

⌘ An industry-specific guide for your MYOB software

Insight for Retailers



Retail Insight Guide

When you start a retail business there are many things to consider: what kind of point-of-sale system do you want; what are your stock management needs; do you need to network shops; how will you manage your books, analyse your profitability and grow your business; and how will you deal with technical issues and stay up-to-date with changes in the retail industry.

If you are looking to start a retail business, a MYOB retail business solution can help you. MYOB offers a complete range of retail services from point-of-sale and business management software to consultancy, technical support, training and retail industry information.

- Retail software range

You can use MYOB's retail software to record sales transactions, maintain stock records, manage information about your customers, suppliers and staff, and record your financial information, including GST information. You can also produce reports on any aspect of your retail business.

- Business management software range

MYOB business management software manages all aspects of your bookkeeping and accounting needs, including: reporting; bank reconciliations; paying staff, suppliers and superannuation contributions; and preparing your Business Activity Statements.

- Consultancy

MYOB RetailManager Professionals provide on-site assistance with installation, setup, networking and maintenance of your retail software and hardware. They can also provide onsite training and assistance with business needs analysis and linking your retail software with your business management software.

- Training and industry information

MYOB delivers training and industry information in a variety of forums including, training courses, webinars, support notes, tutorials and newsletters. The MYOB website also contains comprehensive information about MYOB products and links to many useful resources.

- Technical support

MYOB offer priority telephone, fax and email support, seven days a week.

This guide describes MYOB's retail business solution. Where appropriate, examples are provided to help you to identify your own retail needs. For more information about any of the features discussed in this guide, contact an MYOB sales consultant or an MYOB RetailManager Professional. For contact details, see '[Contacting us](#)' on page 19.

You can download a test drive of our retail and business management software from our website. Go to myob.com.au and in the **For Businesses** section, click **Point of Sale hardware and software solutions**. Then in the **Quick Links** section, click **Test drive MYOB software**.

NOTE: Features discussed in this guide may vary depending on the retail and business management software package you choose.

Making sales

Sales are the most important aspect of any retail business. During a busy retail day, you may process a variety of transactions, including quotes, lay-bys, gift vouchers and sales orders. Customers may only be in your store for a short period of time, so you want to ensure a positive customer experience. To do this, you need to be able to process sales quickly and make the most of promoting other items in your store.

Business Profile - Carousel Toys

If your business is like...

Carousel Toys occupy a small retail space in a large shopping complex. They serve 30–60 customers per day from a single register and accept cash, credit and debit card payments. They employ two full-time staff and casual staff during busy periods. Thirty percent of their sales start as lay-bys. They issue gift vouchers and credit notes (for returned items). On electronic items, they track serial numbers for warranty purposes. They have recently started a toy club, which they are keen to promote. Members are identified by a member card and receive 10% off the normal retail price.

You'll need retail software that can...

- Enter sales transactions quickly.
- Perform a range of transactions, including lay-bys and gift vouchers.
- Email transaction documents.
- Produce a detailed docket that includes your returns policy.
- Produce a professional looking membership card.
- Track serial numbers for warranty purposes.
- Use a unique login and password for each staff member and restrict casual staff from performing some types of transactions.
- Cash up quickly.

Installing and learning how to use your software

You have made a decision to start a retail business and you want to get up and running as soon as possible. To do this, you need retail software that is easy to install and quick to learn. This is especially important if you plan on employing casual staff.

MYOB retail software comes with a *Getting Started* guide to help you install your software. It also comes with a *User Guide* that provides step-by-step instructions for completing relevant business tasks. There are also many learning and support tools that can be accessed from within the software. These include:

- Setup wizards—wizards are interactive windows that guide you through a task (for example, setting up your hardware).

- Tutorials—tutorials demonstrate how to use the many of the features in your retail software.
- Online help—you can access online help from any window in your software.
- Tell me more—*Tell me more* links appear throughout the software. You can click these links to view information about the task you are performing.
- Show Me How—*Show Me How* links appear throughout the software. You can click these links to view a tutorial about the task you are performing.
- Useful links—*Useful Links* take you directly to the MYOB website, technical support, product updates, support notes and training information.

Entering sales quickly

To help you to enter sales quickly, you can scan or type the stock bar code directly into the sales entry window. You can also skip or hide many fields in this window. For example, you may want to hide the tax code field since it is likely that you won't need to change this field when you make a sale. You can enable a predictive search option so that when you type your search criteria, your typing is completed with the nearest match found in your stock database. You can also use a variety of shortcut keys and enable a touch screen.

