

# CANDELA

## Personal Professional Enterprise

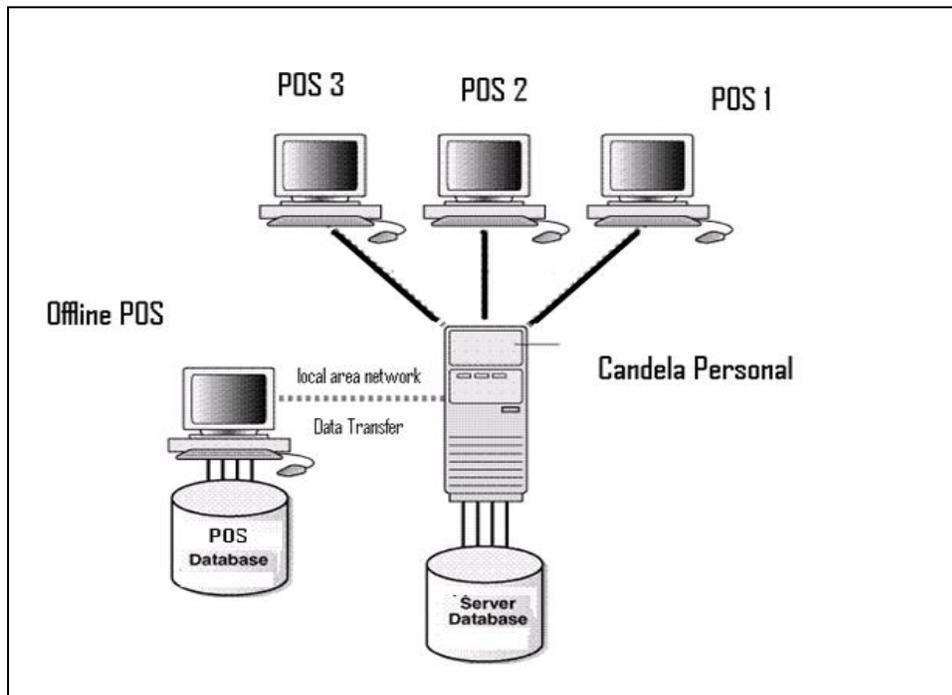
For your convenience and to cater to different business sizes, Candela comes in three versions;

- Personal
- Professional
- Enterprise

To understand how Candela helps you manage different business sizes, let's start with the basics.

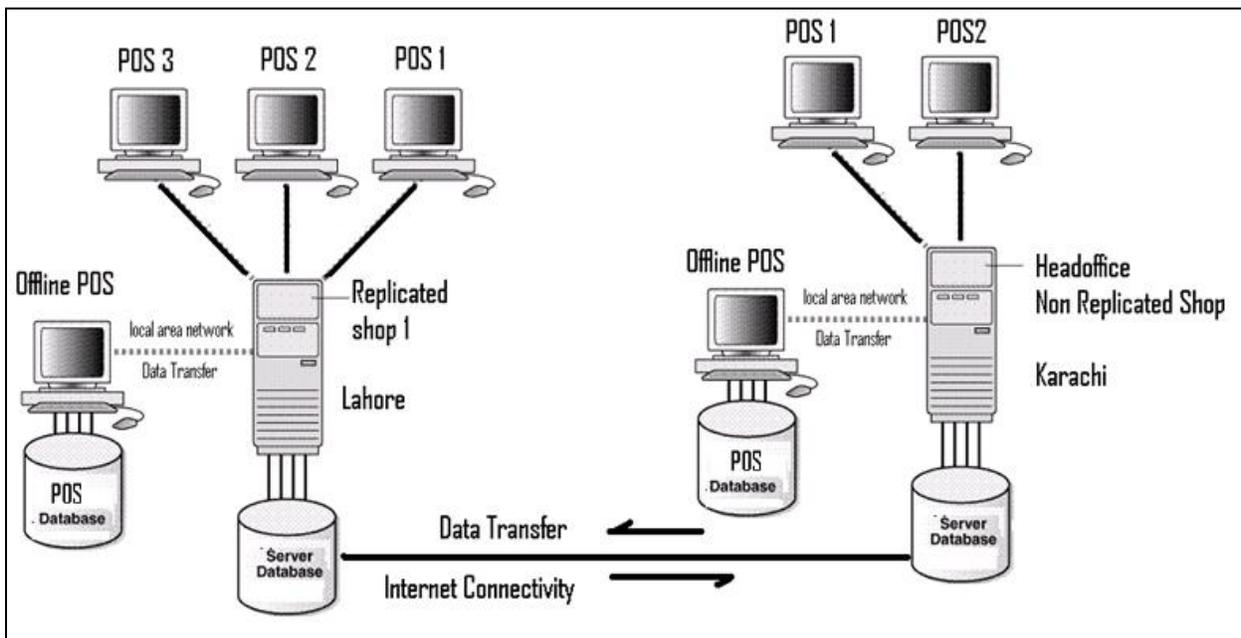
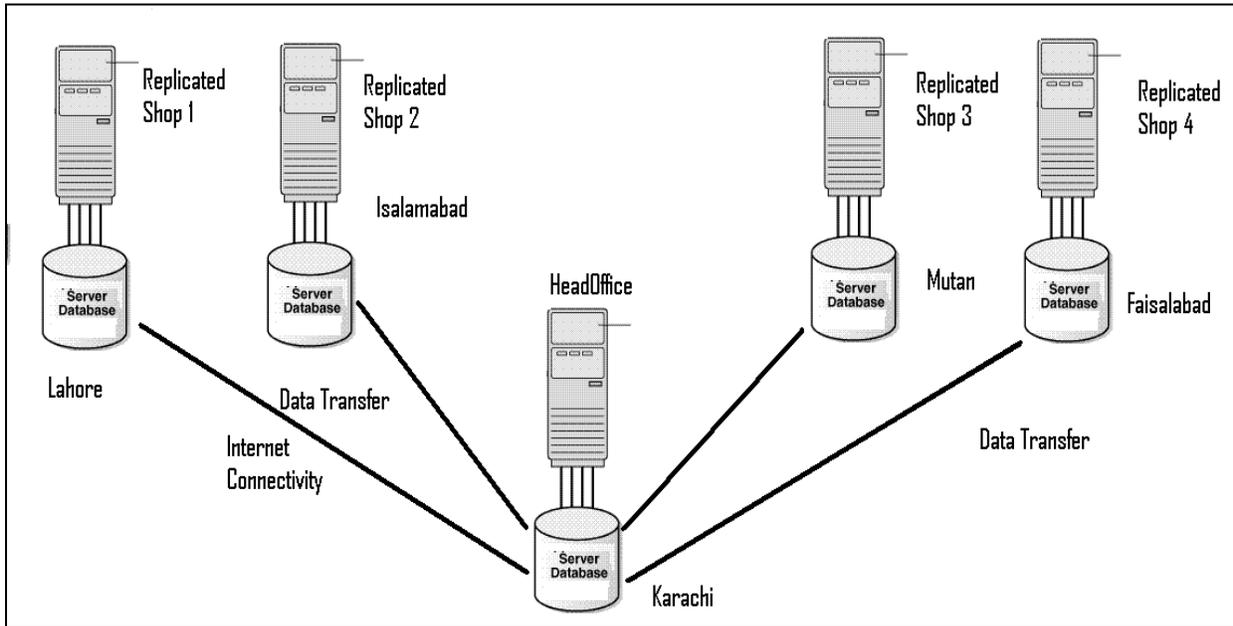
**Personal Version:** The personal version of Candela is for you if you want to keep things small and sweet. You will use the personal version if you are running a single store that's an outlet and head office rolled into one. Though the personal version is meant for single stores, you can set up to three POSs tills for selling various items on the store. But, of course, you will need to get a separate license for each POS till.

