

AWARE MENSWEAR User Profile, January 2005

AWARE MENSWEAR Wine Street, Sligo

Declan Walsh and Donagh Oates established **AWARE MENSWEAR** in April 2002 bringing their combined experience of over 30 years in the menswear fashion trade to the business.

AWARE MENSWEAR was set-up to comprehensively service the 18-45 year age group, stocking mid-range affordable quality garments including Bertonni, Calvin Klein and Marco Polo to name but a few for which they are exclusive stockists. Trading from a very impressive 800 square foot split level unit in Wine Street, Sligo, they opened a second outlet, **PINK**, in 2003 to service the same sector, but for ladies. This outlet has been so successful that it is expanding to larger premises this year.

Prior to installing MODAPOS, **AWARE MENSWEAR** traded through a cash register and ran a completely manual stock system. With a constantly expanding product line, Declan and Donagh felt they needed timely access to sales, discount, margin and stock information to successfully manage their continued growth. They wanted a cost effective Epos system, which would be easy to use and not a nightmare to set-up... They approached **JustScan**, an EPOS company based locally who specialise in providing EPOS solutions to retailers nationwide.

" **JustScan** gave us a very informative well paced demonstration where the ease of use of the product was obvious. We were very impressed with the facilities built into the product to fast track setting up all our items. The information available was exactly what we were looking for, and the system wasn't over complicated with a whole range of features unnecessary for us" explained Donagh.



AWARE MENSWEAR decided to install MODAPOS, a solution developed specifically by **JustScan** for the typical Irish fashion/footwear outlet, running on a Windows XP PC, with stand alone Touch Screen and the latest bar code label printing technology. They also avail of **JustScan's** Hand Held Unit Rental Service for stock taking, which saves them the initial cost of purchasing their own Hand Held Unit.

"I was very apprehensive about implementing technology as I had no experience whatsoever. I found the trainer very helpful, as I was really starting from scratch. Having never used a computer before, I'm flying it now!" explained Declan. "The biggest eye opener for me was the amount of discount being given and the effect it was having on our margin. Using this technology, in addition to our combined experience, we are better equipped to manage the business".

"The equipment at the point of sale complements the professional image of the shop and definitely improves the customer perception from a service view point" continued Donagh. "It also gives us the information we wanted from the reports. One of the biggest benefits we have experienced is the accurate sales, margin and discount analysis. Another big benefit is the facility to instantly check our stock on the screen instead of having to go to the store. The increased margin achieved, is already giving us a good return on our investment", Donagh concluded.

Ongoing technical support after installation is provided through the Justscan help desk, including the facility to dial in to any unit to resolve issues.



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