

Fern Works for YOUR Business

FernPOS - Point-Of-Sales solution



FernPOS is a complete retail management solution that enables remote data access, in-store sales management and on-line trading.

FernPOS - Features and Benefits

- Web driven management interface
- Barcode enabled in-store application
- On-line e-Sales capability
- Remote secure access to all the data
- Up-to the minute stock level&profit reports

Egg Maternity - Essentials for Growing Girls

EGG Maternity is a franchise with retail fashion stores through New Zealand, Australia and the Philippines.

Barbara-Ann Ayton, Franchisee of several Egg Maternity Franchise stores in Australia, had commissioned Fern Digital to write and install a POS software package for her EGG retail franchise fashion stores. Barbara-Ann Ayton needed a secure and reliable system to administer her stores remotely.

"I required remote administration, along with numerous reporting and administration functions that I didn't seem to be able to find in the limited offer of commercially available packages - if I could - they were cost prohibitive for small business"

The Challenge

After opening her first Egg Maternity store, Barbara-Ann Ayton was spending a lot of time in store monitoring store and product performance. She noticed that some product lines would be on more demand at times and in order to be proactive in stock management Barbara-Ann needed to have access to the up-to the minute stock levels.

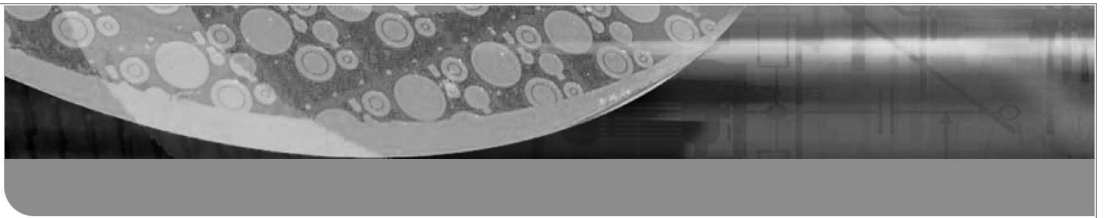
Barbara-Ann was often running marketing promotions popular with her customers and needed an effective way to record customer details to add them to the mailing list for news and upcoming promotions.

Planning to open more Egg Maternity stores in Australia Barbara-Ann required an effective POS system with the remote management functionalities and an easy to use in-store application.

"I have been extremely happy with how smoothly the implementation of the system and peripheral hardware was. One of my staff members, who has worked for over 15 years in the retail industry, commented that it was 'so easy' she was worried she had missed something."

Barbara-Ann Ayton, Franchisee





Business Achiever Award 2005



Barbara-Ann Ayton with her EGG Maternity franchised store in Brisbane was named as an outstanding small business operator winning the 2005 Business Achievers Award in the Fashion Category.



These Awards are an initiative of Quest Community Newspapers to recognize outstanding small businesses in the Greater Brisbane region for innovation and excellence in customer services.

Barbara-Ann Ayton, Franchisee of several EGG Maternity's Franchised stores, in her submission for assessment for this Award, credited a great proportion of her success to the FernPOS system, because of ease of use, and reporting facilities.

'This meant that administration of my multi-store business - was able to be monitored remotely, with the reporting details current, and at my fingertips, at any time of the day or night.'

Fern Works for YOUR business

Fern Digital's philosophy is to work for their customers to help them to uncover their full business potential through using intelligent IT solutions. The best measure for the Fern Digital's success is the success of their customers.

The Solution

Fern Digital has provided Barbara-Ann with a Point-Of-Sales solution, enabling remote management, comprehensive reporting and an easy to use in-store application.

With FernPOS, Barbara-Ann now has access to up-to-date sales information in all of her three stores while at her home office or anywhere in the world from Internet-enabled computer with a browser. She can see up-to-minute transaction reporting, stock level reports and reports on sales done by each of the store cashiers. Barbara-Ann is now able to monitor best/worse sellers and to run various financial reports to assist her in store management.

Using FernPOS in-store application, the store staff members are able to record customer's contact details at the time of purchase making purchase processing quick and easy. Sales person can enter purchase details by using bar code reading device or by choosing product name from the list of the products available in the system.

With sales information stored on the secure remote server, the store accountant is able to download the financial information required for accounting by accessing FernPOS data remotely from her office.

PROFIT REPORT											
From		18	Oct	2005	To	18	Oct	2005	Show		
		Last Year	Last Month	Last Week	Yesterday	Today					
Profit Report for Yesterday											
Store ID	Product ID	Product Description	Transaction ID	Single Cost	Single Price	Quantity	Total Cost	Final Sales Price	Profit		
4560	2393.3	Scoop Neck T - White	456723439661	35	41	1	35	41	6		
4567	2640.2	Pucci Dress - Black	456723439661	150	179	1	150	179	29		
4563	2392.3	Scoop Neck T - Black	456723439661	35	41	1	35	41	6		
4535	2553.4	Bra - Black	456723439661	35	49.95	1	35	49.95	14.95		
4577	2102.2	Real Denims	456723439661	119	129	1	119	129	10		
4541	2207.2	Real Denim Skirt - Denim	456723439661	100	119	1	100	119	19		
3567	2412.2	Button Capris - Black	456723439661	80	99	1	80	99	19		
4057	2640.2	Pucci Dress - White	456723439661	150	170	1	150	170	20		
4141	2674.2	Chiffon Dress - Ballet	3141234041003	259	299	1	259	299	40		
3141	2685.2	Crossover Top - White	3141234041003	79	89	1	79	89	10		
							1	2	3	4	Total 34
Total Sales =							\$3,772.48				
Total Profit =							\$ 832.46				
Profit Margin =							22.06%				