Moreover, you can also set up an off-line POS till in the personal version. Off line tills are not dependent on the server data base, and can work if the main server is shut down.



**Professional and Enterprise Versions:** As far as the professional and Enterprise versions are concerned, you will need them if you are a multi chain store. Candela will be installed on each shop (in the same city or different cities) and each shop will have a separate database. All these data bases will be connected to the head office via internet. Further, each shop can have as many POS tills (both online and offline) as you require.

You can also setup POS tills for replicated shops (shops in the head office or in the vicinity using the same data base).



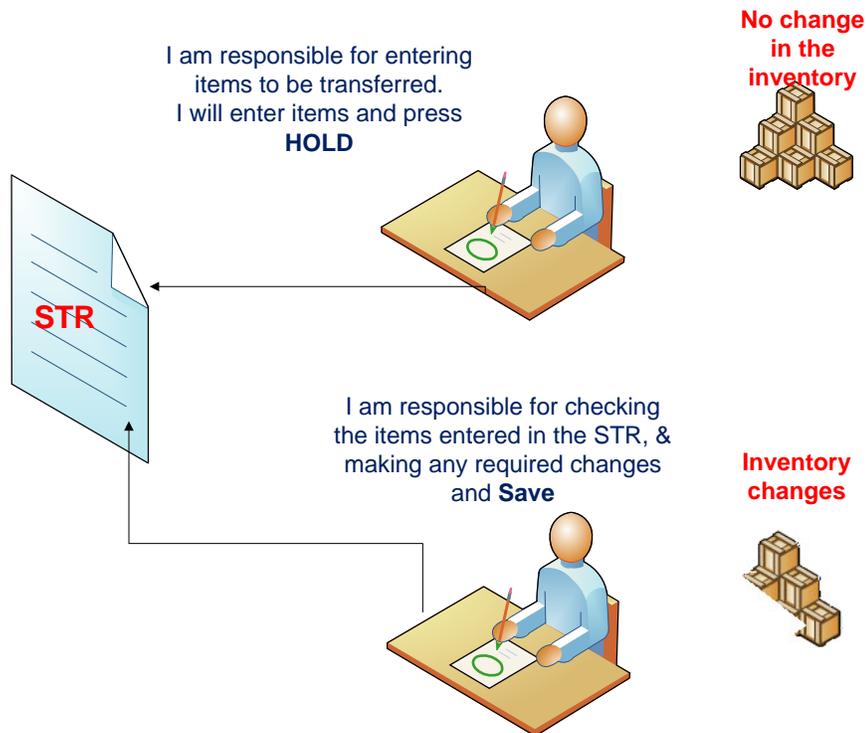
So far you have read about the basic difference between the Personal and Professional/Enterprise versions. There is much more that sets them apart. There are many features that pertain to the requirement of chain stores, and such features are not supported by the personal version.

Now let's have an overview of some of the basic features that make Professional and Enterprise versions perfect fits for multi-stores chains.

1. **The Hold tab on Purchase Order, GRN, and STR:** This tab allows you to automatically save in-process documents. This feature is especially useful for big businesses where the work flow mechanisms need to be streamlined and different duties are assigned to different people in the workflow chain. With **Hold** feature certain people can be assigned the duties to enter inventory items in Purchase Orders, GRN, and STRs. They can enter items and press Hold, the list will be saved in the system but there will be no change in the stock quantity.

The next person in the workflow chain can then check the entered inventory and, if satisfied, can press **Save** to enter the inventory in the system. The changes will then reflect in the total stock.

## Both Working on the Same STR



2. **Provisions for Blocking Items for Selected Shops:** If you wish to reserve certain products for certain shops and thus restrict their movement to such shops during stock transfer movements, you can do so by blocking the shops where you don't want the products to show up.

