

For immediate release

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Pet's Domain set to expand across Australia with help from Retail Directions

Fast growing Tasmanian stock feed and pet supplies company, Pet's Domain, has appointed Melbourne-based IT company, Retail Directions, to provide its retail management system as it expands interstate.

Managing Director, Jason Van Peelen, established Pet's Domain's first retail store 19 years ago in Northern Tasmania. Today, Pet's Domain employs 45 staff across its seven retail outlets which supply pet accessories and products.

With stores throughout Tasmania, Pet's Domain plans to open eight new stores in Victoria and South Australia by December 2008. This doubling in size in the next six months means more pressure will be placed upon the company's manufacturing, supply and warehousing capabilities.

"When we opened our first store we were using an off-the-shelf IT product, but as our business began to grow, we realised we would need to implement a more streamlined and specialised retail management system," said Jason.

After assessing the various retail management systems available, it was decided that Retail Directions' software would be best placed to support Pet's Domain's planned expansion across Australia.

"Retail Directions' tailored retail management software will streamline Pet's Domain's operations from product manufacturing all the way through to the shop floor. This will allow us to provide our customers with a greater range of products at competitive prices, which was not possible with our previous off-the-shelf software," said Jason.

According to Andrew Gorecki, Managing Director of Retail Directions, retailers must not assume that the system they originally adopted when the business started up will be able to handle their needs as the business expands.

"As a business grows, the systems must scale up to support the next stage of the business development," said Andrew. "Retail Directions helped many retailers who started up with light-weight systems and needed to move to Retail Directions' RMS/SMS enterprise-level solution."

A recent poll by Dynamic Business indicates that less than half of Australian retailers use any retail management software in their business at all.¹

¹ DynamicBusiness.com, Online poll: "Do you use retail management software?", 08/06/07.



“This figure is quite alarming, as the right retail management system can dramatically increase profitability for a business,” said Andrew. “Retailers that shy away from good technology don’t realise the extent to which they are hindering the outcome of their business. Running a retail business without highly capable retail management software can impede not only on profits, but also on customer service levels, stock management and sales conversions.”

Retail Directions offers its top-of-the-range software at an affordable price, allowing retailers of all sizes the opportunity to improve the way their company does business. Many retailers reported significant, measurable market share and financial gains after deploying Retail Directions’ system.

“Implementing a typical retail management system and a store management system can be a costly and difficult process for smaller retailers. However, a smart system specifically designed for the retail industry, is a different story altogether. Retail Directions can deploy its software in 5% of the time needed to implement other retail systems and it takes only four minutes to train a cashier how to use our Point of Sale system,” said Andrew.

Mr Van Peelen said Pet’s Domain will be using Retail Directions software as an end-to-end solution in its warehousing, sales tracking, order processing and point of sale operations.

“Retail Directions’ software really is the whole box and dice. Retail Directions’ software will allow our staff better control of the availability and location of stock in both our own warehouses and other suppliers throughout Australia.”

To speak to a Retail Directions spokesperson, or to find out more information, please contact:

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About Retail Directions

Retail Directions was established in 1993 and is based in Melbourne, Australia. The company provides a completely unified retail management system, covering both store (including point of sale) and head office parts of the business. The system is 100 per cent retail focused and is the result of the collective input from many prominent retailers over the last 15 years.



Companies across the world use Retail Directions software including: *The Body Shop, The Just Group (Just Jeans, Portmans, Dotti etc.), Nike, GNC Live Well, Harris Scarfe, Fletcher Jones, Cotton On, Noni B Limited, Jeans West, Betts, Forever New, Kookai, Herringbone, and Kikki K* to name a few.