



Eastop ERP Customer Success Story



Company name:

Wing Shing Photo Supplies Co. Ltd.

Man Shing Photo Supplies Co. Ltd.

Company website:

<http://www.wingshingphoto.com>

Industry:

Established over 30 years, Wing Shing & Man Shing Photo Supplies Co. Ltd. are well-known for selling dealer goods in Hong Kong. With three retail shops in Mongkok, the companies sell professional photography equipments such as traditional film camera, digital camera and camera accessories. Their retail business was broadened recently by including trendy products such as mobile phone, MP3 players and a variety of audio-visual equipments. Wing Shing and Man Shing are 'Homes of Dealer Goods', which sells no parallel imports. They provide professional advice to customers cordially as well as complete models of varied product ranges.

Date of purchase Eastop ERP System:

June, 2004

Date of adoption of Eastop ERP System:

1 September, 2004



Date of interview:

January, 2006

Interviewee:

Mr. Alan Chan

Key benefit:

- The sales, purchases, inventory and financial accounting information are unified and integrated in a single system
- Users are able to enquire accurate & timely inventory information instantly
- Users are able to adjust products' prices and/or costs in response to the market instantly
- Trade-in transactions are handled
- Internal control and management policies are strengthened
- Business flow is optimized.

Wing Shing and Man Shing Photo Supplies Co. Ltd. were founded in Mongkok over 30 years ago. Throughout the years, their famous brands have been built upon the reputation of selling professional photography equipments such as traditional film camera, digital camera and camera accessories. The 3-floor flagship store of Wing Shing Photo Supplies Co. Ltd. was established on 1st September, 2004 at Fa Yuen Street, Mongkok. In recent years, their business has been extended into modern AV and telecommunication consumer products such as mobile phone, MP3 player and AV equipments, etc. Wing Shing and Man Shing are 'Homes of Dealer Goods' in Hong Kong, which have been selling 100% dealer goods throughout the 30 years.

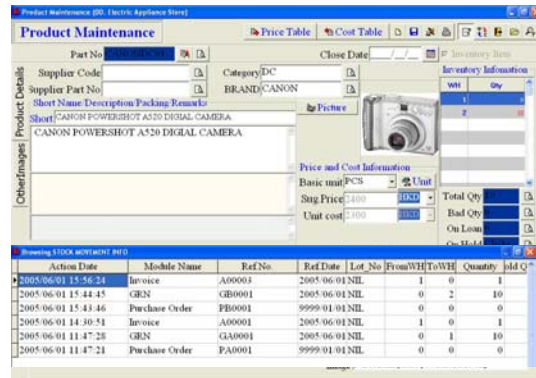


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The 3 shops of Wing Shing and Man Shing started to use the Eastop ERP System on 1st September, 2004. The adoption of the system not only promoted the efficiency of office's operation, but also guaranteed stable sales operations and superior customer services at shops. Now, let's have Mr. Alan Chan - the person-in-charge of Wing Shing and Man Shing Photo Supplies Co. Ltd., to share with us the experience and benefit of using Eastop ERP System.

A truly effective solution, an integrated system

We have been using another POS software before the adoption of Eastop ERP system. Yet the old system could not provide a one-stop complete solution: the POS data need to be input in a separate accounting and inventory system for record and computation, which definitely complicated the working procedures. As our business is expanding unceasingly, we need an effective system to alleviate the heavy workload for our staffs.



Recommended by other companies, we approached Eastop Computer Consultants Ltd. We noticed that their POS system is able to feedback the retail circumstances to the ERP system on one continuous line, which integrates purchase, inventory control and accounting information in a single system. The unification of data makes sophisticated statistical analysis possible, which certainly helped us to maintain competitive edges in the market by delving into sales situations through detailed analysis and carry out varied purchasing and pricing decisions. Above are the main reasons why we purchased Eastop ERP System as soon as on 21st June, 2004 after we approached them on 31st May, 2004, and participated in the 1st system demonstration on 4th June, 2004.

Moreover, AR & A/P are auto-generated from invoices & GRNs by the system, thus preventing the lost of data between the sales & purchase and accounting departments. In fact, this function greatly cuts down the workload of the accounting department.

Instant update of data by working in the server

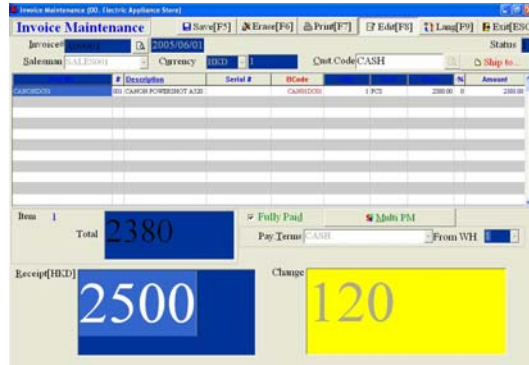
Since tremendous sales and purchase records are entered every single day in the three shops, the stability of the system is pivotal. We employed the method of creating/modifying records directly in the server through remote desktop. As a result, accurate and timely stock information is achieved as every stock movement in shops/within warehouses are instantly updated. The instant update of data not only boosts our operation efficiency, but also improves the quality of customer services we provide.