Entering lay-bys and gift vouchers

You can perform a variety of transactions, including gift vouchers and lay-bys. Gift vouchers are easily processed by creating a cash transaction and then a gift voucher transaction for the same amount. You can print gift vouchers to your docket printer or to your standard A4 printer. If you need, you can run a report listing outstanding gift vouchers.

When you create a lay-by you can add a service fee if you want. You can also print the lay-by period, due date and terms and conditions on the lay-by receipt. You can print the receipt in duplicate and include a signature line. After issuing a detailed lay-by receipt, you can then print a shortened version of the receipt for lay-by payments.

When you enter a lay-by payment, the balance of the lay-by is automatically updated. If a lay-by is cancelled, you can add a cancellation fee. This fee is automatically deducted from the amount already paid. You can run a report listing outstanding lay-bys, and in the customer's record, you can view details of the lay-by, such as the original amount, the amount owing and the date of the last payment.

Emailing Transactions

You can email sales invoices, quotes, lay-by payments, sales order payments and customer statements to your customers. This is ideal if you take telephone orders or if you receive payments over the telephone.

Printing dockets

You can customise the details you want to appear on your sales docket. For example, many retailers choose to print their sales dockets in standard GST format with price details inclusive of GST (you can change this if you want). You can also include your shop contact details, your returns policy, an extended description of the item and a short note, such as 'Thank you for your custom'.

You can also choose the printer you want to use to print your dockets. For example, you may want to print your sales invoices, credit notes and lay-bys to your docket printer, and your special orders and quotes to your standard A4 printer.

Printing customer bar code labels

You can print customer bar code labels for each of your customers. You may want to do this if you issue a store card of some kind. As the store card may entitle customers to a discount, you can use this card to identify members. Note that if you have an item or club that you want to promote, you can create a prompt to appear in the sales window when you make a sale.

Tracking serial numbers for warranty purposes

When you create a stock item, you can select to track serial numbers. Then, when you sell the item, you can enter the serial number of the item and an expiry date for the warranty period.

You can track repairs to the item by creating a repairs stock item (for example, 'Repairs - under warranty') and selecting to track serial numbers. When the item is returned, you can record repairs to the item against the relevant serial number. You can use the lookup serial numbers feature to see a list of transactions recorded against a serial number.

Setting security

You can set up your retail software so that your staff require a staff number and password to log in. When a staff member logs in using their staff number and password, the transactions they enter are recorded in an audit trail log. At any time, you can view this log to see the transactions staff have performed.

You can create staff groups and then restrict the functions each group can perform. For example, you can create a 'casual staff' group and restrict access to functions, such as cashing up, reversing payments and generating reports. You can also restrict access to certain windows and fields. For example, you can restrict access to the discount field in the sales entry window.

Cashing up

You can use a *blind cashup* system or you can print a till balance sheet before cashing up. A blind cashup system is where you count and enter the takings without knowing the expected amount. (This is a good method to use if you allow casual staff to cash up.) On the other hand, you can print a till balance that shows the float amount and the expected amount for each payment type (cash, credit card, cheque etc.).

When you cashup you need to log in using your staff number and password. You then enter the amount in the till for each payment type. You can add comments to each cashup session, for example, 'Till \$10 over'. You can also add comments that may help you later when you analyse your sales (for example, 'Last day of Xmas sale - a very busy day').

You can also produce cashup reports detailing daily sales transactions.

NOTE: Some features described are only available in MYOB RetailManager software. These include, entering gift vouchers, emailing transaction documents, printing customer bar code labels and tracking serial numbers.

Managing stock

To run a successful retail business, you need a stock management system where you can enter stock items quickly and classify them in a variety of ways, track the movement of stock items—from when they are received to when they are sold, manage supplier information and view what's in stock reports.

Business Profile - SaveSmart

If your business is like...

SaveSmart is a large retail department store located in a busy metropolitan centre. The store stocks a broad range of items from men's and women's clothing to manchester and household items. They have two large sales each year where they offer 10% off storewide. Throughout the year, they have smaller departmental sales. They sell packages, such as Mother's Day and baby hampers, containing a variety of stock items.

You'll need retail software that can...

