The Retail Technology Solution for Butchers

AMC Retail has developed a solution to help retail butchers to make running your business easier and increase sales. The solution has been developed in conjunction with Meat and Livestock Australia as well as some of Australia's leading retail butchers. This means that this solution is designed specifically to meet the needs of retail butchers.

What is the RTS for butchers?

The RTS for butchers has two key components. (POS) solution. There are a First you need an in store Point of Sale number of options depending on the size, set-up and budget of your store, from intelligent scales to fully integrated systems.

The in-store POS uses the internet to connect to a central website, called a portal, which collects and stores the data from your store/s and provides you with detailed reports on your sales, inventory, staff management and tools to help you generate more sales.

What are the main benefits of the RTS for butchers?

- Introduce your own loyalty programme and increase your revenues. Current butchers using loyalty have found that loyalty customers are spending twice as much as their other customers.
- Promote products and specials through the customer advertising screens.
- Get instant detailed reports about your business.
- Improved cash management.
- Improved inventory management.
- Detailed information about product sales helps you better manage your business, reduce wastage and understand your top customers.
- Improved customer service – giving detailed receipts and speedy service.
- Track staff performance through reports on time taken to serve customers, sales per operator, returns, voids and low value sales.
- Simplify and speed-up customer orders at Christmas and holidays
- Integrated EFTPOS reduces errors and reduces the time taken to process EFTPOS.

Butchers who have installed the system are achieving great results with the system, such as a monthly increase in revenue of 4% and improved margin of 12%.

Intelligent Scales Solution

A basic version is based on a solution with using a set of intelligent scales such as the Avery M or MP series or Wedderburn SM 90. The scales are connected to a PC in store which sends the data to the portal as well as providing access to the functions of the portal.

M Series

Budget PC version

A standard PC with the POS software installed and a touch screen for the operators is used. This provides you with a fast and efficient way of handling your customer sales and accessing your data on the RTS portal. The PC version also allows you to install customer facing screens that can be used for running promotional messages to your customers.

Integrated Touch System

An integrated touch system provides a robust and easy to install hardware solution running the POS software. Customer facing display screens can also be installed to allow you to provide promotional information to your customers.

Return on investment

The right solution for your store depends on your budget and the level of functionality that you want. System costs start from less than $250 per month (rental equipment) or capital costs of $7,900 (software not included). A typical 2 POS including scales integrated PC system & label printer capital costs from less than $13,900 (excludes Portal subscriptions & installation). However, the butchers who have taken part in the MLA pilot programme have reported a fast return on their investment. For example, a small store with a turnover of $33,500 could expect that the net gain from using the system would be $3,400 per month. This net gain comes from increased revenue, improved margins and time savings on the owner's time.

Scale based (Digi SM90 or others) are priced even less, there are differences in functionality.

For more information about the system please contact John Flanagan, of AMCCIT on 0405 224 180 or visit their website at www.amcretail.com to see a sample of the RTS portal for retail butchers.