

GEPPETTO'S

■ *Never really outgrowing his childhood, Brian Miller has been involved in his family's toy store business, Geppetto's, since 1992. All three stores, along with another gift store, are located in and around the San Diego area.*

Here, Brian talks about how Retail Pro® has helped him manage his stores more efficiently.

Tell us a little about your store.

Brian: We actually have three specialty toy stores called Geppetto's. We sell creative, educational, high-quality toys. We started out as a family business and I became involved around 1992. We added *Retail Pro* in 1996 and gradually put it in each of our stores. We added a third Geppetto's store last October, which is actually our biggest store, in a regional mall here in San Diego. We actually have two stores in the historic Hotel Del Coronado—Geppetto's and our high-end gift store called Victorian Corner. We have a total of thirty-five employees in all four stores, and probably about eight thousand inventory items.

What did you use for your point of sale and inventory control before you purchased Retail Pro?

Brian: Nothing! Well, we had a cash register but no sales information.

How many other systems did you evaluate along with Retail Pro?

Brian: My final choice was between three systems. I looked at many in the beginning, though, maybe about a dozen. I had probably been researching for about eight months.

What made you decide to purchase Retail Pro?

Brian: Part of it was plans for expansion. It's very easy to add new stores and the polling is easy to do. For a system that does that, it was reasonably priced.

How has Retail Pro affected your point of sale and inventory control?

Brian: It's affected us in many different ways, but the best thing I can say is that we're doing more business on less inventory, so it's improved our buying. Before when we would re-order, we would have to do a manual count or kind of "guesstimate" what we had or what we sold. Now it's obviously very detailed with *Retail Pro*. *Retail Pro* makes re-ordering much more accurate and gives us better indications of what's selling and what areas are strong. As far as inventory control, we're better suited to help the customer if we can see what our other stores have. If a customer is looking for a certain item, we can check and see if another store has it and get it for the customer.



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ACCURACY

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What Retail Pro features do you find most useful?

Brian: Probably reports. Most of what I do is ordering and purchasing, so the best reports are those that show sales for certain periods and what's on hand. Another great feature is the Customer History file. We send out a catalog every fall and that's how we capture our customer information. That's something new that we started this year. We mailed out twenty-five thousand catalogs, and about seven thousand of those were from our in-house *Retail Pro* list.

Do your employees find Retail Pro easy to use?

Brian: It's not as easy as a cash register, but it's fairly easy to use.

What future plans do you have for your store(s)?

Brian: We're pretty cautious about growth. Our stores are successful and we want to keep them that way, so we don't do it too quickly. Our stores are in high traffic locations and rent is very high, so we must have a good turn

on our dollars. If I found another location that presented that kind of situation, then I would take advantage of that.

How has Retail Pro helped you achieve your goals?

Brian: It's made me a smarter buyer. It has driven our business for the things that are selling well.

Has Retail Pro been a cost effective investment for you?

Brian: Absolutely.

How rapid of a return do you think you made on your Retail Pro investment?

Brian: Probably within the first year.

Thank you. ■



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Retail Pro®

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