

QuickStore Point-of-Sale fuels business growth at The Sunglasses Shop UK

Growing pains for The Sunglasses Shop

The Sunglasses Shop specializes in designer sunglasses, watches and accessories, offering luxury brands including Gucci, Maui Jim, and Ray-Ban. The online and store retailer started out with two employees, and rapidly expanded to a staff of fifteen to accommodate a growing customer base.



Orders and stock were managed using a spreadsheet for tracking. However, the expansion of the business rendered this practice ineffective, often resulting in out-of-stock and overstock situations.

"Running a spreadsheet for our stock was OK as long as we could remember every product ordered, the dates they were sold, and the item history. It didn't take long before our ordering and stock levels were a complete mess," said Daniel Puddick, Director of The Sunglasses Shop.

Issuing purchase orders also presented a problem for the growing retailer. Purchase orders had to be created manually, and submitted to vendors by fax or by mail. Without a way to track open purchase orders, The Sunglasses Shop often found that purchase orders had been mistakenly duplicated.

A more efficient way to manage business

The Sunglasses Shop was ready for a change. The retailer sought an affordable, easy-to-use solution that integrated sales, stock, and vendor data.

Puddick went online and found Wasp QuickStore, a complete point-of-sale solution featuring POS software and hardware components including a barcode scanner, receipt printer, and cash drawer.

CASE STUDY AT A GLANCE...

▶ INDUSTRY

Retail

▶ COMPANY PROFILE

Located in Essex, The Sunglasses Shop offers the latest in designer eyewear, from sunglasses to seasonal items like ski goggles. Fifteen staff members manage the online and retail business.

▶ SITUATION

As a start-up business with 2 employees, The Sunglasses Shop managed orders and stock levels using a spreadsheet. Rapid growth left the retailer without an effective way to complete point-of-sale transactions, track sales, or ensure the right product mix.

▶ RESULTS

Successful implementation of Wasp QuickStore allowed The Sunglasses Shop to improve the efficiency of customer check-out at its retail location. Additionally, The Sunglasses Shop now has the ability to review stock levels, manage vendors, and issue purchase orders – all in one solution. The Sunglasses Shop credits a portion of its growth to process improvements from using QuickStore.

▶ PRODUCTS USED

- Wasp QuickStore Professional Point-of-Sale Solution



QuickStore software helps business owners manage retail operations more efficiently and profitably, delivering easy access to data and reporting.

After installing QuickStore, The Sunglasses Shop trained employees on the system, utilizing integrated tutorials for fast, efficient training. Now, when customers make a purchase, items are quickly scanned out of stock, allowing The Sunglasses Shop to keep accurate records of stock levels and item sales.

The software's reporting features have allowed The Sunglasses Shop to improve customer service by ensuring that the right products are in stock. After studying sales trends, the retailer decided to increase stock levels of popular items, resulting in improved sales of almost 200% on these products. Additionally, QuickStore's reporting capabilities made it simple for The Sunglasses Shop to analyze seasonal sales trends and implement promotions around particular product lines.

QuickStore has streamlined The Sunglasses Shop's purchase order process. The auto-purchase order feature allows the retailer to establish minimum stock levels and reorder with the click of a button. Purchase orders can be submitted to vendors by email, ensuring fast order fulfillment.

Completing physical inventory checks is now a quick and easy process. Regular audits of physical inventory have helped The Sunglasses Shop save money by eliminating errors in stock.

"Wasp QuickStore is a vital tool for our business, and by far the most effective purchase I have made in terms of managing our business growth and development. I can happily share some of the credit for the growth of our company with QuickStore," concluded Puddick, "I was hoping the system would pay for itself in a year, but realistically, it had more than paid for itself in just two months."



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