

PREMIUM EPOS SOFTWARE

FAST
SECURE
SEAMLESS

FASHION STORE





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ABOUT US

Welcome to myEPOS, our software is deployed across thousands of businesses in the UK & Ireland looking to run their business, their way. We've spent the last decade perfecting our software, delving into every industry to craft a powerful and intuitive design.



EXPERTS IN POINT OF SALE

With over 50 years of combined experience, Charlie Willetts (Managing Director) and his team, have developed myEPOS Touch into an entirely new electronic point-of-sale solution with abilities that aren't on offer in the wider market.



INDIVIDUAL CLIENT APPROACH

We know your business is your life. You live and breathe it. Well, our ethos is the same, regardless of the type of retail business you are, we understand that the bespoke way you operate is key to your ability to stand out and excel.



SUPPORT FOR OUR SERVICE

From the initial discussions through to the installation of your EPOS system and staff training, we aim to provide first-class professional service. Our resellers are dedicated to customer care and fully qualified in their roles within customer support.



We Believe that your experience begins before you even buy & install your till. Our job is to connect the different ways that your users experience your brand, through technology. Standing out in the online world is a must in the 21st century.

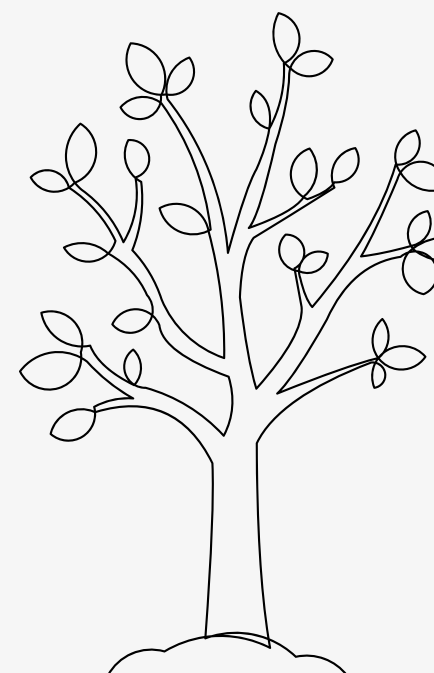


CHARLIE WILLETTTS MANAGING DIRECTOR

We develop powerful POS software that helps you do more for less, with thousands of industry specific features aimed for not just Retail but specifically Fashion outlets. We not only cater for the requirements to track stock of differently sized or coloured Shirts or Shoes but also offer customer tracking for invoices and returns along with purchase management solutions to keep the whole business activities in a single solution. Our software provides clients with a fast service solution with complete inventory stock control and powerful reporting along with the tools to grow and concentrate on the business.

myEPOS is distributed and supported by a professional network of EPOS Partners all with highly trained engineers that guide you through every step of installation. With over 15,000 happy myEPOS customers, myEPOS is the perfect fit for you and your business.

Charlie W



We grow your business beyond any possible limits

Our mission is to create a personal approach to point of sale, that creates powerful results for business owners. Our wide network of Solution Providers ensures that support is only around the corner and our partners are in constant communication with ourselves to ensure that we as a team can help your business thrive.

FASHION MATRIX

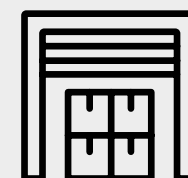


KEEP YOUR STOCK IN LINE

Managing stock in any retail environment is tricky anyway, but for Clothing or Shoe shops keeping on-top of the varying Colours or Sizes is an added complexity that many solutions simply miss the mark.

Sell and Locate Stock Varieties Quickly
Keep on top of your Stock Efficiently

With our Matrix system you can easily see not only how many of a specific colour or size you have, but also offer details of all 'blue shirts in stock' or 'Other Size 12 Boots' or any criteria you choose to offer.



SEPERATE BARCODES



Produce your own separate Barcodes for the item variants to ensure stock can easily be tracked throughout the store processes.



