



FoodWorks Brad Slater - Retail IT Manager and Margaret Ymer - Data Integrity Assistant at FoodWorks Offices in Melbourne.

ScanWorks Pays Dividends for FoodWorks Retailers

The ScanWorks project is paying dividends for members. Developed by FoodWorks and BasX Business Services it utilises the technology at hand to convert sales data into knowledge.

The program resides on member retailer's back office systems and retrieves scan data daily from participating stores. It provides member stores with the ability to benchmark against other stores and provides stores with access to the FoodWorks state based core range.

After completing 17 regional training sessions where the projects benefits were outlined to members across Queensland, NSW, ACT and Victoria participation rates have reached just over 280 stores.

Brand Power – Top Three Grocery Brands Worth Over \$750 Million!

Coca-Cola, Longbeach and Winfield were once again the three leading Australian grocery brands, according to leading marketing information company ACNielsen's 13th biennial Top 100 Brands Report.

The top 100 accounted for 45 percent of total absolute dollar growth recorded by the packaged grocery sector in the past two years. The top 100 brands were worth a total of \$14.1 billion in 2005, up 12 percent from \$12.6 billion in 2003, and accounted for 38 percent of total packaged grocery, up from 37 percent in 2003.



Each participating store pays a nominal monthly fee to access the program which includes data updated daily, program enhancements, technical and operational support.

Chris and David Tincknell from Wishart in Queensland recently decided to put the core range information to the test after a breakdown of their freezer. "We used the core range information from ScanWorks to restock our freezer from scratch. fifty per cent of our range changed and we have been happy with the results seeing an increase of 7 per cent on freezer sales and an increase of 13.8 per cent in gross profit dollars," said Chris.

Another member reaping the many benefits of subscribing to the reporting module is Steve Walsh from FoodWorks St Leonards on Victoria's Bellarine Peninsula. "I'm able to benchmark my sales and GP against other similar sized FoodWorks stores in a standard FoodWorks department hierarchy which gives me a much more realistic picture of how my business is performing. This enables me to make decisions in mix and matching my price zones and allocating more space to under performing categories. I'm sure most stores benchmark their own business but with ScanWorks I can benchmark my business against my peers," commented Steve.

Gwen Shields from Glenmore, Rockhampton has also used the program to drive her business. "The ScanWorks program and in particular the core range module take the guesswork and gut feel out of our ranging decisions. I can easily run exception reports to identify "A" grade products I am not selling over any given period. The grid style reporting is very easy to use and I am re-ranging my store category by category. My job is made so much easier having an up-to-date core range at my fingertips on my back office computer," commented Gwen

PostTEC Solutions Pty



- ✓ POS Software
- ✓ Accounting Software
- ✓ Computer Hardware & Services
- ✓ Web Design & E-Commerce
- ✓ One Stop Finance & Rental

Rod Coffey
Mobile: **0412 431 091**

300 Wellington Road Mulgrave Vic 3170
Phone: **03 9332 4588** Fax: **03 9332 4488**
postecsolutions@optusnet.com.au

TEC + Profit-VISION = TOTAL SOLUTION