- Classify stock items according to a number of criteria, including department, brand, colour and size.
- Create a package containing several stock items and sell the package as a single unit.
- Apply promotional pricing to all items in the store for a specified period of time.
- Apply bulk price updates.
- Remind you to order stock when stock levels drop below a minimum level.
- Manage your supplier information.
- Email purchase orders.
- Return stock items to your suppliers.
- Produce reports detailing what's in stock and what's selling.
- Perform stocktakes.

Creating stock records

In your retail software, you can create a stock record for each item that you sell and then specify details about the item, such as the default supplier, tax codes, cost and selling price and the minimum and maximum quantities you want to keep on hand. You can also add a picture to the stock item and create a sales prompt to appear when you sell the item. For example, when you sell sheets, you can prompt the customer to look at the new doona cover range.

You can view an audit trail displaying the date and quantity of items received into stock and sales of the stock item on an hourly, daily, weekly or monthly basis. You can also view lay-bys, sales orders, purchase orders and quotes associated with the stock item. If required, you can track serial numbers on stock items.

Classifying stock When you create a stock item, you can classify it according to department (for example, menswear) and then into categories (for example, brand, colour, size). You can also use custom fields to define the location of the item in your store (for example, 'aisle 4'). Then, when you generate what's selling reports, you can sort these reports according to the departments and categories you have created and any custom fields you have used. This makes it easier for you to identify the characteristics of your best selling items. It also helps you to identify if their is a 'premium' selling location in your store where you can position slow moving stock.

Creating packages You can create a package containing several stock items and then sell the package for a special package price or for the combined selling price of the items in the package. You can assign a tax code to the package or you can calculate tax according to the tax codes assigned to the individual items in the package (you would do this if the package contained both GST and GST-FREE items).

Managing suppliers and ordering stock

You can create a supplier record and record details about the supplier, such as their contact information, whether they charge a delivery fee and their expected delivery time frame. You can also grade a supplier as low or high priority. All transactions you record for a supplier, such as purchase orders, goods received and returned goods, can be viewed in the supplier record.

When you create a stock item, you can specify the minimum quantity of stock you want to keep on hand. When you sell an item, your stock levels for that item are automatically adjusted. If the stock level drops below the minimum quantity, a prompt appears reminding you to reorder the item. You can then create a purchase order and update it with standard shop orders for that supplier. To speed up the ordering process, you can email your purchase orders to your suppliers.

Receiving stock

You can use a multiple stock option to receive items from a supplier that belong to the same department or category. For example, you can select the electrical department and then the required categories, such as brand 'Monteo' and category 'Kettles'. You can then select the items you want to receive into stock and then enter the quantity for each item.

If you receive into stock a new item that belongs to the same department, and has the same pricing information as an existing stock item, you can add the item by duplicating the existing stock item and then changing the category information, such as colour and size. For example, if you usually stock 'Lavan' brand, black shirts in sizes 12-16, but you are receiving into stock sizes 8-10, you can select the existing stock item and change the 'size' category. The duplicating and multiple stock functions save you data entry time when entering goods received.

Note that if you receive damaged or incorrect stock, you can print a returned goods form to attach to the stock when you return it to your supplier. If you want, you can include the supplier's returns authorisation number on the returned goods form. When you create a returned goods entry, stock levels are automatically updated.

Stocktaking

You can perform a full (all stock), partial (stock belonging to a particular department or category) or a single item stocktake. When you stocktake, you can scan an item and then type in the total quantity on hand, or alternatively, you can scan every item on hand.

If you want to do a manual stocktake, you can print stocklists displaying each item and bar code, and if you want, the expected quantity on hand. You can then use these stocklists to record the number of items in stock.

When you have entered your stock quantities, you can view a discrepancy report displaying the difference between what was counted and the expected on hand quantity.

Making price adjustments

Bulk price adjustments You can make bulk price adjustments and apply them storewide (to all items) or to specific departments and categories. Bulk price adjustments can be a dollar value or a percentage of expected gross profit. You can adjust the selling price of the items (for example, increase the selling price of each item by \$5.00) or you can apply the same cost to all items (for example, you can reduce all items in a specific department to \$10).

Promotional pricing During sales, you can use promotional pricing to reduce the cost of stock items for a specified period of time. You can set promotional pricing as a percentage or dollar amount of the item price or you can specify a price for all items. Promotional pricing can be applied storewide, to departments and categories or individual items.