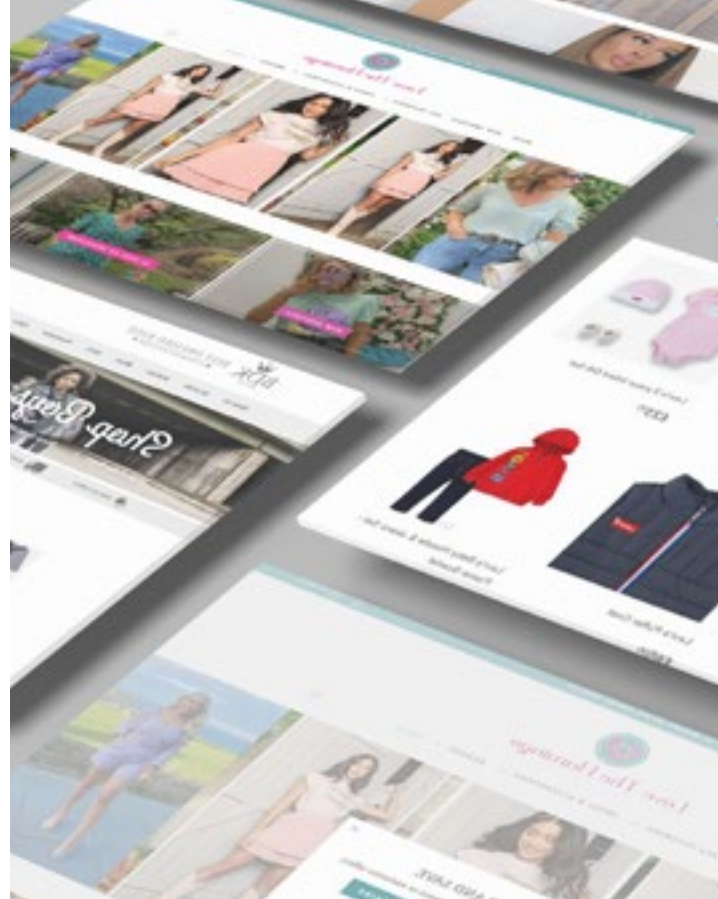
REPORTING

Easily report on any aspect of the business including popular sizes, overstocked colours and slow moving lines.

CUSTOMER PROFILES

Build Profiles on Client repeat purchases to help predict buying trends or notify clients when you have arrivals of stocks in their size or preferred colours, materials or brands.

CUSTOMER LOYALTY



Did you know that Repeat customers are your biggest ROI?

It costs five times as much, on average, to acquire a new customer than to retain an existing one. Existing customers are 50% more likely to try a new product and spend 31% more per purchase than new customers. Although marketing efforts aimed at reaching potential customers are essential for growth, retaining customers is where the long-term value resides. If you don't retain customers, you will just replace customers as they churn.

Incentivising customer loyalty via a programme can help you avoid high churn rates and hold onto high-value customers.

It's also a cost-effective approach to driving sales. Building a relevant, engaging reward programme means you can designate fewer resources to traditional advertising efforts and spend more time building valuable, long-term relationships with existing customers. It can also help you get new customers in the first place...

Creating the right promotions and rewarding your loyal customers can be hard work but worthwhile. Often fashion retailers are put off doing specials through not having access to customer buying trends or having the right data.



YOU HAVE THE CONTROL

myEPOS has a complete Customer Record system where you can record as much or as little information about clients as you need, but importantly this doubles up as a marketing tool with abilities such as maintaining email, contact records and tracking sales. With this data you can build Customer Profiles and truly effective Promotions.



GET PERSONAL

Create personalised promotions based upon spend history, Birthdays and School Seasons, send SMS and emails directly from your terminal on special occasions or when lines arrive that may inspire repeat orders.



THE POWER OF LOYALTY

Offer a loyalty scheme that allows regular customers to earn points and spend them as they want to encourage return visits.



TIMELY PROMOTIONS

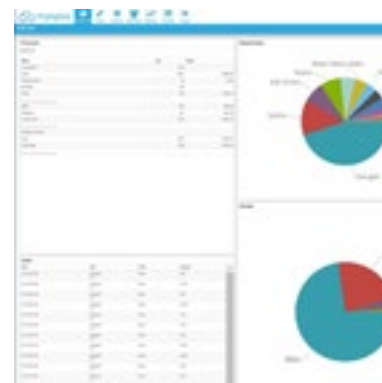
Offering promotions not only helps move slow moving stock but also invigorates customers into making purchases they may not normally make. With our customer database you can focus promotions around the type of customers by Age, offer spend based deals or even just Birthday discounts or congratulations.

DIARY MANAGEMENT



Many specialist fashion stores, or boutiques operate on an appointment basis, you may also have a seamstress in certain days for alterations

This is probably managed with a paper book where some appointments are missed either by the customer or by not being recorded correctly or in a timely manner to the diary making double booking a possibility.



BUILT-IN CALENDAR

Using the built-in calendar, you can book fitting rooms for set durations, assign them to a customer and send out reminders days, weeks or hours in advance.



DEPOSITS

See if a customer has no showed on you before. Take a deposit for a second booking if they don't show for the first.



BOOKINGS

See when your seamstress is going to be in at a glance, make appointments and manage their commission based on their sales. Book different durations for initial consultations and collections.



