



With today's ever-transient retail customer it is hard for a company to plan its future. The market is constantly shifting and the client base is forever changing their place to shop.

The following can sum up the major issues facing retailers today: what to stock, how much to stock and when to stock it. These issues also effect staffing and logistics not to mention cash flow.



Synergetix Limited has produced a system, which can minimise your exposure and maximise your return on investment. The Synergetix Limited STARS and STRIPES software suite can help you maintain your business more efficiently.

STARS reports on your business performance in the following areas:

Stock Performance

- Stock Turns
- Stock Cover
- Stock by Branch
- Stock by Category
- Stock by Department
- Stock by Brand
- Stock by Day, week, quarter, year
- Stock by Profit

Personnel performance

- Sales by Individuals
- Sales by Day, week, quarter, year
- Sales by Profit
- Sales by Volume
- Sales by Turnover
- Sales by Branch
- Sales by Service
- Sales by Department
- Sales by Brand

Having your inventory and staffing needs under control is only half of the business, none of these issues mean anything unless you have customers.



There has been a myriad of research done on customer behavior and methods of retention, but one thing remains constant, "It costs less to keep customers than it does to find new ones." Research has also proven that a 5% reduction in lost customers can increase profits by up to 75%!

STRIPES maximizes your customers potential by allowing you to utilize the following:

Customer profiles

- Customer by value
- Customer by demographic
- Customer by geographic
- Customer by psychographics
- Customer by frequency of visits
- Customer by service
- Customer Loyalty**
- Customer incentive points system
- Points Contingency Liability by Branch

- Gift vouchers
- Rewards
- Lucky Shopper
- Points Burner
- Sales person points performance system (under development)

Customer contacts

- Customer correspondence (Email, Fax, Letter (SMS under development))
- Welcome and thank you correspondence

Currently there are a number of loyalty schemes running. Though there is merit of these programs, there is one major flaw. "They do not offer your business any control and only limited feedback on your customers and the loyalty is in the scheme and not your business, plus they cost you money!" With STRIPES you have total control and total loyalty with your customers in your scheme. The real competitive advantage is knowing who your customers are, what their purchasing habits are, where they live, what they like, what they dislike, how old they are, etc and being able to access this information puts your company ahead of the rest.

For more information on how to increase you company's performance please complete the form at the end of this document and return it to your local dealer.