

Increase Your Beverage Center's Sales and Profits - Even In the Cold Winter Months



“Providing Retail Sales Solutions for Beverage Centers”

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SUMMING IT UP

Ariesoft's Beverage Center Suite, which includes The BeerTender™, Mugsy Rewards™ and The BeerCounter™ provides solutions for Beverage Centers to grow in an ever-increasing competitive environment. Through an assumed case study, this white paper will take a look at your Return on Investment (ROI) in a Point of Sale System (POS) which puts sales intelligence to work to increase the value and loyalty of your customers, while maximizing your leverage with beer and beverage manufacturers.

Running a Beverage Center is a tough business. Not only are you competing with large retailers like supermarkets and warehouse stores for the consumer's dollars, but you're a seasonal business trying to make the most of your business in just a few short months. While labor is the largest expense of running a beverage center after your inventory costs, it has become increasingly important for beverage centers to be more customer and service focused in order to compete with large retailers.

Technology solutions that provide improved service without additional costs are an essential component for today's Beverage Center. In fact, by acquiring the right POS system for your business, you will realize a negative cost of ownership when you factor in:

- time savings attained by employees in managing the front and back offices
- increased sales and profits generated by a customer focused business
- additional marketing incentives received from the manufacturers.

Now is the time for Beverage Centers to evaluate the ROI that these systems can provide in terms of increased sales, reduced operating costs, efficiencies and strategic opportunities.

SERVING CUSTOMERS YEAR-ROUND

A Seasonal Business

As Matt Simon knows all too well, running a Beverage Center is mostly a seasonal business. Beginning as a stock clerk when his father started the company in Suffolk County, New York, he has steadily expanded Simon's Beverage Center over the past 10 years. (Simon's Beverage Center is an assumed business encountering conceivable situations.)



Selling to customers in central Long Island, the company has a retail store, a growing wholesale operation and a bustling home delivery business. Simon's Beverage Center stocks an extensive selection of beer and other beverages offering them at competitive prices. The employees are trained to solicit product suggestions from their customers so Simon's can increase their product line. Simon's busiest time is from Memorial Day to Labor Day when the weather heats up and summer BBQ's are all the rage. After that, business drops off significantly with occasional spikes for some of the fall and winter holidays, and of course, Super-Bowl Sunday.



Increasing Sales During The Lean Periods

Simon's is always on the lookout for ways to increase business during the off season. They launched their first customer newsletter sent via regular mail about three years ago, planning simply to publicize the store's weekly specials - particularly during the slower months. Recently, they have added fun facts and recipes using their product line to the newsletter. Customers have been very responsive and the promotions have significantly increased sales. Simon's sees more customers during the off-season since distributing the newsletter than in the year's prior to its release. If they could do a better job targeting their product offerings to the customers' preferences, they believe sales would increase even more. To further increase their bottom line, they would like the manufacturers to improve their marketing programs and increase product offers to Simon's customers.



The Need for a Retail Sales Solution

Like most seasonal businesses, Simon's Beverage Center wants to increase business during the off-season, and is concerned about maintaining profit margins and optimizing the costs of their back-office operations. At the same time, large supermarkets and warehouse stores are encroaching on its market and they must continue to improve both product selection and the quality of customer service.

Here's Simon's wish list:

- Give the customer a strong incentive to frequent its store over the warehouse stores by expanding their inventory, and offering a wider range of microbrews and soft drinks to differentiate their product line. The current manual inventory system does not allow for effective inventory management.
- Introduce a customer loyalty program. Simon's knows that offering upfront discounts for frequent buyers and alerting targeted customers about upcoming specials and promotions will greatly increase sales.
- Advertise promotions and communicate with its loyalty program customers via an email newsletter. Email is cheap and quick. Simon's knows that frequent communication with its customers can attract more customers into the store and influence their purchases, particularly during the off-season.
- Simon's is aware that the marketing program discounts and strategic opportunities they receive from the manufacturers are not as great as the discounts the large retailers receive. Simon would like to bulk up its presence with the manufacturer.