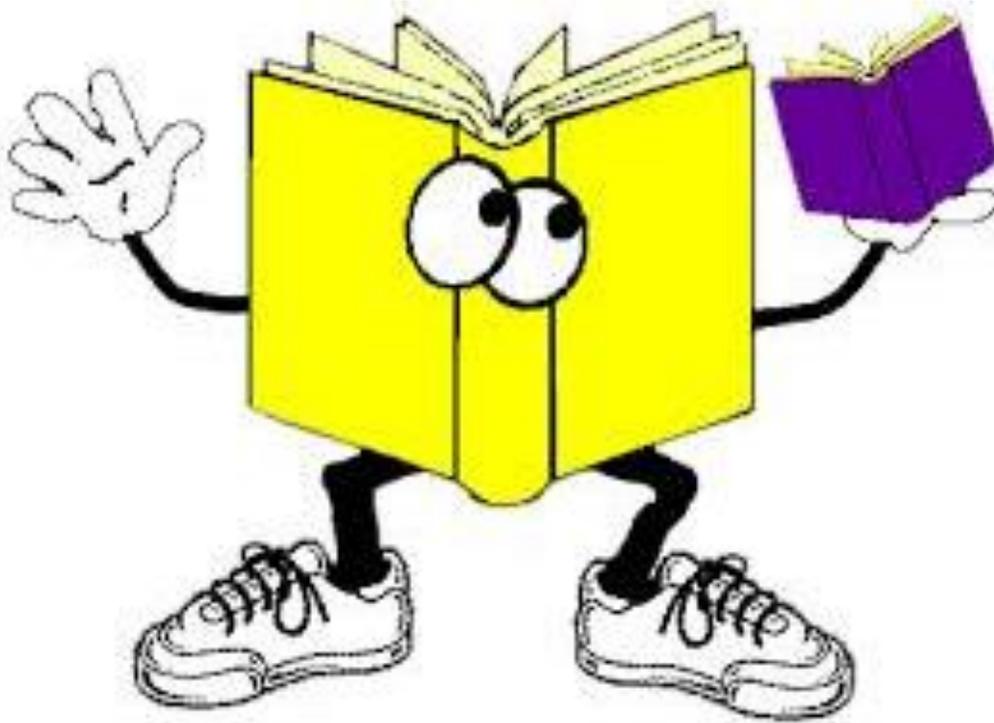


**Franchise**



3. **Consolidated view of Sales and Stock Information of Each Shop and Warehouse at the Head Office:** To manage multi-chain stores, the head office needs to have ready access to accurate information about stock and sales position at each shop. As all shops are connected to the head office via internet, regular data synchronization provides the Head office with the required information.

**So Shop A generated Maximum Sales  
And Shop C has zero inventory of  
design number 10**



**Reports > C-Sales Reports > C-11 Shop Sales Report**

**And**

**Reports > D-Stock Reports > D-26 Inventory Snapshot Report**

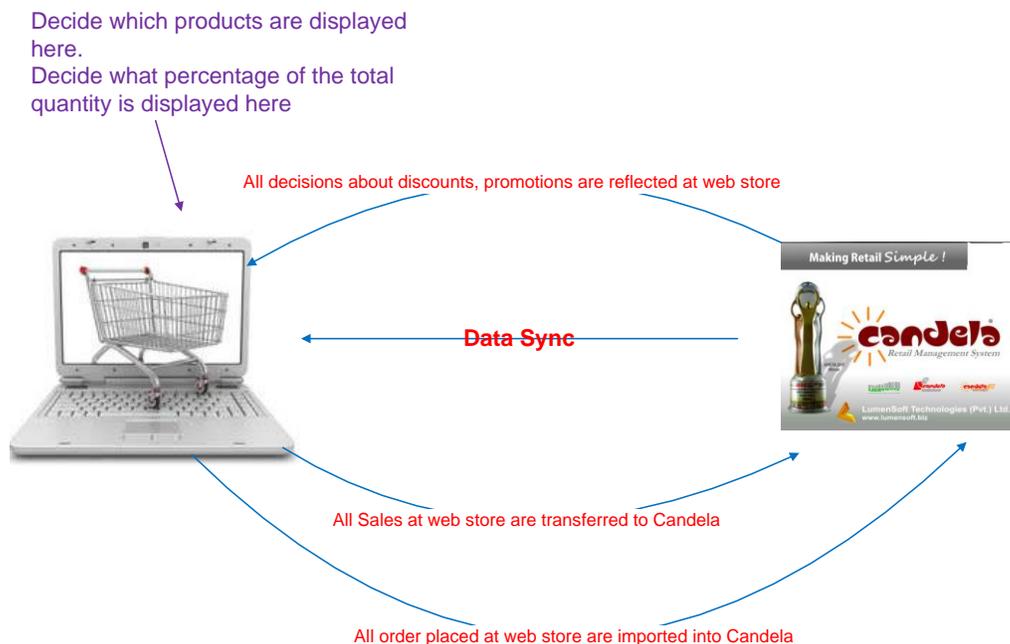
In the above two reports, you can view stock and sales position of different shops within the selected date range.

- 4. Provision for Restricting each POS for Selected Departments. Sales Invoices for other Departments cannot be made on such POS:** Once you have set up POSs in the system, you can map a particular POS with a particular line item:



**5. Integration with Web Store Product:** You can declare any one of your shops as web store or define a new shop and configure it as web store. In Candela Professional and Enterprise versions, you can easily:

- Sync your web store with Candela.
- Manage which products you want to display on the web store and in what quantity.
- Configure your web store to reflect all changes regarding discounts, stocks, promotions made at head office.
- Transfer all sales from web store into Candela
- Import orders placed at web store into Candela



## 5. Manage Pricing and Promotions from the Head Office, Set Prices for Future Dates:

- Depending on your particular shop's location and customer base, you may want to set one price for shop A and a different price for shop B for the same item. In the professional and enterprise versions of Candela, you can do so.
- You can make different promotional strategies/campaigns for different shops.
- Offer different types of discounts at different shops.
- Offer different types of discounts for different products at each shop.
- Make a different future pricing strategy for each shop.

