

BENTLEY'S OUTFITTERS

■ After 17 years selling and marketing to the paper industry, Gordon Bentley exchanged his business suit and laptop for a pair of waders and a rod and reel.

Bentley opened Bentley's Outfitters in February 1996, turning his fly-fishing hobby into a successful business. The Eden Prairie, Minnesota store touts itself as having the largest rod, reel and fly tying selections in the Midwest. In this interview, Bentley explains the benefits of the Retail Pro® system.

Tell us a little bit about Bentley's Outfitters.

Gordon: We have the largest selection of fly tying equipment in the Midwest. We carry rods, reels, lines, waders and all the materials for you to tie your own flies. There are two of us that are full-time and three part-timers. We have around 7000 line items in Retail Pro.

The majority of my customers—about 80% of them—are male. However, women are a growing group in the fly-fishing community and we try to cater to them by stocking women's equipment—vests, waders, boots, etc.—that are made by women for women. We also hold women's only fly-fishing classes that are taught by a woman instructor.

How long have you been using Retail Pro?

Gordon: Since we opened up in February, 1996.

How much research did you put into looking for a POS system?

Gordon: I spent about two months doing research, but that wasn't full-time. As we were preparing to open the store, we met with a number of companies that sold



"Using Retail Pro, we are able to look at the sales of the products we pre-season and determine when we should receive them."

point of sale systems. I narrowed it down to two different programs, one of which was Retail Pro. I met with the local distributor and I was impressed with the owner, his staff and his dedication to his customers. That's what has kept me happy with Retail Pro—the service I get from your dealer.

How has Retail Pro affected your POS and inventory control operations?

Gordon: There are a number of things. We track all of our customer's sales. That is very useful in determining whether an item that is being returned is from our store or from one of our suppliers that publishes a catalog. It is also very useful when we target specific customer profiles for mailings. In the past, we have conducted specials for select customers. We

INVENTORY CONTROL

"One of the things that I enjoy about Retail Pro is my ability to look at what items are our best and worst sellers, how many of a certain item we have sold, what time period we sold them in, etc."

also use our customer information for our quarterly newsletter.

One of the things that I enjoy about *Retail Pro* is my ability to look at what items are our best and worst sellers, how many of a certain item we have sold, what time period we sold them in, etc. We do a lot of pre-season planning and arrange for our products to be shipped at different times. Using *Retail Pro*, we are able to look at the sales of the products we pre-season and determine when we should receive them. It is a great planning tool for us along with the day-to-day activities such as inventory replenishment. One of the functions we have been playing with is the automatic purchase order using the min/max feature. It is a great tool.

Which Retail Pro feature do you consider the most useful?

Gordon: The crucial tool is the planning feature that we talked about before. That's the biggest for me. The other ones, I'm sure you could probably get around without but they certainly are nice to have and they work well for us.

How do your employees like working with Retail Pro? Do they find it easy to use?

Gordon: Once they understand that the menu is located at the bottom of the screen and that's where they perform

the main functions, then they're fine. We don't have a lot of problems. We have some older guys that aren't familiar with computers, but once they have a little training, they become pretty efficient.

Are your employees more productive using Retail Pro?

Gordon: Definitely, when you consider that all they have to do is scan an item at point of sale instead of manually entering numbers.

What future plans do you have for your store?

Gordon: The ultimate goal would be to open up another store within the next three to five years. It's something we'll have to look at.

How does Retail Pro fit in with that long-term goal?

Gordon: I like that you can connect several locations.

Have you financially benefited from Retail Pro?

Gordon: No question about it!

Thank you. ■



"It is a great planning tool for us along with the day-to-day activities such as inventory replenishment."

Retail Pro®

Visit our Web site at: <http://www.retailpro.com>

Retail Pro is a product of Retail Technologies International, Inc.