Implementing New Systems Can Be Costly



While they recognize their need to implement changes to their business, Simon's is uneasy about the upfront investments required to build and sustain this commitment to expanding its business. The business is crazed during the busy season and can't focus on improving operations. During the off season, it finds itself strapped for cash with only limited resources to invest in a retail sales solution necessary to track customer purchases, manage inventory and fulfillment, and offer targeted promotions. **Simon's knows that these innovations will impact aspects of the business operations, yet these innovations offer the best way forward to successfully implement a sales strategy, expand product offerings, and compete effectively in a customer-driven marketplace. What Simon's now needs is an affordable solution for managing its ongoing retail operations.** Fortunately, with today's technologies, they will have several options to consider which are designed specifically for a Beverage Center.

The Ariesoft Beverage Suite

A Beverage Center Sales Solution Designed to Increase Your Bottom Line

For over 25 years, Ariesoft, Inc., headquartered in Great Neck, NY has brought its expertise and professionalism to businesses across many industries. Most recently, Ariesoft has focused its efforts on technologies that help and support the growth of the beverage industry. The company provides a Beverage Center Sales Solution which focuses on the three key areas of a Beverage Center business:

- the front retail and back office operations
- the customer
- the manufacturers



The BeerTender™, specifically designed with the needs of Beverage Centers in mind, automates your front and back office operations. The Mugsy Rewards™ Customer Loyalty Program lets you understand your customer base and rewards them for the buying behavior you want - loyalty, frequency and increased spending. The BeerCounter™, an innovative tool designed exclusively for Beverage Centers, gives you the leverage you need to get strategic marketing opportunities from the manufacturers.

By using this three-pronged approach to address the key aspects of your Beverage Center business, Ariesoft delivers a seamless system focused on a single goal - increasing your business and making you more profitable. Ariesoft is gaining the attention of the marketplace and has been endorsed by the Empire State Beer Distributors Association.



Competing with Large Retailers and a Crowded Marketplace

For Matt at Simon's Beverage Center, Ariesoft provides a wide range of retail sales solutions at an affordable price point. For a one-time investment (that can be financed for as little as \$200 per month) and a modest monthly fee, Simon's can:

- Expand the number of customer touch points,
- Leverage strategic marketing opportunities with beverage manufacturers,
- Modernize back-office operations.

Matt will also:

- Develop off-season business through Mugsy Rewards™ customer incentives without adding additional staff to manage the loyalty program.
- Optimize product profitability and improve inventory choices by analyzing customer behavior and purchase patterns.
- Identify additional selling opportunities based on customer purchase history.

Ariesoft's Beverage Center Suite is the only POS solution designed specifically for Beverage Centers and the only POS System that can:

- Handle the many packaging differentials, bottle returns, z-out reports and other necessary functions specific to your business.
- Start you off with a 5,000+ item inventory file.
- Provide a built in customer loyalty program to increase and grow your business.
- Provide the strategic marketing opportunities with beverage manufacturers.
- Provide inventory analysis to optimize your product profitability.

Because Ariesoft's Beverage Suite is designed specifically for your business, there is no need to try and fit a square peg into a round hole. Our solutions fit your business like a glove.

Prospects for Beverage Centers

We believe that Beverage Centers will be well positioned to compete in a growing marketplace. Many Beverage Centers are using technology to grow their businesses. Many have installed point-of-sale terminals and are better managing their operations. For many retailers, implementing an Ariesoft solution represents an important change in how they are able to reach their customers.



We do not want to minimize the impact of the upfront costs or the recurring fees—both are investments in competing in a customer-driven marketplace. But most retailers will recognize these incremental expenses as prudent investments that enable them to expand their business operations, better serve their existing customers, and reach entirely new customers in new ways.

In sum, we suspect that there are many Beverage Centers who know that in order to compete in this customer economy now is the time to implement this relatively low-cost solution. Matt Simon's is well on its way to taking sales of Simon's Beverage Center to a level his Dad could never even imagine. Isn't it time you did the same?



For over 25 years, Ariesoft, Inc., headquartered in Great Neck, NY has brought its expertise to businesses across many industries. Most recently, Ariesoft has focused its efforts on technologies that help support the growth of the Beer and Beverage Centers.

To get on your way to growing your business, contact us at:

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