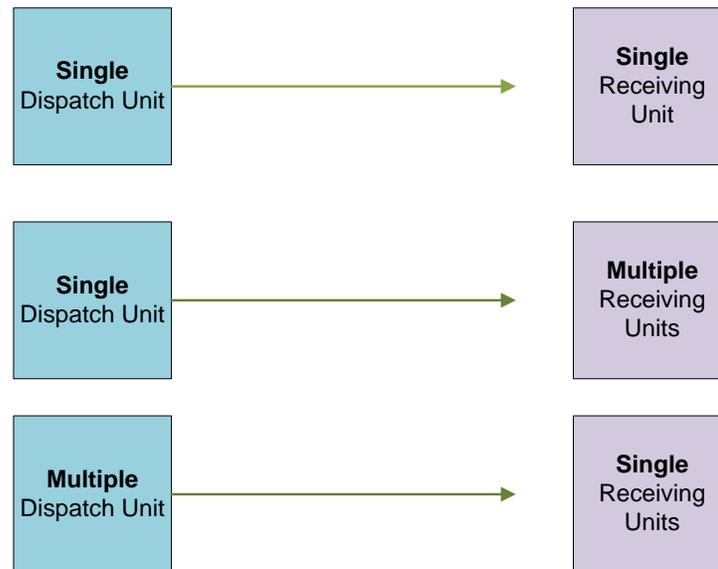
### Managing Pricing strategies and promotional campaigns for different shops



## 6. Transfer Stock between warehouses and Retail Shops. Moreover, Move the Stock Between Retail Outlets: Stock Transfer function in Candela allows you to transfer stock from:

1. **One dispatch** unit (could be warehouse or another shop) to **one receiving** unit (shop or another warehouse)
2. **One dispatch** unit to **multiple receiving** units

3. *Multiple dispatch* units to one *receiving unit*



Now that you are familiar with the additional features that differentiate personal version from the professional and Enterprise versions of Candela, it's time to move on to the differences between Professional and Enterprise versions.

Let's now see how the Enterprise Version is different from the Professional version, and what features is this version loaded with.

### **MOVING ON TO ENTERPRISE VERSION OF CANDELA**

The Enterprise version of Candela is packed with extra features, and helps you do more advanced things.

Here is the overview of these features:

1. **Manage Points Earning and Redemption System for Customer Purchases through Loyalty Cards:** A customer loyalty program is the way to reward and say thank you to your regular customers. Customers who are part of the loyalty programs can earn points against their purchases. These points are stored in a customer profile. Once a certain amount of points are achieved, they can be redeemed for discounts or free goods and services.

In the Loyalty Club programme of Candela Enterprise version:

- The sale invoices for loyalty club members will show earned and redeemed points.
- You can define a loyalty policy for various line items by making decisions about how many points will translate into a reward or discount what will be the value of each point.
- You can print customer cards.
- Configure a welcome letter to customers who become loyalty club members.  
Increase or decrease customers points according to various policies
- Manage customer complaints about lost, stolen or damaged cards
- Manage all information about the cards that are in-process or being printed; the cards that have been printed and are in the warehouse; and those that have been dispatched from the warehouse.
- Run discount campaigns for loyalty club members.
- Generate information about loyalty club transaction through loyalty club reports.

Purchase Slip

## Dancing Shoes

**Model Town**  
**Under the Rainbow**

Pos: 333 Mop : Credit Sales

Invoice No : 6 Date : 23-Jul-2014 12:48 AM

Customer Name: Boota Singh

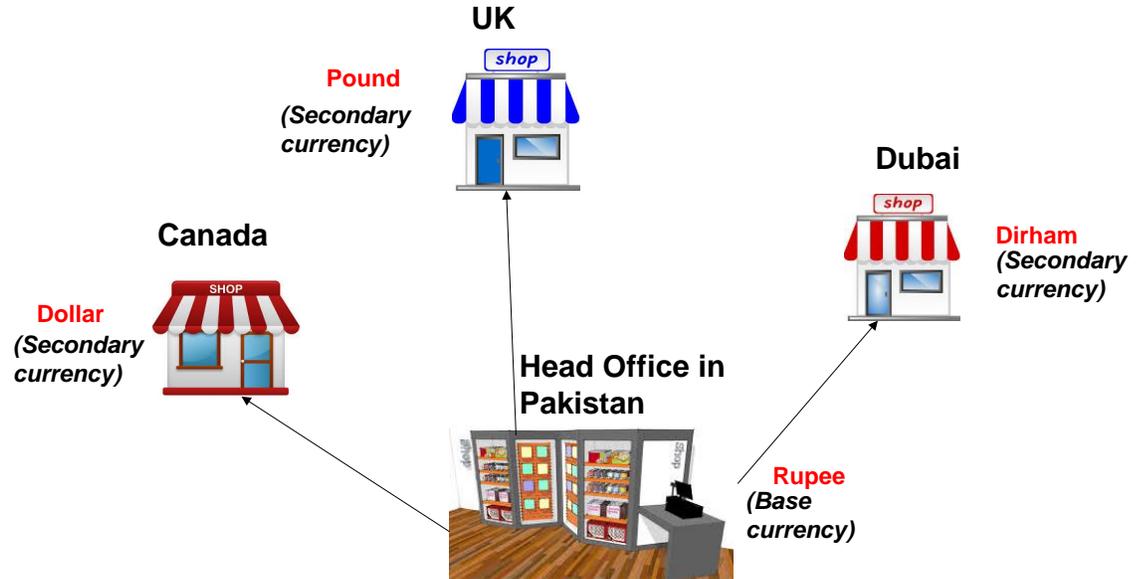
| Sr.                     | Product                    | Qty | Unit price | Disc. | Amount                     |
|-------------------------|----------------------------|-----|------------|-------|----------------------------|
| 1                       | SH00001-030-0GR<br>SH00001 | 1   | 10000.00   | 0.00  | 10000.00                   |
| <b>Total:</b>           |                            | 1   |            | 0.00  | 10000.00                   |
|                         |                            |     |            |       | Cash Disc. 1000.00         |
|                         |                            |     |            |       | Redemption Disc: 1250.0000 |
|                         |                            |     |            |       | <b>Net Total:</b> 7750.00  |
| <b>Points Earned:</b>   |                            |     |            |       | 300                        |
| <b>Points Redeemed:</b> |                            |     |            |       | 500                        |