DAILY DIARY

Print a daily diary or email it to the relevant staff members so they can see what they are walking into each day so they can be prepared.

REPORTING



REPORTING IS KEY

Knowing what is selling and what isn't in your business is essential for development. Reporting gives you fantastic insights into every inch of your physical store, letting you know what is working for you and what isn't.

FREE UP SHELF SPACE

Use our stock movement report to see what has sold well and what hasn't sold at all enabling you to reduce the items that haven't sold to reclaim valuable shelf space.

CUSTOMER RETENTION

Improve upon your customer retention with discounts, loyalty schemes, gift vouchers and credit facilities to encourage return visits. Know when your promotions are working for you and when to discount excess stock.



STOCK VALUATION

Use our stock valuation report to see the value of your stock at both cost price and retail price. This will show you your profit margins and potential total profit if you sold everything in your store.



EXTENSIVE REPORTING

Use our extensive reporting suite on your till to see your business in a whole new way. Our reporting allows you to see at a glance what was sold and when, for how much and with what if any discount, showing your actual profit and losses at a glance.



CLOUD BACK OFFICE

Add on our cloud back office to see your business activity from anywhere. Give your accountant access and make your year end a breeze. From our cloud Backoffice you can see all sales made online or in store, and view all of your VAT and supplier liabilities at a glance.

STOCK CONTROL

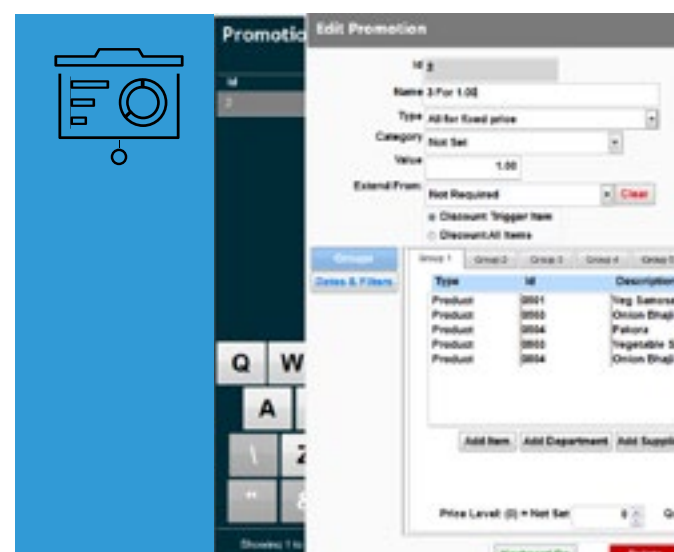
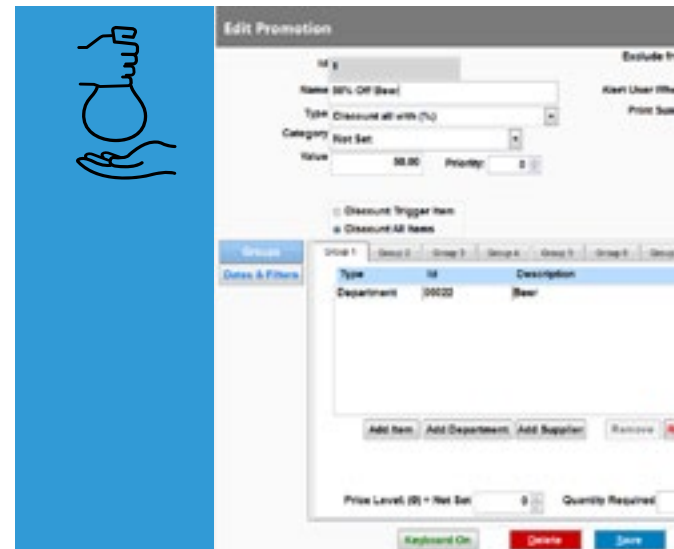
Fashion stores rely heavily on adequate stock, not having the correct stock at the right time can result in missed opportunities. Make sure you always have the optimal amount of stock to keep your customers coming back.

WHY BOTHER WITH THE BACK OFFICE?

If you run a busy fashion store environment and don't have digital reporting. Now is the time. You can now access inventory from anywhere using our back-office features, a reliable control centre for all things retail and, a quick and easy solution to all your stock-related problems.

WHY USE MYEPOS CLOUD BACK OFFICE?

Collecting all your sales figures and regularly providing X/Z readings to the tax man can be difficult. The level of reports available makes tax audits a piece of cake. Our Cloud Back Office keeps all your data in one place and you can access reports from anywhere. You could even give your log in details to your accountants to save more time.