Pricing grades You can create pricing grades and then use these to automatically add discounts to items at the time of the sale. For example, you can create a pricing grade and specify a 10% discount on all items in your store. You can set pricing grades according to a fixed dollar amount or a percentage or dollar amount of the RRP or the cost price. Pricing grades can apply storewide or to certain departments and categories.

NOTE: Some features described are only available in MYOB RetailManager software. These include, duplicating stock items, entering multiple stock, emailing purchase orders, creating pricing grades and applying promotional pricing and bulk price updates.

Bookkeeping, BAS and paying suppliers

Keeping track of your money is an important aspect of managing your business. You need to pay suppliers, comply with taxation requirements and complete Business Activity Statements (BAS).

Business Profile - Toolshed

If your business is like...

Toolshed is a medium sized hardware store. Its owner, Ted, employs three full-time staff and one part-time staff member. The hardware store is open seven days a week and Ted works six days, taking Sunday off to spend with his family.

Ted prefers to spend as little time as possible maintaining the books, paying his staff and preparing his Business Activity Statements (BAS). Ted's view is that time spent on these tasks is time not spent with his family.

You'll need...

- Retail software—installed on your shop computer—to manage front-end tasks, such as purchasing, stock management and day-to-day sales transactions.

You'll want your retail software to automatically calculate GST and record transactions to the accounts you specify. You also want to be able to transfer financial information from your retail software to your business management software.

- Business management software— installed on your office computer—to manage your back-end tasks, such as reconciling bank accounts, paying staff and suppliers, paying superannuation contributions and preparing your BAS.

Recording financial information

When you enter a transaction in your MYOB retail software, your financial information and general journal entries are automatically recorded (general journal entries are a summary of the day's trading and include GST information). The financial information recorded depends on your accounts, the accounting method you want to use and the tax codes you assign to each stock item.

Accounts Accounts provide a means for grouping similar transactions. You need a different account for each type of transaction you record and each component of the transaction. For example, you need different accounts for sales, GST, freight, till shortage and cost of goods.

Accounting method You can choose to report financial figures using a cash or accrual based accounting method. With a cash based accounting method, figures are calculated when money exchanges hands. For example, a lay-by would only be included in your accounting figures when the entire amount is paid off. On the other hand, with an accrual based accounting method, figures are calculated immediately, regardless of whether money has exchanged hands. In this case, a lay-by, with an amount owing, would still be included in your accounting figures.

Tax codes on stock items When you enter a stock item, you specify a tax code for each item (for example, GST, GST-FREE). This tax code is then used to calculate the GST component of the transaction. Note also that if you sell packaged items, containing both GST and GST-FREE items, the GST amount is adjusted accordingly.

What happens when I record a transaction? When you record a transaction, GST is automatically calculated based on the tax code you specified for each stock item and the type of transaction being performed (cash sale, sales order, gift voucher etc.). Then, the transaction amounts are transferred to the accounts you specified and according to the accounting method you specified. When you cashup at the end of the day, your financial information and general journal entries are automatically recorded.

Completing Business Activity Statements

One of the main difficulties retailers face is completing a quarterly Business Activity Statement. With MYOB retail software, you can do one of the following:

- Transfer your financial information from your retail software and then email the file to your accountant.
- Prepare and lodge your own BAS. You can print a number of reports in your retail software that summarise the information you need to complete your BAS.
- Transfer your financial information from your retail software to your MYOB business management software and use the BASlink feature in your business management software to prepare your BAS.

Linking your retail software with your MYOB business management software

You can transfer your financial information from your retail software and then import this information into your MYOB business management software. In your MYOB business management software, you can do your bookkeeping tasks such as bank reconciliations, preparing payment summaries, completing your BAS and paying staff and suppliers.

Using M-Powered Services

If you use MYOB business management software, you can access a number of electronic services (M-Powered Services) from within your business management software. These services can assist you with bookkeeping tasks, such as reconciling bank accounts and paying suppliers and superannuation contributions.

M-Powered Payments With M-Powered Payments, you can pay your suppliers electronically, directly from your MYOB business management software. This means that you don't need to enter payment details twice—in your business management software and then in your banking software. It also means that you have an instant record of the payment. If required, you can email a remittance advice to your supplier. Supplier invoices can be paid on the day you receive them, or you can nominate a day in the future.

M-Powered Statements With M-Powered Statements, you can securely request bank balances from within your MYOB business management software. You can also import transactions and then match these to transactions entered in your business management software. Matched transactions are marked as 'cleared', which makes it quicker for you to reconcile your bank accounts. You can also import transactions that you haven't entered into your business management software. You can also print account balances, bank statements and transaction reports.

