

EUREKA CUSTOMER PROFILE: FARNDON FIELDS FARMSHOP

CUSTOMER SINCE: 1998 PRODUCT(S) USED: EUREKA GOLD

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On opening our purpose built Farm Shop in 1998 we were looking for a computer system that was easy to learn and use as well as being able to give us the information we needed to keep control of the business while leaving us lots of time to do what we do best, produce and sell to our customers. After looking at four different systems we chose Bizerba tills connected to Eureka Gold in the backoffice. One of the reasons we chose Eureka was because we were not over confident on the computer and all the other systems wanted to give us huge amounts of complicated data that would be of no use to us unless we stopped doing our jobs and spent all day running the computer system. The setup of the other systems were mammoth and complicated tasks, whereas the Eureka setup was a fairly large exercise but we were able to keep trading and work through the process in a manageable and orderly way, allowing us to say when we would be able to go live. The support we had was first class and very easy to follow. This was important to us at the time because we were not completely comfortable about computers and what they could do!

Eureka has enabled us to keep a close eye on our stock levels through regular stock taking. It allows us to effectively do mini stock takes on an ongoing basis by supplier, department or just by a single product. Ordering of products is therefore easier, more accurate and efficient allowing us to maximise sales and reduce waste.

A large proportion of our sales is made up of fresh produce, home grown potatoes, fruit and vegetables. Eureka allows us to keep accurate stock levels based on sales history. We plan our cropping on the farm to match the predicted sales in the shop. The report system with Eureka shows us daily, weekly and monthly sales figures which are entered into our Sage accounts and gives us accurate management figures. Any weak or under performing areas are quickly exposed and this enables us to do something about those areas and therefore help maximise our profitability. We cannot imagine being able to run our business without Eureka Gold and we are confident it will continue to assist with the future growth of our business.

We would not be the company we are today without the help of LCCS and their support team. The Eureka system and our company have developed very well together over the last 8 years, it is proving to be invaluable to our company and Lakeland Computers are fantastic people to work with.

Kevin & Milly Stokes
[Owners]