

Store Feature



Paul's IGA East Ringwood Opens after Extensive Renovations and Expansion

It's a delight to see this store grow into a modern supermarket from more humble beginnings in the outer eastern suburb of Melbourne. While only a few kilometres from the huge Eastlands Shopping Centre, this store, as do others in the shadow of the majors, achieves continued custom despite competition.

The store is located in a small local shopping strip adjacent to the train station and now offers customers easy access to the rear car park through a new breezeway as shown in the pictures on the following page.

Owner, Arthur Corcoris, is delighted with the result of the massive redevelopment as I am sure his late brother Paul, would have been.

Due to the uneven site, the liquor store is positioned with its own entry on the corner of the store, however it is accessible to customers from the supermarket, via rear stairs.

The new delicatessen and fresh fish section is huge and dominates the front of the store and also services a small bakery/cafe at the front of the store.

The supermarket now boasts a complete offering of fresh departments as well as an extensive grocery range, positioning it with the best possible opportunity to double sales over the coming months.

Congratulations to Arthur and the team at Pauls Supa IGA for showing that a single store operator can grow and develop in the competitive suburbs.

John Markham



Worldsmart Retch Customer Council 2005

As reported in the last magazine, the first Worldsmart Retch customer council was conducted last month in Queensland.

The meeting was attended by retailers and wholesaler executives from across the country, all delivered a presentation on the future direction of the software systems. Richard Jones, pictured right, chairman of the company also attended and put forward his own retailers viewpoint. Richard runs several successful hotels on South Australia. The two day meeting was certainly a great opportunity to share retailer's perspective and have the same eagerly accepted.

The Master Grocers - Worldsmart Retch user group meeting was held last week to preview the latest software upgrade for Grocery Manager and WinPOST.

There was an enthusiastic response to the features, with many of the group keen to be included in the initial sites.

The product enhancements are focused on helping retailers improve business efficiency and profitability and have seen the culmination of many months of hard development work.

Some of the key areas where there have been product improvements including, Host processing, refinement in Automatic Order Generation, Product Maintenance, searching and filters, Product Reporting, WinPOST Offers and more.

There are also some new modules, which generated a considerable amount of interest and opportunity. These include a Stock Location Manager, Shelf Print Manager (improved Shelf label formats and printing), e-pay interface (mobile phone recharge on all lanes), MyStore Solution (wireless PDA) and a TEC 1595 interface for the small store user.

Worldsmart Retch has completed initial testing at approximately six sites, who have been running the new software over the last 60 days. Feedback from these customers has been excellent, with the users impressed with the increased functionality and ease of use.

It is expected that a small group of initial sites will be installed in Victoria during April. Following that, there will be a controlled release, through a program of seminars during May and June, where users will be given detailed briefings about the new functions and how to get the best use from them once the upgrade has been completed.

John Markham. Chairman Master Grocers User Group.

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