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2. **Multi-Currency Configuration.** Each Shop can be Assigned its own Currency and Consolidated Reports in Base Currency can be generated by the Head Office: With the Multi Currency feature, you can;

- Configure different currency types for shops in different parts of the world
- You can manage and set conversion rate of various currencies into base currency.
- You can generate reports in both secondary and base currencies



3. **Automatically Distribute Stock to Different Retail Outlets Based on the Reorder Levels, Current Stocks, and Shop Priorities:**

Candela also provides you with the option to generate automatic inventory levels based on sales of a particular shop during a specific time range.

Let's assume 28 items of a product were sold at one of your shops during a week (7 days). Based on this information, you can calculate approximate inventory levels for future stock transfers. Here's how:

Number of items sold=28

Selling period (number of days) = 7

Sales per day (28/7) = 4 Items

Approximate inventory you need for:

Minimum number of days (10) = (4\* 10) 40

Optimum number of days (15) = (4\*15) 60

Maximum number of days (20) = (4\*20) 80

Thus based on the above calculations, the inventory levels for a particular shop will be:

Minimum= 40

Optimum= 60

Maximum= 80

This is how Candela automatically sets inventory levels based on sales of a particular period. You only need to select a product (s), select shop and give the date range on the basis of which you want the system to set inventory levels.

| Product Code     | Product Name | Sale Qty | Min  | Opt  | Max  | Daily Sale | New Min | New Opt | New Max |
|------------------|--------------|----------|------|------|------|------------|---------|---------|---------|
| RL00001-00M-0... | like a woman | 35.00    | 0.00 | 0.00 | 0.00 | 5.00       | 35.00   | 75.00   | 105.00  |

Once you have set inventory levels, you can also make purchase orders and GRNs based on these levels for every shop.

**Generating STRs based on inventory levels:** You can set inventory levels for stock transfers on the STR screen. It is like making a template for your inventory transfer. There are three iterations:

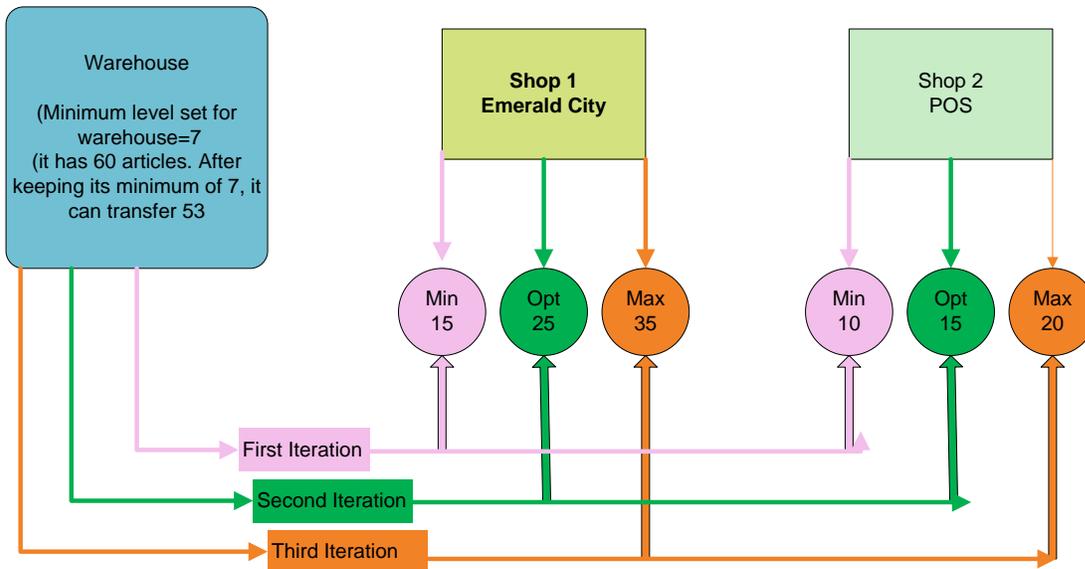
- Transfer stock according the minimum inventory level of the destination shop.
- Transfer stock according to the optimal inventory level of the destination shop.
- Transfer stock according to the maximum inventory level of the destination shop.

You can set the template for the system to perform all three iterations and make decisions accordingly. Many options are possible. For instance one basic template can be:

- Distribute stock according to the minimum inventory level of destination shops

- If after the first iteration the stock is still available, overwrite the first iteration and distribute stock according to the optimal level of destination shops.
- And if after the second iteration the stock is still available, overwrite the second iteration and distribute stock according to the maximum inventory level of destination shops.

### Basic template at a glance:



#### First Iteration

Warehouse will transfer 15 to shop 1 and 10 to shop 2. It can transfer 35 more so will move on the second iteration.

