

SPOTLIGHT

The Pink Tulip

Duff Algren has been in retail for about 20 years and worked in department stores such as Parisian in Alabama . Duff and his wife opened their first ladies apparel store 9 years ago.

We talked to Duff and asked him about the success of his stores, The Pink Tulip.

Tell me about your stores.

Duff: We carry women's apparel, accessories, and some gift items. Two of our stores are "free standing" and the third store is located in a mall. Our typical customers are female around the ages of 25 to 55. We have about 30 employees for all three stores. We specialize in women's sportswear and casual apparel.



How long have you been using Retail Pro?

Duff: We have been using Retail Pro Since 1991.

What did you use before Retail Pro for POS and inventory control?

Duff: We used pencil and paper. We basically did everything by hand.

How has Retail Pro affected your POS and inventory operations?

Duff: I don't see how we could have done it with out Retail Pro. A business can't grow if you don't have a computer to manage, control, and observe what's going on. When anyone expands, computerizing is the thing to do. I don't know how some stores make it without a computer.

What do you find as the most useful aspects of Retail Pro?

Duff: I think Retail Pro has many good aspects, but the reports and analysis is the most applicable to me and my wife. My wife uses it while doing the buying. I use the reports to look at the statistical aspects of the business. You have to have a vision of where you are going, but you also have to know where you've been. This is what reports and analysis is able to give me. It tells me what my number one seller is and from that I can project how many more of that item I need to purchase. Obtaining customer history is another valuable aspect of Retail Pro. My employees who call customers and work with them on a daily basis need to know the customer history. Retail Pro allows them to do this.

How do your employees like working with Retail Pro?

Duff: They love it! It is easy to work with. We train them before they go on the floor. This works out very well. I believe our employees are more productive with Retail Pro.

REPORTS & ANALYSIS

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***What made you buy Retail Pro?***

Duff: I knew that in order for us to survive and compete with other retailers we needed a computer system. I called a couple of companies, but the systems were too expensive for what we wanted. We looked at the Retail Pro video and saw that it was appropriate for our business. I have no complaints.

Did you compare Retail Pro to other systems?

Duff: We did compare 2 or 3 other systems. We move quickly when making a decision. We chose Retail Pro and "ran with it."

What future plans do you have for your store?

Duff: We will have a total of three stores in the Birmingham market and for right now this is where we want to be. We are opening our third store in September of 1995. I feel adding Retail Pro to our new store will be a smooth transition. It shouldn't be difficult at all.

How have you financially benefited from Retail Pro?

Duff: There's no question that Retail Pro has helped me make money. A lot of us think we are good retailers, but you must have the essential information in order to understand what you are doing and make good business decisions. The retail business isn't complicated when Retail Pro puts the numbers in front of you.

Thank You.



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