Liquor & Wine Shops

Cash Register Express is an award winning Point of Sale solution designed for Liquor & Wine Shops. CRE keeps your lines moving fast and tracks your sales, customers and inventory. The built-in customer loyalty program and built-in bar code printing can increase your sales up to 20%. You can also create gift packages at ease. Replacing your cash register with Cash Register Express point of sale system will save time, prevent theft, reduce labor and increase sales and profits.

pcAmerica's Features

Point of Sale Features

- *Easy to Use*-train your employees in 60 seconds to ring up customers
- *Integrated Credit Card Processing*-over the high speed internet; swipe a credit or debit card and process in 2-3 seconds

Customer Loyalty

- CRE tracks customer's purchases automatically
- Record customer information; name and address
- Gift Cards
- Mass e-mails and paper mailers to encourage repeat business
- Rewards & Bonuses
- Birthday Bonuses
- Detailed Purchase History
- Loyalty Cards
- Coupons
- Frequent Visitor Discounts
- Buy 3 bottles, get 1 free
- Mixed case discounts
- Package sales

- *Reports*-dozens of the most desired reports
- *Full Reporting*-an option to export reports to Word, Excel documents, or email pages.
- Ability to *Manage the Register*-from a back office computer
- *Purchase Orders*-calculates items you sold last week and suggests what to buy today
- *Security*-option that allows employees to control certain functions: discounts, delete items after sold
- *Customer sales history*-used to target promotions and advertising
- *Discounts*-CRE automatically discounts items sold by the case
- *Open Item Notes*-built in the system and can be printed automatically

Inventory Tracking

- Estimate and calculate costs
- See complete purchase history
- Purchase orders based on warning levels
- Forecast items sold
- Automatically calculates profit margin percentage
- Lotto sales
- Built-in real time data
- 6 pack or 12 pack, case pricing
- Real time inventory updating

- *Customer Loyalty System*-gives rewards to keep your guests coming back
- *Gift Cards with no Transaction Fees*
- *Built-in Integrated Time Clock*-employees clock in and out with a touch of a button
- *Multiple Registers*-allows you to run and consolidate multiple registers in different locations
- *Bar code printing*-are built in
- *Gift Packages*-create packages at ease
- *Unlimited Item Notes*-can serve as suggestions and can be printed on the receipt or viewed automatically by the clerk
- *Take away sheets*-automatically print information about items or food suggestions for wines
- *Shelf Talkers*-ability to create professional looking signs

Fast Transactions

- Automatically calculates tax and tender
- Track complete audit trails
- Quick tender keys
- Bottle deposits
- Process credit and debit cards in 2-3 seconds

Got a question? Call us and ask!
1-800-PC-AMERICA
www.pcamerica.com

Cash Register express
Point of Sale Solution for Retail

Liquor & Wine Shops

Lighthouse Wine & Spirits is a liquor store located in Colorado Springs. As the owners of two stores, Dan and Patricia Butler work very hard to keep their customers happy. They also need their time away for family and fun. According to Dan, "Cash Register Express is one of the most reliable and stable systems I have seen on the market. I can leave for a few hours, or for a couple of weeks, with confidence that the system will run without flaw."

pcAmerica's Features

Employee Management
- Secure login with password
- Pin for quick login
- Log-in by swiping a card
- Time clock system with overtime
- Manage labor costs
- Security control
- Labor scheduling
- Labor forecasting
- Manager overrides are recorded
- Exceptions tracking to spot suspicious activity
- Ongoing support

Reporting
- Sales & Profits
- Top sellers and worst sellers
- Best and worst customers
- Dollars per labor hour
- Shopping list
- Sales by category
- Built-in report writer
- Shift report
- End of day report
- Daily financial summary
- Gift card balances
- Hourly sales report
- Liquor performance statistics
- Instant reports

Log-in Screen

Customer Tracking & Loyalty

Invoice Screen

Computer shown includes:
- *Cash Register Express*
- *Dell point of sale computer*
- *Epson thermal receipt printer*
- *Cash drawer*
- *Credit card reader*
- *Logic controls pole display*
- *ELO flat panel touch screen*

Total-$3795

"pcAmerica counts 25,000 customers using its register products in 50 states and 25 countries, whether it's liquor stores, small grocery stores, coffee shops, pizza parlors, Dairy Queens, car washes or restaurants. It give you a speedy, fast checkout."

- The Journal News, July 2004 -

For more details on
Liquor & Wine Shops call us,
Or visit us online.
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