

Success Story

Since 1983, Photo Express has been involved on the photofinishing and camera business. It started as a one hour photo during the boom in photofinishing and has successfully navigated the digital era to become a leader in photo retail. Currently, they have a professional photography division, framing department and perhaps the largest inventory of scrapbooking supplies in the marketplace. They run courses and classes on both photography and scrapbooking.

Profitek Solution

Profitek's RSW Retail Sales for Windows and Purchase Order modules are used at three Point of Sale stations plus the lab and two office computers. A customized routine is used to upload orders to their fotosource™ buying group website. The built in accounts receivable with same group capability is used for the studio and school photography programs. A "club card" program takes advantage of Profitek's customer grouping, group expiry dates and multiple price levels.

Family Business Finds the Secret to Growth

"You've got to keep in contact with your customers to thrive in a market this tight"

photoexpressions.ca



Marcel Comeau, founder and accountant by trade has always realized the importance of information to the successful management of a business. "If you are going to stay in business, you need a POS" states Marcel emphatically. Photo Express started out as a 750 sq. ft. 1 hour lab in a mall and moved to a 5000 sq. ft destination location in 2002. Even before they moved, they knew that they had to become something special in light of the reality the reality of the decrease in photo finishing revenue caused by digital. In addition to embracing digital with in store kiosks and on-line photofinishing, they took on framing, followed by a studio, followed by a school photography program and finally scrapbooking.



Profitek was selected to replace Photo Express's old DOS retail system because of Profitek's experience with other photo retailers and because of the wealth of information provided by the program. "We use the reorder reports constantly to replenish stock accordingly" states Marcel. "The scrapbooking department has up to 20000 sku's that change all the time, so inventory control is critical to remaining profitable". Their old system could not get history beyond month end and Profitek allows them to pick any date range they wish and even compare from one day/week/month/year to another.

What you get.

Proven technology in a turnkey solution with software, hardware, installation, training and support all from one vendor.

Reliability. Rugged redundancy is built into the system that allows you to keep your operations running in the most challenging of situations.

Flexibility in an open platform with intuitive software that is easy to learn and use. Profitek software runs on standard PC's, IBM, NCR or JIVA Touch Screen POS Stations.

Security via password protected security levels is a key component of Profitek Software.



Marcel explains “the human factor is still needed” because retail is so dynamic and you have to combine the information you get with your knowledge of where the industry is going.

Photo Express is one of the most customer centered retail businesses. Marcel Explains, “you’ve got to keep in contact with customers’.

Profitek’s extensive customer information allows Photo Express to operate a Club Card Loyalty Program with pre-programmed discounts and annual renewals, Gift Card program, and snail mail/email notification of classes, seminars and events. The customer preferences matrix allows them to profile customers for favourite brands, sizes, activities, birthdays, anniversaries etc.

Profitek's commission capabilities are used for some items. Employee sales profitability can be tracked and reported. “We are always trying to grow the business. Sharing information, good or bad, helps staff buy in to what we are doing.” Photo Express also takes advantage of Profitek's Software maintenance and update program. Marcel states ‘We want our program to keep expanding and improving with us’.

InfoSpec Systems, developer of Profitek software, has been in operations since 1985. Our software has proven itself in countless single-unit and multi-unit environments. Profitek Specializes in mixed retail and restaurant environments. InfoSpec Systems’ ongoing software development, based on industry trends and our clients’ feedback, will ensure your operation remains at the leading edge.

Software ♦ Hardware ♦ Installation ♦ Training ♦ Support

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