NOTE: M-Powered Statements is available to Commonwealth Bank, Westpac Bank and ANZ Bank customers.

M-Powered Money Controller In partnership with the Macquarie Bank, M-Powered Money Controller provides you with two Macquarie bank accounts: a Provision account to set aside funds to cover superannuation, GST payments, PAYG Withholdings and other liabilities; and an investment account for investing business funds. Both accounts earn a high interest rate on every dollar and interest is calculated daily and paid monthly. Note that you don't have to close your existing bank accounts to use M-Powered Money Controller—you can transfer funds to your Macquarie bank accounts and then transfer them back to your everyday accounts when required. M-Powered Money Controller can also assist you to estimate the amount you can invest and the amount you need to put aside to cover liabilities.

M- Powered Superannuation With M-Powered Superannuation you can report and pay superannuation contributions from within your MYOB business management software. M-Powered Superannuation can be used with over 500 eligible retail superannuation funds and is available with any MYOB business management product that includes a payroll feature. Superannuation contributions are made directly to the fund you specify and each payment is sent with a remittance advice. You can also print superannuation reports detailing contributions made to each fund.

NOTE: M-Powered Services are provided at an additional cost.

Reporting and analysing profitability

You are in business to make money. To do this, you need to establish a sales target and then monitor your progress towards that target. You also need to know what's in stock, what's selling and who your customers are.

What makes a retail business profitable?

For a retail business to be profitable, there are seven main financial indicators that need to be considered:

- **Sales**—What are your sales targets and are you achieving them? Who are your customers, what do they buy and how much do they spend?
- **Margin**—What margins are you getting on your sales? (Margin is the difference between the cost of goods and the selling price and is expressed as a percentage of selling price.)
- **Stock levels**—What are your best selling items and do you have sufficient quantities on hand?
- **Stock turns**—What is your return on investment for the stock you have purchased?
- **Total occupancy costs**—What is the total amount you pay each month for your premises, including rent and associated costs?
- **Other costs**—What are your staffing costs and costs associated with renting furniture and fittings?
- **Cash Flow**—How do you manage your cash?

Understanding each of these financial indicators is essential to building and sustaining a profitable business.

Using your retail reports to analyse profitability

After you have been using your retail software for a while, you can view historical sales data and use this information to set your sales targets. Then, on a daily, weekly or monthly basis, you can view reports detailing your total sales and then compare this to your sales target. If you are not meeting your sales target, you can take steps to rectify the situation.

NOTE: Establishing a sales target Your sales target should be based on more than your previous sales history. It should include a percentage to cover inflation, increases in operating costs and growth and investment in your business.

You can also use your retail software to view a variety of reports to help you to analyse your profitability. The table below outlines some of the reports you can produce using your retail software. You can filter these reports according to a number of criteria including, date, product, supplier, customer and gross profit. This provides you with the detailed information you need to analyse your profitability.

Report category	You can view reports displaying...
Sales reports	<ul style="list-style-type: none"> • Each stock item, the quantity in stock, the value of the items in stock and stock sold within a specific period. • Sales for the day, items sold, available stock, item revenue, total revenue and percentage of gross profit.
Profit reports	<ul style="list-style-type: none"> • Each stock item, the recommended retail price (RRP), cost price, available stock (including items on lay-by and sales order), the number of sales during a specified period, gross profit and percentage of gross profit. • Profit by supplier and profit by category (for example, electrical goods).
Stock reports	<ul style="list-style-type: none"> • Each stock item, cost price, available stock (including items on sales order and lay-by) and total cost of the goods in stock. • Goods received, returned goods and stock movement (for example, when items were received into stock).
Supplier	<ul style="list-style-type: none"> • Stock items you have ordered, the date the order was placed and the expected date of delivery. • What needs ordering, the supplier, the quantity of items in stock, the minimum quantity you specified to have on hand and the value of the items in stock. • The name and contact details of your suppliers, the items you purchase from the supplier, quantity in stock and value of existing stock.
Staff	<ul style="list-style-type: none"> • Number of sales, gross profit from sales and sales commission for each staff member.
Customer	<ul style="list-style-type: none"> • Each customer, the average purchase amount, the number of sales they have made in a specified period, gross profit from sales and total purchase value. • Customer quotes, special orders, lay-bys and outstanding credit notes. • Debtors and debtor payments. • The name and contact details of your customers. Note that your retail software can help you to manage your customer information. For more information, see ‘Managing your customer information and growing your business’ on page 13.