#### Second Iteration

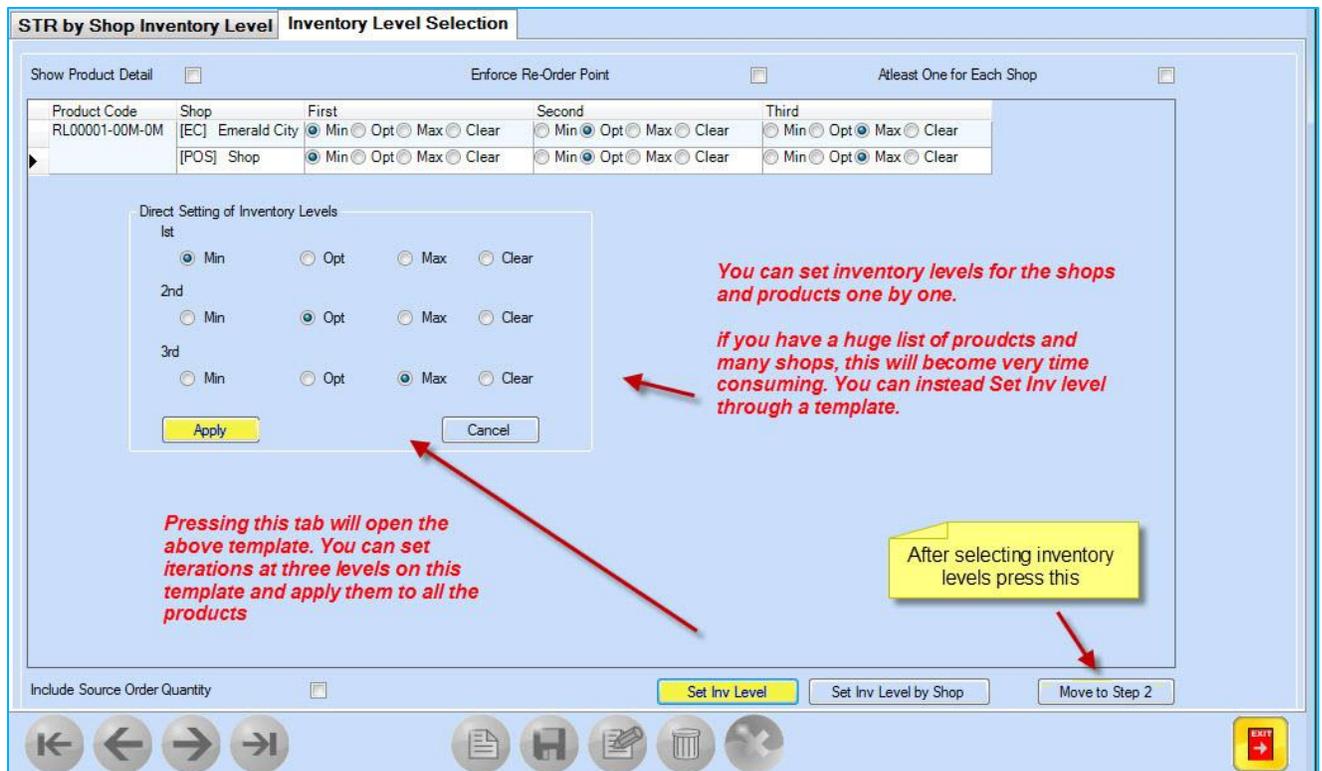
Warehouse will transfer 25 to shop 1 and 15 to shop 2. It has 13 left so will move on to the third iteration

#### Third Iteration

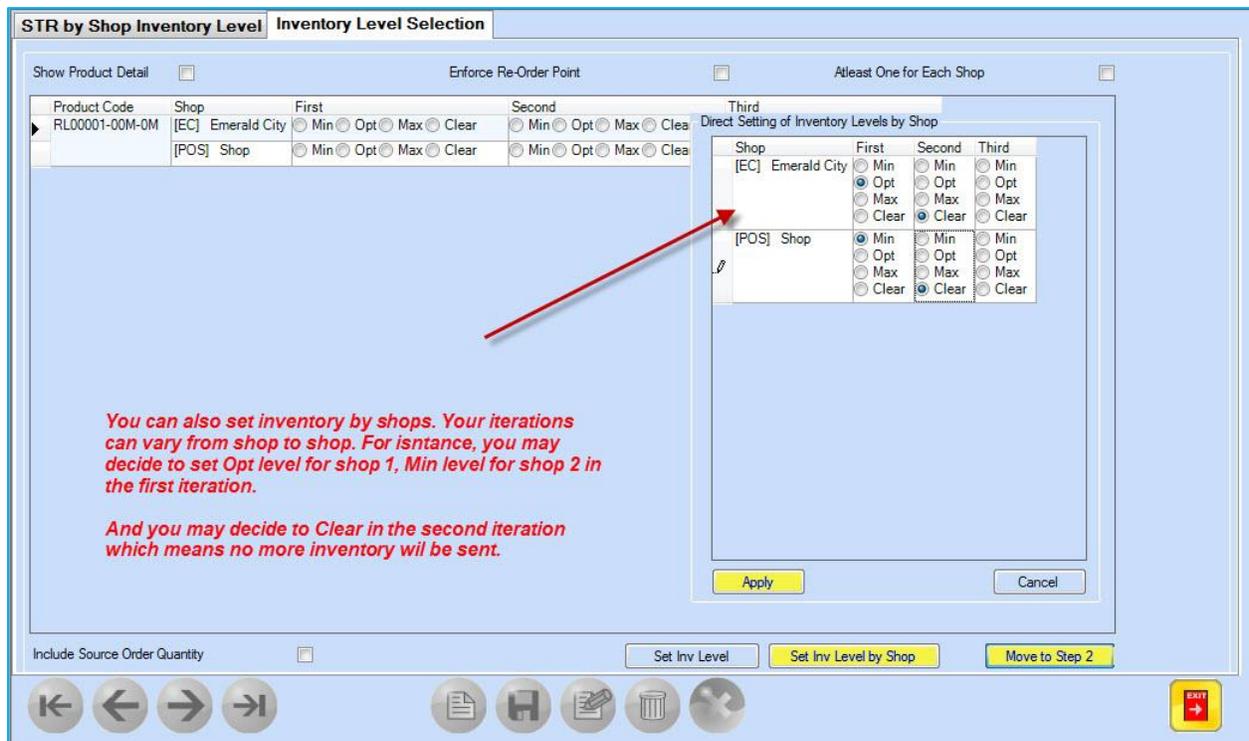
Warehouse will transfer 35 to shop 1 but it has only 18 more left. So it will transfer the remaining 18 to shop 2

▼ This will happen only when no shop priority is set. The system will decide which shop comes first in alphabetical order and fill it first in the last iteration.

