### Solution

Redcat SmartPOS and SmartREST from authorised Redcat reseller, Possum IT was not only easy to use for the young Retail staff, but also provided invaluable financial and sales management information in a timely manner which enabled Simon to manage his retail operation much more effectively

#### Benefits

- Total control - instant management reports
- Customer Service Improvements
- Business costs reduced
- Productivity gains
- Fast installation and learning
- Reduced fraud and theft

#### More Information

For more information about SmartPOS or other Redcat products, call Possum IT at 08.8410.0950

To access information via the web go to:  
[www.PossumIT.com.au](http://www.PossumIT.com.au)

*"If we hadn't implemented the Redcat Point of Sale & Finance System from Possum IT the business would be in disarray. The system's an integral part of us keeping a multi-store retail company operating effectively"*

Simon Reynolds, Owner, The Yoghurt Shop Chain

When Simon Reynolds embarked on an aggressive growth phase for his retail Yoghurt Shop Chain, he realized he needed a robust Point of Sale and Business Management system to help him stay in control of his business. The Yoghurt Shop opened 8 stores in metropolitan Adelaide, all within 18 months. Simon evaluated a number of retail systems, but chose Redcat from authorised Redcat reseller Possum IT, because of its "unique fit" to the food retail industry.

Since implementing the system, Simon says the impact on the business has been significant. "As soon as you move from running a single store to a multi store operation, you just need to have your finger on the pulse. Redcat's given us the ability to do that, and I think the information you can glean from it is just invaluable. The more you understand and challenge the system, the better decisions you'll make about your business."

Simon now uses his daily & weekly management reports to monitor and manage his product list and to get their displays working better for them, to introduce new items or run promotions around what's selling or not moving so well.



Simon's admin team also uses the integrated Financial system which links his wages, debtors, creditors and banking seamlessly to the POS system. "This feature has easily cut many hours per week from the time we spent in administration tasks" says Simon.

Simon adds, "We've really been relying on Redcat to help us streamline the business - to make us more lean, mean and efficient. With the Redcat system we've really been able to make informed, intelligent decisions."

Authorised Reseller of