Managing your customer information and growing your business

For your business to be successful you need to acquire and retain customers. You need retail software that can manage your customer information and help you to find new customers.

Business Profile - Longevity

If your business is like...

Longevity is a health food shop occupying a retail space in a suburban shopping strip. While they serve 10-20 walk-in customers per day, the majority of their sales are mailorder sales to clinicians based locally and interstate. The shop has only been open for twelve months and the owners, Steve and Jenny, are keen to build their customer database.

You'll need retail software that can...

- Record detailed information about your customers.
- Survey your customers to identify the suburbs and business types they are from.
- Generate reports detailing how often customers make a purchase, the average sale amount and what they buy.
- Create customer loyalty programs and reward members with a storewide 10% discount.
- Create customer contact groups and then email promotional material to your customers.

Managing your customer database

With your MYOB retail software, you can record the name and contact details of your customers in a customer record. You can also:

- Use custom fields to record additional information about the customer, such as their preferred product range.
- Flag a customer as a 'status' customer. You may want to do this for your high-value or regular customers.
- Set different pricing grades for your customers. A customer pricing grade is used to add a discount at the time of the sale. For example, if you select 'Grade A' as the pricing grade, and 'Grade A' customers receive a storewide 10% discount, this discount will automatically be added when the customer makes a purchase.
- Set up an account for the customer and specify the customer's credit terms, such as their credit limit and the number of days credit.
- Create a customer specific message to appear when you make a sale to that customer. For example, 'Promote the new *Clover Herbs* range'.
- View transactions for a customer. Sales, lay-bys, quotes and special orders can be viewed in the customer's record.

Customer reports You can produce a variety of customer reports displaying your customer's sales history: how often they make a purchase, what they buy, what they spend and their value to your business in terms of gross profit. You can then use these reports to identify your high-value customers. You may want to target these customers with a special offer. You can also use these reports to identify high-value customers who haven't made a purchase for a while. You can then send them a *'We haven't seen you for a while...'* letter or email.

Using your retail software for marketing

Your retail software provides you with a number of options for marketing:

Customer loyalty programs You can offer your most frequent customers membership to your customer loyalty program. If this program includes a discount on items in your store, you can select a specific pricing grade in the customer's record. If you want to issue a membership card, you can print a customer bar code label and attach it to the card.

Surveying customers You can use the survey field in the sales entry window to survey your customers. For example, you may want to determine the type of business your customers are from (naturopath, osteopath, chiropractor etc.). You can then print a survey report detailing: the responses, how many respondents provided that response, the sale amount and the gross profit amount.

You can also use the survey field to record the postcode of your walk-in customers. When you generate the survey report and identify the suburbs where your customers are from, you can arrange a mail drop of your catalogue to these areas. If you are looking to open another store, you can also use this information to identify the best location.

Getting in touch with your customers You can create customer contact groups and then use these groups to email newsletters, special offers, catalogues or other promotional material to your customers. For example, you may want to create a customer contact group called 'VIP Customers' and only include customers who have exceeded a minimum sale amount or a minimum number of sales. You can then target these customers with a special VIP offer. You can also create a general customer contact group, that includes all of your customers, and use this group to keep your customers up-to-date with sales, discounts and new store openings. Note that if you want to mail an invitation to your customers, you can also use your customer contact groups to print mailing labels.

NOTE: Some features described are only available in MYOB RetailManager software. These include, creating customer contact groups, printing customer bar code labels and emailing customer contact groups.

Networking your shops

If you operate a business that has multiple outlets or shops, you'll want to network each of your computers so that you can send information to your shops and receive from your shops stock and sales summary reports.

Business Profile - Shirts & Suits

If your business is like...

Shirt & Suits is a chain of 11 men's clothing stores located in metropolitan and regional centres. The store has a centralised pricing policy and their head office, located in their main retail outlet, orders stock in bulk and then distributes it to individual shops. The business is profitable and the owners are keen to open another three stores over the next 12 months.

You'll need retail software that can...

- Network your main office computer with each of your shop computers.
- Add extra shop computers to your network as required.
- Share a central retail database across all your shops.
- Send pricing, stock and email updates to each shop.
- Receive from your shops, price lists, stock information and sales summary reports.
- View stock held at other shops.
- Produce consolidated retail reports across all of your shops.