▼ For instance, if shop 2 has priority, the system, in the last iteration, will first fill max inventory level of shop 2 (20 items). And then give the remaining 33 to shop 1.



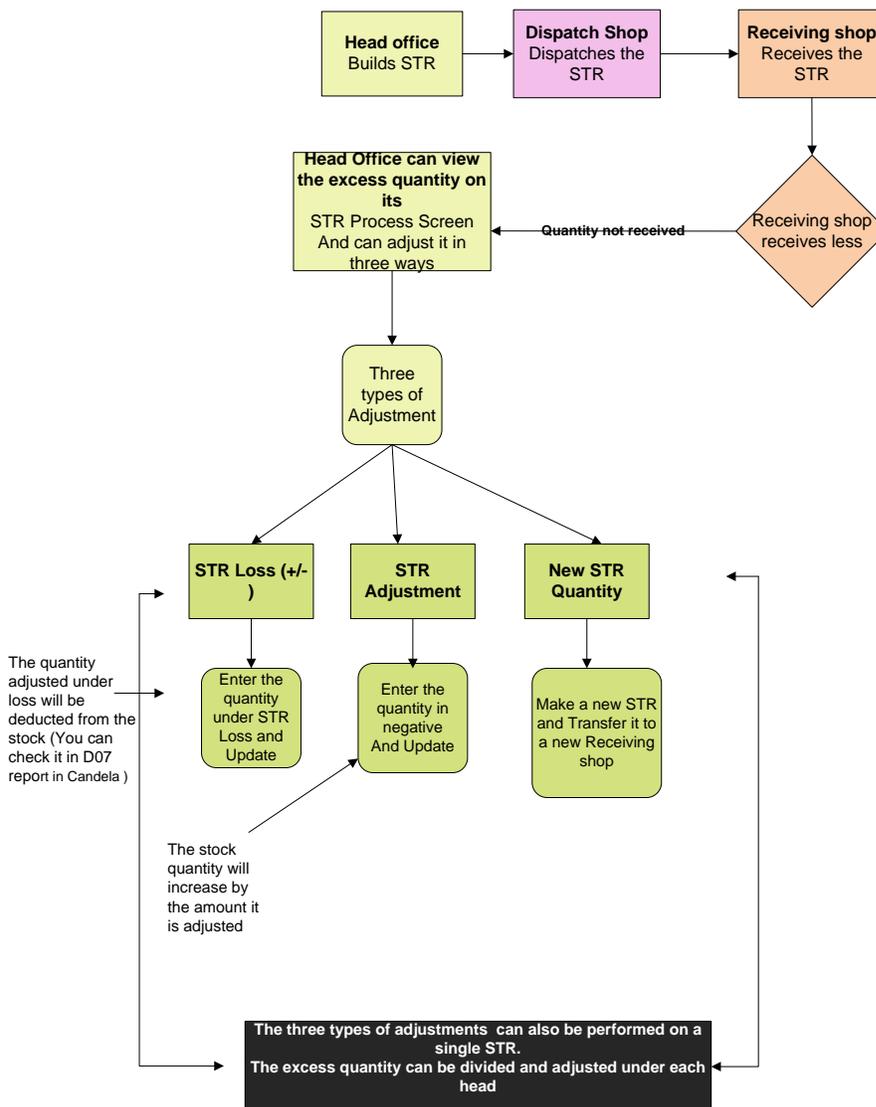
Candela Enterprise version also allows you to set inventory levels by shops:



4. **Enter Stock Quantities or Items Different Than the Dispatched Stocks. Resolve Differences through Head Office and Adjust Inventories at the Dispatch Shop:** In Candela Enterprise version, you can make three different kinds of adjustments to the stock lost or not received during stock transfers.

- You can adjust it as lost inventory.
- The stock not wanted by the receiving shop and returned can also be adjusted in a new STR for another shop.
- You can add it back to the existing stock.
- Moreover, you can also perform the three types of adjustments to a single STR meaning you can adjust some of the quantity under loss, add some back to the stock, and make a new STR for some of the quantity.

Candela stock reports will reflect these changes.

