



Case Study

Comtrex Systems

Sector: EPOS software and hardware system

Market: Bistro's, cafeterias, full service restaurants and in-house catering operations



Background

Comtrex are specialists in EPOS solutions for hospitality, with a UK customer base of 500+ users.

Objectives

- Optimise the effectiveness of Comtrex sales resource
- Generation of quality new business enquiries
- To maintain and increase Comtrex' market presence
- Business retention - careful management of the relationship with existing customers

Solution

Shere initially conducted a 'SHERE Plan' review and have subsequently driven forward the recommendations and actions of a comprehensive programme of brand-building and market communications under the 'SHERE Direct' process.

Results

The new web site is generating a higher level of new business enquiries than anticipated and all Comtrex market communications now carry a unique and consistent visual identity.



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Comtrex EPOS Systems give you complete visibility and control - resulting in a leaner, more profitable business.
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The Comtrex EPOS System

Your Menu For Success

- Control food and labour costs - precisely
- Increase productivity - standardize operating procedures and improve communications
- Fine-tune your menu - automatic inventory levels
- Enhance guest - built approved menu control and funds tracking
- The simple system proven over 25 years - now technically superior

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Point of Sale - Funds Tracking - Financial Reporting - Inventory Control - Charge Accounts - Web Reporting

Labour Management - Financial Reporting - Inventory Control

The Odyssey EPOS system

Your Menu for Success

- Precise control of food and labour costs
- Increased productivity through standardised operating procedures and better communications
- More time for you and your staff by eliminating repetitive reporting tasks
- Instant access to management information and improved funds tracking
- The simple system - proven over 20 years - now technically supreme
- Efficient Corporate programming with Web Reporting

Odyssey - just what you ordered!

Office Management

At comprehensive back office software available. Centrex has been and invested in research and development to bring the software to the Hospitality marketplace. Odyssey enables every restaurant or fast food outlet to be tracked and controlled, whilst putting with accurate up to the minute food and labour costs, and language by simply entering your password.

In volume staff costs are planned into expenditure and helps it. Odyssey supports up to 250 employees, with up to 10 job of each staff member can be stored together with hours and pay. The software allows managers to prepare and print schedules in

End of Day

This module is designed to make closing up after a long shift easier. The Odyssey schedule guides managers through the tasks required, automating lengthy procedures to make the process simple. At the same time, the system allows key actions to be designated as 'mandatory' to ensure they are not forgotten. Odyssey can also be set to run key sales management reports automatically as part of the End of Day procedure.

Reporting

Odyssey provides a wide range of reports to help you track every area of your business with over 100 standard reports available covering aspects such as sales, food costs, funds, stock movements, sales mix, labour and purchasing.

Key management reports include:

- Tracking Report - a unique business tool, based on the full detail transaction report contained in the sales database
- Period Cost of Sales - Providing the most accurate analysis available of actual food costs, expressed in means and percentage terms, the period cost of sales indicates clearly items such as recipe depletion, including yield waste, raw and finished waste, count variances, adjustments, purchases, transfers, opening and closing stock balances
- Seven Day Summary Report - covering all sales, funds, stock and labour movements including income day by day
- Transaction Report - a complete listing of all food and back of house transactions
- Employee Reports - includes reports on hours worked, net sales per hour and employee costs as a percentage of net sales.

Note: The results of all Odyssey reports can be exported to a variety of other software packages.

Charge Accounts

A powerful yet simple way of providing customers with a gift/voucher or account facility. This module allows you to allocate account cards to members of groups, corporate customers, or even staff. Individual accounts can be set to limit the number of transactions or the total quantity day or period. Account status can be checked and revenue added at the point of sale or back of house. An integral reporting facility generates monthly statements and allows additional personalised text to be added in.

Inventory Control

The Odyssey Inventory module from Centrex is simple to use and takes no more than an hour a day to maintain. Directly linked to the database on the front of house POS system, the software takes into account all aspects that affect your costs. Uniquely, from recipe coding to stock depletion, the Odyssey Back Office software shows the actual cost of providing specific menu items to your customers.

Key Features:

- Purchases - Stock ordering can be performed in one of three ways
 - via an order 'wizard' which uses historical sales data to recommend order quantities
 - using order templates which can be set to place orders for specific time periods eg Place based order every Tuesday
 - as open purchase order, used for last minute items or general orders
- Received - Holds and processes received goods, with automatic back-voiding or cancellation of incomplete orders
- Moves - Allows raw and finished waste depletion
- Transfers - Allows stock to be moved from one location or site to another
- Process - Confirms deliveries and wastes with automatic adjustment to stock
- Counts - Provides a stock count for all stock locations with variances instantly highlighted (daily, weekly, monthly or spot check variations available)

Funds Management

Odyssey allows you to keep track of revenue at every stage. See it at a glance where it is and who is responsible and generate up to the minute balances.

Client comment

“When we were seeking to refresh our sales materials Shere produced a new design style that provided us with a unique identity. They went on to produce excellent marketing materials, then a set of recommendations that have become the foundation for all our marketing activities. Shere has consistently pushed us along – an absolute necessity as we are always busy and would otherwise never have the time or focus to get the background promotional things done. This determination, plus their flexibility in accommodating the ebb and flow as our business situation, has been greatly appreciated.”

Steve Roberts

Managing Director