Using your retail software on a network

If you have multiple stores and you use MYOB RetailManager, you can connect each of your shop computers to your head office computer using MYOB RetailEnterprise. Your head office computer can be a back office computer or a computer located in your main retail outlet.

You can:

- Share a central retail database with each of your shops. This also allows you to apply some options, such as GST options and sales messages, globally to all of your shops.
- Send to your shops, product updates, pricing updates and email messages.
- Receive from your shops, daily sales summaries, product lists and stock information, such as what needs ordering.
- View stock held at other shops. For each stock item, you can view the stores that have the item in stock, the quantity and the average number of sales for that item. Any shop on your network can view the stock and stock quantities held at other shops.
- Produce consolidated retail reports, such as what's selling and what's in stock reports.

You can collect stock and sales summary reports from each of your stores on a daily basis or at regular intervals throughout the day.

Training and support

MYOB offer a comprehensive range of training and support options, starting from assistance with business analysis (and choosing the right retail and business management solution for your business), through to assistance with setting up, maintenance and trouble-shooting your software. MYOB also support you with a variety of training solutions and resources that help you to run your business and keep you up-to-date with changes in the retail industry.

Consultancy

MYOB RetailManager Professionals are independent consultants with an in-depth knowledge of the retail industry and MYOB's point-of-sale software. RetailManager Professionals can assist you to analyse the needs of your business and decide on your MYOB retail and business management solution. When you have made your purchase, they can also provide on-site assistance with installing, setting up and maintaining your software and hardware items, such as docket printers and pole displays. If required, RetailManager Professionals can assist you to link your retail software with your MYOB business management software. For more information about MYOB RetailManager Professionals, go to myob.com.au/support and in the **Quick Link** section, click **On-site** support.

Printed documentation

When you purchase MYOB retail or business management software, you receive a *Getting Started* guide detailing how to install the software and a *User Guide* that provides step-by-step instructions for completing relevant business tasks. Any new releases or updates for your software are sent to you with *Release Notes* detailing new features and how to install the new version of the software.

Tutorials, videos and built-in aids

When you have installed your software, there are many learning and support tools that can be accessed from within the software. For more information, see '[Installing and learning how to use your software](#)' on page 2.

Training courses, webinars and self-paced learning manuals

There are a variety of training courses that show you how to use your MYOB software. Training courses cater for all skill levels from beginners to advanced users. Training is provided by MYOB professional trainers and courses focus on using your MYOB software to improve the way you run your retail business. If required, you can also arrange on-site training through MYOB's network of Approved Training Providers.

Class-room based seminars are provided throughout the year on a variety of topics. If you don't want to attend a seminar, you can participate in a Webinar. Webinars are web-based seminars where you can give, receive and discuss information online. Webinar topics include, completing end of financial year procedures, troubleshooting superannuation calculations and exporting your financial information.

Self-paced learning manuals are interactive, task-based manuals that can be studied and completed in your own time. Topics include bookkeeping for beginners, analysing the health of your business and improving business performance.

For more information about MYOB training, go to myob.com.au and click the **Training + Events** tab.

Technical support

The MYOB technical support team can provide assistance with all aspects of setting up, using and trouble-shooting your MYOB retail and business management software. You can pay for technical support on a pay-per-call basis or you can subscribe to an MYOB support plan. When you subscribe to a support plan, you receive additional benefits, such as priority telephone, fax and email support (seven days a week), access to all upgrades and updates, subscription to a monthly retail e-newsletter and other discounts and special offers. There are support plans to cover you for both your retail and business management software. For more information about MYOB support plans, go to myob.com.au/support and in the **For Businesses** section, click **Find out more about our Support Plans**.

Support notes

Support notes provide technical information to assist you to use your MYOB software or to complete business related tasks. You can view support notes on topics, such as preparing for a stocktake, handling bad debts and completing your BAS. Support notes are published on the MYOB website. For more information, go to myob.com.au/supportnotes

Newsletters

When you subscribe to an MYOB retail support plan, you receive a monthly retail e-newsletter containing technical tips, special offers and industry specific articles. Articles include, improving customer service, dealing with stock shrinkage, assessing the health of your business and understanding key financial issues relating to the retail industry.

Website

The MYOB website contains information about all of MYOB's products and services, support plans and training options. There are also useful links to resources and retail industry specific information.