SEASONAL TAGS

Use seasonal tags to enable you to track what you sell by season to ensure you have ordered enough swimsuits or woollen jumpers to meet your customers needs based on previous years sales.

AUTOMATIC REORDERING

Set items that are popular and sold all year such as Leggings and jeans to automatically reorder when stocks are low.

LET THE SYSTEM DO IT FOR YOU

Running the right promotion to ensure all stock is moving and that you are not holding onto slow moving stock is essential. myEPOS provides reports to help create promotions that motivate your customers whilst keeping slow moving lines to a minimum.

YOUR STAFF



By the hour

See your sales by hour and ensure your store is staffed correctly to meet your customer's needs.



Clock in/out

Ensuring your staff are clocking in and out correctly will reduce the risks of overpayment.



THE CHALLENGE STAFF FACE IN STORE

Staffing your store correctly is a key way to ensure your customers come back. Payroll can be a pain and tracking how much your staff cost can be hard work. In most cases, tracking hours is largely estimated using pen and paper to manage wages. With software that doubles as a management tool, you can take the guess work out of staff control and provide precision within your team.



Tracking

Track commission based on who sold the item not who rang it through. This enables your specialist staff to move onto the next customer quickly whilst regular staff can tender the sale.



Training

Train staff within as little as 15 minutes on our system and tackle fraud by linking your CCTV to your till.



DIFFERENT LEVELS OF ACCESS

Easily edit and setup permissions to restrict staff access to certain features, while allowing them to clock in on the tills. This means you can allow your noncash handling staff to clock in but be unable to access the cash in the till, whilst permitting counter staff to easily make sales yet prevent them from seeing your figures.



£50.00

Money saved by reducing 1 member of staff's hours by 1 hour for 5 days a week.



£2600

Total amount saved by reducing a single hour from a single member of staff for one year.



£1800

Average cost of a Single Till system capable of saving at least 5 hours labour per week.

**TAKE CARE OF YOUR EMPLOYEES, AND THEY
WILL TAKE CARE OF YOUR CUSTOMERS**

PETTY CASH



**myEPOS has easy to implement shift control.
Enable your staff to cash up their own draw
at the end of the shift without impacting your
overall end of day.**

You probably have some bills that you need to pay in cash. Your Window Cleaner is a perfect example. Keeping track of all purchases including spur of the moment cash purchases such as these is key to understanding your businesses full financial picture.



TRACK PAYMENTS WITHOUT THE HASSLE

Quickly and easily track cash that is used for Window Cleaners, paying for deliveries whilst keeping on top of the Drawer takings can be quite involved. myEPOS tracks not just the money received at the terminal but all the money paid out. Card is separated from Cash and all payments are reported ensuring balancing up at the end is a breeze.



CASHING UP AND KEEPING TRACK

With blind cashing up your staff aren't told what should be in the draw meaning there is less chance of them stealing from you. Using blind cashing up the staff member performing end of day is asked what cash is in the drawer without being shown what your business has actually taken.

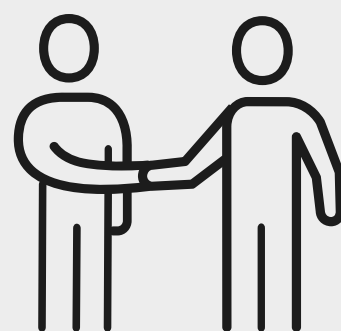
Intergrate your EPOS system with your CCTV and have your sales transactions overlaid on your CCTV system. Providing a searchable image database of all sales.

Shift Control

Cash Tracking

Searchable video Database

SPECIALIST REQUIREMENTS



PROCESSING RETURNS

Processing returns can be a time-consuming process. You have to figure out what the customer paid for an item when they paid for it and, if they are eligible for a return. Our system allows you to search for the sale to see when it was made and what the customer paid.



DEPOSITS

With big purchases such as wedding gowns people will often pay a deposit at the time of order and further payments until the dress is ready to collect. With our customer accounts system keeping track of customers payments is easy.



A boutique shop often has lots of specialist requirements. You may offer hire or payment schemes for items. This can all be tricky for you as a business owner, as you need to be able to keep track and ensure your stock is not just walking out of the door.