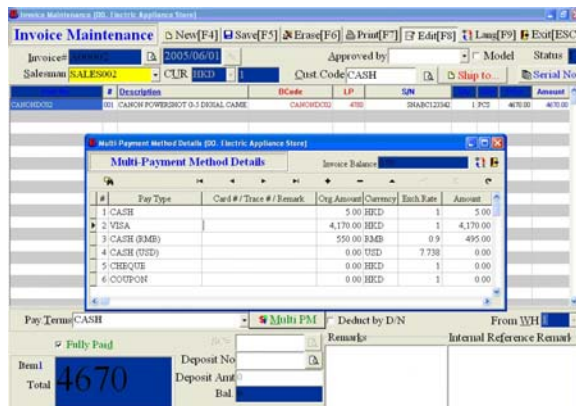
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User-friendly sales operation screen

Undeniably, a simple and user-friendly operation screen is an elementary, but the most vital feature of a POS system. We were attracted by the self-definable screen & field layout during system demonstrations. Throughout the system implementation, Eastop consultants defined the screen layouts, field names, field locations and field sizes, etc. for each module according to our requirements, and recommended us to set certain fields as compulsory or read-only based on their implementation experience accumulated from other POS customers. Their advice turned out to be very useful at reminding the users to input critical data and preventing some user groups from viewing sensitive data fields such as the inventory cost.



Different screen layouts are designed for different user groups as to facilitate varied operational procedures. For instance, our sales flow requires a cashier receipt process (carried out by the cashier) after a sales invoice is issued by a salesman. To cope with these two different steps, Eastop consultants established two user groups, accompanied by two screen layouts for the shops – one for salesmen and one for cashiers. These indeed reduced the input steps and accelerated the sales invoices issuance process.



Flexible multi-payment method

Ever since the 'INDIVIDUAL TRAVEL' for PRC travelers was put into practice, many of our PRC customers pay cash in RMB. The function of supporting multi-payment methods in one invoice, such as Unionpay and cash, matched up the current purchasing mode and trend.

Product information – clear at a glance!

We need to check and manage inventories of the three shops in unity as to perform transfer between shops/warehouses and update the prices altogether. We took Eastop's advice of linking up the product data of the three shops, so user could have clear product information in all three warehouses no matter logging in which database. Apart from the warehouse information, every stocks' movements could also be checked on screen or in reports instantly.



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Tailor-made electric appliance POS functions

Due to the keen competition in the electric appliance retail industry of Hong Kong, prices of

Adjustment#	A001	2005/06/03	Our Ref		Cur	HKD	1
Supplier Code	SUP1	Issued by	EOA	Approved by		Status	
	Qty	Description	LP	SP	BP		Amount
CANONDC01	bc	CANON POWERSHOT A301	2300	2400	2450	1 PCS	2300.00
CANONDC02	bc	CANON POWERSHOT G-3 DI	4000	4000	4300	1 PCS	4000.00

electric products are changing almost every second. To cope with this industrial characteristic, Eastop tailored the function for us to instantly adjust price and newly purchasing cost for products. As a result, we are able to response to market news immediately and maintain our competitiveness through pricing strategy.

Strengthening Company internal control and management policies

The most obvious advantage of adopting the Eastop ERP System is strengthening our internal control and management policies. Eastop ERP system supports multi-dimensional security, including extensive user right maintenance, report/field/browser right settings, audit records and backup. Apart from defining the user rights for each module by 'use', 'new', 'edit', 'delete' and 'print', system administrator could also define the size, location, sequence, property such as read-only, compulsory and hidden for each field on the screen, in order to keep certain data confidential. All users could operate the system only within the given rights, with all activities being tracked and recorded. To control the access of reports, report levels could be set for different users. For example, a salesman could be prohibited from viewing those reports with cost information by report levels definition. Recently, we uncovered a case of stealing performed by our staff. Cooperated with Eastop consultants and our own security system, we gathered evidence from the audit records and backup data kept by the system and submitted the case to police.

Valuable advice shared by experienced consultants

Eastop consultants are experienced and professional. We built up a close partnership with them from the beginning of implementation. They listened to each of our requirements carefully during system implementation, and brought out many invaluable advices based on their experience. These certainly enhanced our workflow, making it more efficient and reliable. We have just purchased 10 more user licenses recently in order to match up our rapid business expansion.

The happiest thing

Our shops are operating efficiently and stably after the adoption of Eastop ERP. I could finally spend my time on managing other business matters instead of being besieged with the shops' operations as before.

=> The left picture was taken in MongKok MTR on 2006/11/02 and you can find WingShing there.