MYOB retail and business management software products

MYOB retail software

RetailBasics RetailBasics turns a standard PC into an effective point-of-sale solution. RetailBasics connects to most POS hardware, including bar code scanners, cash drawers and docket printers. With RetailBasics, you can create stock lists, add pictures to stock items and print stock bar code labels. You can create lay-bys, provide refunds and process sales quickly by scanning or typing the bar code directly into the sales window. You can use a variety of payment types and add credit card surcharges if required.

You can view a variety of reports including, stock lists, price lists, tax collected and what's selling reports. You can transfer your financial information from RetailBasics to your MYOB business management software. RetailBasics is for businesses that don't require comprehensive inventory management.

RetailReady If you are just starting a retail business, the RetailReady package includes RetailBasics software, together with all the hardware items you need to get started, including a USB docket printer, a USB bar code scanner and an electronic cash drawer. RetailBasics software requires a standard PC and the software includes set up wizards to help you to connect your hardware items.

RetailManager With RetailManager you can process a variety of transactions, including sales, lay-bys, accounts, sales orders, purchase orders and quotes. You can manage staff, supplier and customer information. You can create customer contact groups and email catalogues and promotional material to your customers. You can also email transaction documents to your customers and suppliers. RetailManager includes comprehensive stock management functions that allow you to classify stock items in a variety of ways, manage supplier information, create purchase orders and process returned goods. You can set promotional pricing and apply bulk price updates to all your stock. You can also link RetailManager to your business management software.

RetailEnterprise If you have multiple shops and you use MYOB RetailManager software, you can connect each of your shops to your main office computer using MYOB RetailEnterprise. (Your main office computer can be a back office computer or a computer located in your main retail outlet.) With MYOB RetailEnterprise, you can send and receive information between your main office and each of your shops. You can share a central retail database, distribute product and pricing updates and view stock held at other shops. You can also receive from your shops, stock information and daily sales summaries. You can use this information to produce consolidated retail reports.

MYOB business management and payroll software

BusinessBasics MYOB BusinessBasics is ideal for small retailers. With MYOB BusinessBasics you can reconcile bank accounts, track GST paid and collected, and use the BASlink feature to help you prepare your BAS. You can email quotes, invoices and reports. You can also use M-Powered Invoices (for more information, see ['Using M-Powered Services' on page 9](#)).

MYOB Premier MYOB Premier is ideal for medium-sized retailers who want to integrate their bookkeeping tasks with payroll management. With MYOB Premier you can process payroll, print payslips, paycheques and payment summaries and manage staff superannuation entitlements.

You can also reconcile bank accounts, track GST paid and collected, and use the BASlink feature to help you prepare your BAS. You can email quotes, invoices, statements and reports. You can generate budgets and design your own forms. You can also use the full range of M-Powered Services (for more information, see '[Using M-Powered Services](#)' on page 9).

MYOB PowerPay and MYOB Payroll Enterprise MYOB PowerPay and MYOB Payroll Enterprise are standalone payroll management systems. With MYOB payroll software you can pay your employees, maintain employee records, track employee leave, and calculate PAYG tax, payroll tax, super and other staff entitlements. You can also print payment summaries and a variety of payroll reports. MYOB PowerPay is ideal for retailers with up to 500 employees. MYOB Payroll Enterprise is for retailers with 500+ employees.

MYOB Add-on Solutions MYOB offer a range of add-on solutions to compliment your existing MYOB business management software. Add-on solutions are provided by independent developers and can include customer relationship management, contact management, internet security and network management solutions.

Contacting us

MYOB products For more information about MYOB retail and business management products, go to myob.com.au and click **Products + Services** tab.

Sales enquiries To speak to an MYOB Sales Consultant, call 1300 555 111 or email your sales enquiry to sales@myob.com.au

Consultancy You can discuss your retail and business management needs with an MYOB RetailManager Professional. To find a RetailManager Professional in your area, go to myob.com.au/possearch and make your selections in the **Partner Search** section.

MYOB training For more information about MYOB training, go to myob.com.au and click the **Training + Events** tab.

MYOB support For more information about MYOB support plans, go to myob.com.au and click the **Support** tab.

Test drives You can download a test drive of MYOB retail and business management software. Go to myob.com.au and in the **For Businesses** section, click **Point of Sale hardware and software solutions**. Then in the **Quick Links** section, click **Test drive MYOB software**.