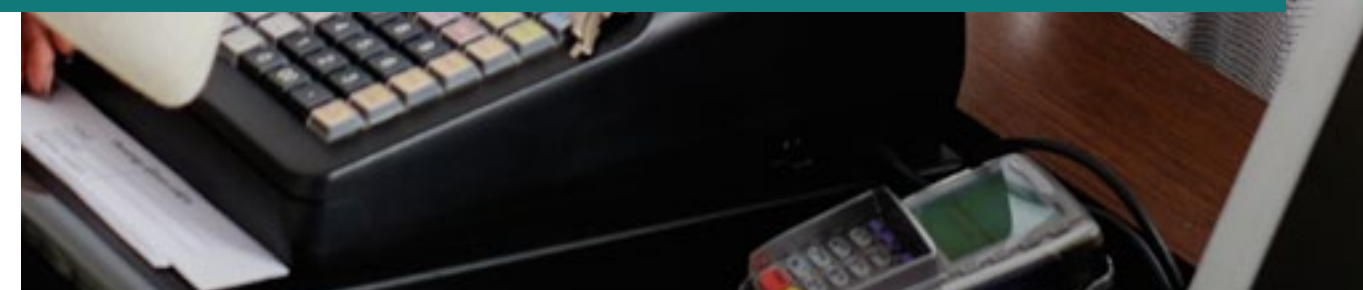
DRESS HIRE

You may also offer dress hire where you will need to keep track of what dress is hired, when it was hired, and by who. You will need to know when they are due back and what deposit people have paid. Our calendar system makes this easy, you can mark a dress out for hire and allocate a deposit in no time.



PRODUCT KITS

Our systems can be set up so that when you sell a three-piece-suit, it will deduct a Jacket, a Pair of Trousers, and a Waistcoat. This is imperative to keep your stock in line, myepos can also ensure staff members are handing over the full item to a customer ensuring there is no discrepancies between what they paid for and what they receive.



D-KIDS CLOTHING STORE



D-KIDS has been running for over 20 Years, Anna Fennell set up the clothing store with her Husband and Business Partner. They are right in the centre of Ireland, Portlaoise, the most inland county in Ireland. D-KIDS are specialists in occasion wear and kids clothing, they do Communion Dresses, Christenings and also a lot of baby presents.

“We had an old EPOS system that did some of the stuff we wanted but not all. It was getting old so me and my Husband sat down and built a wish list. We handed this to Pos-Point and they assured us that they could provide a system that did it all.”

“We were looking for a simple, easy to update pricing, a system that could run discounts, handle gift vouchers, easily transfer stock from branch to branch and importantly we have around 10-20000 Layaway accounts. These are accounts where they pay a deposit and then pay weekly until the goods are fully paid for. This was particularly important and had to be simple to use.

We also looked for a system that had the ability to provide not just Stock control, but Stock based upon Sizes and Colours – This is myEPOS’s Fashion Matrix.”

They also wanted to ensure that the new system could handle Purchasing inside the same software. They didn’t want to maintain a separate purchasing tool, instead they wanted everything in a single solution.

“It’s saved a lot of time, we used to have a huge layaway system ran separately which was hard to keep on top of given we have thousands of layaways at a time. myEPOS has made this very simple to use and it’s all in one place. The system helps us understand where we are day to day with Daily, Weekly and Monthly Reports and by being able to itemise Cash vs Vouchers vs Cards it makes working out our finances really simple. The system has all the reports we ever need and many we haven’t even looked at. The ability to run reports at any time of day is fantastic. “

“IT’S VERY SIMPLE, FAST, RELIABLE AND IF I CAN’T FIGURE IT OUT WHICH IS RARE, I CAN GET HOLD OF SEAN EVEN ON A SATURDAY.”



“We purchased the system in November 2021 and Sean our local reseller, has really excelled and lived up to his word. The system has ticked all of the boxes and many more that we never even considered. The Number of reports and the level of detail within the reports is fantastic. We have never not been able to locate any information we have wanted. The other system was very slow. It was great when it first went in but our wish list was a lot smaller then and with time I think we had worn it out.”



IT DOES EVERYTHING WE ASK OF IT AND MORE

“The installation went smoothly. Sean from Pos-Point came out a couple of times between installing and training and the whole experience has been perfect, Nice and easy. myEPOS has brought a lot to the business and our tracking of Customers and handling of Gift Vouchers is so much better now.”

“We use the Backoffice heavily for reporting, placing Orders with suppliers, tracking Customers, Changing Prices, Stock Control and keeping on top of the Layaway’s. The system has definitely saved us a lot of time, so we now get to spend more time with the family and are not constantly wondering how to keep ahead of the next day. The system is Perfect”

A photograph of a clothing rack in a store, with various items of clothing hanging on it. The rack is filled with clothes, including a light-colored sweater, a red and white patterned top, and a bright orange ruffled top. The background is a dark, muted green wall.

Thank you.



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