



## SOLUTION PROFILE

# FURNITURE AND HOME DÉCOR

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your furniture and home décor store.

Whether you have one store or hundreds of stores, CounterPoint runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—it's all built into CounterPoint.

CounterPoint will meet your needs now and is flexible enough to grow with you into the future.



- **POINT OF SALE CHECKOUT**  
Fast, easy to use, and easy to learn—includes optional touchscreen, fast (2-second!) credit card authorizations, miscellaneous charges for freight or delivery, and commissions.
- **INVENTORY CONTROL**  
Maintain optimum inventory levels. Your inventory picture is “up-to-the-minute” so you’ll always know what’s in-stock, in-transit, and on-order. Track styles, finishes, or fabrics with grids and user-defined profile fields.
- **SERIAL NUMBER TRACKING**  
Track detailed records of unique items—ideal for big ticket items and product warranties.
- **CUSTOMER LOYALTY**  
Know who your customers are and what they’re buying. Set up A/R charge accounts. Print mailing labels for special promotions. Increase loyalty with customer-specific pricing, frequent shopper programs, gift registries, store credits, gift certificates, and more.
- **AUTOMATED PURCHASING**  
Calculate current stock levels and automatically create PO’s.
- **SPECIAL ORDERS AND LAYAWAYS**  
Place orders, backorders, and layaways. Create sales tickets, enter deposits, and track the order from point-of-sale to delivery.
- **SALES HISTORY**  
Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.
- **PRICING**  
Define multiple price levels, markdowns, contract prices, package prices, and limited-time promotions for midnight madness sales.
- **ECOMMERCE**  
Upload inventory, customers, and prices to your CPOnline store and download orders into CounterPoint for fulfillment.
- **ACCOUNTING INTERFACE**  
Update financial statements and payables and exchange the data with accounting packages.



## Success Story: Country Woods Unfinished Furniture

With unfinished furniture, there is a distinct amount of pride in staining the piece yourself. But there's a high degree of risk, too: Will the finish be beautiful, or will it look like an amateur's job? For Marilyn Cavanaugh, owner and president of Country Woods Unfinished Furniture, automating her 18,000-square-foot New Hampshire store was an uncertain endeavor too. But when PC Solutions, a local CounterPoint Business Partner, installed CounterPoint in September 1997, Cavanaugh was well on her way to having showroom-quality business practices.

Says Cavanaugh, "We decided to automate because we really had grown, and we needed to be more efficient. It was a scary proposition because none of us was all that computer literate. But now, we've all mastered the system, and no one can imagine going back. Just to have the information at your fingertips: How many do we have? What's the cost? It's just so nice."

One of the largest stores of its kind on the East Coast, Country Woods averages some 125 transactions on a weekend day. In addition to entering tickets, Cavanaugh processes all her receivings through CounterPoint and makes frequent use of the inventory history reports, allowing her to know what additional merchandise she should order.

Cavanaugh recognizes CounterPoint's built-in credit card processing as a primary boost in efficiency. Previously, if clerks would enter an incorrect method of payment, it took a long time to straighten it out. "CounterPoint doesn't let you enter it incorrectly," Cavanaugh says. "It all balances in the end, despite us. The time saved in terms of paperwork the next day is substantial."

CounterPoint's ability to handle layaways and orders is an added bonus, adds Cavanaugh: "We're not a drug store, where you buy something and leave. A store like mine inevitably has a lot of orders and layaways. CounterPoint allows us to track them very easily."

"Most of all, CounterPoint lets us be a lot more efficient," Cavanaugh concludes. With CounterPoint, Cavanaugh is sure to have a beautifully crafted business for many years to come.

## Selected Users

ABC Enterprises Inc.	Levin's Brass Beds of Virginia
Accessories, Inc.	Levon Furniture
Arizona Rug Company	Mackie Furniture Company
Baby Daze, Inc.	Mid South Business Furniture
BargainCity USA Furniture	Modernclassics, Inc.
Barrow Management Co.	Morgan's Home Furnishings
Blue Dolphin	Novello, Inc.
Burlington Futon Co.	Our Country Hearts
Caper's Home Furniture	Picturesque
Chalet Company	Pineapples, Palms, Etc.
Chequers	Plains Furniture Company
Chestnut Hall, Inc.	Pucher's Decorating
Christo's Home	Ralston Creek
Civilization	Ranger Bob's Trading Post
Country Woods Unfinished Furn.	Raw Wood Furniture, Inc.
D&S Designs, Inc.	Room to Grow
David S Jeffcott	Roussel's Antiques
Decorative Fabric & Furnishings	Rug Gallery
DiLor Interiors	Secret Closet Company
Embellishments	Shore Décor, Inc.
Fen Mohammed Stores Ltd.	Shorewood Furniture
French Country Imports	Simons Furniture
Furniture Center	Soha, Inc.
Gautier USA	South Beach Style
Gregorie, Douglas & Co.	Stow's Office Furniture
Hearth & Home	Strickland Furniture
Home Accents, Inc.	Unpainted Furniture Center
Home Décor Liquidators	USA Baby
Home on the Range	Ventress Fine Furniture
Inside Accents	Waccamaw Furniture
Jim Wilson Interiors	Waterbeds N Stuff
Johnson's Furniture & Appliances	White on White
Just About Furniture	
Kitty Hawk Carpets	



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