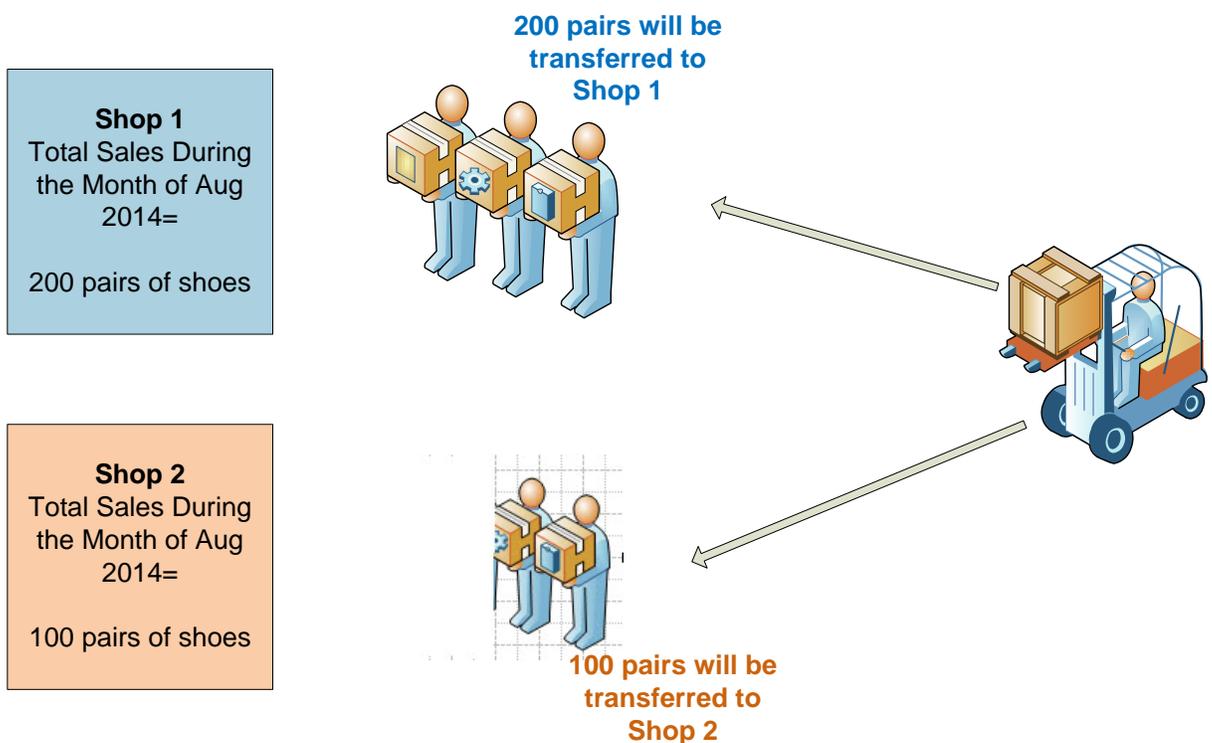


5. **Auto Adjust Re-Order Levels for every Item and assortments based on the Sales**

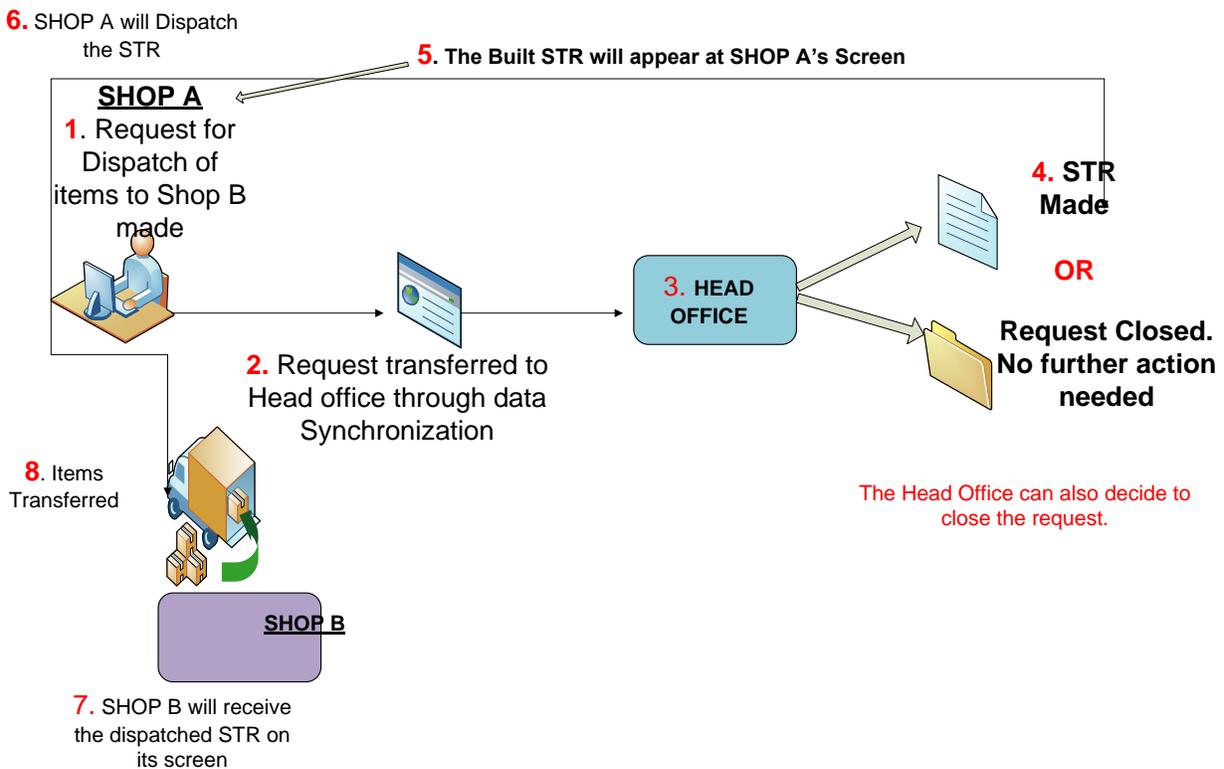
**Pattern for the Selected Period:** Candela Enterprise version also gives you the option to base stock transfers on sales performances of different shops. The sales reports of different shops can tell you which items are selling more at a particular shop and you can then transfer stock accordingly. You can build STRs based on sales of various shops during a particular date range.

As an example, let's assume there are two shops and the sales reports show the following activity on a particular date that you selected:

**Stock Transfer on the Basis of Sales Performance of two Shops during the Month of August, 2014**



6. **Initiation of Stock Transfer Request by Retail Outlet or a Warehouse. The Request can then be Converted into a Stock Transfer Order by the Head Office:** There's a feature in Candela Enterprise version that allows admin to load requests sent from shops for items they want to dispatch or receive. Such requests are made at shops and received by HO through data transfer.



7. **Periodically Consolidate Items that are Spread over Various Shops but with Minimum Number of Available Sizes:** In retail businesses, especially those dealing in size and color items, efficient inventory management requires stocking your shops with the required colors and sizes of various items. Sometimes, the product may be available at a particular shop but not in the required color or size. Sizes are of critical importance particularly in footwear business because specific sizes cannot be 'altered' on demand as is sometimes possible to do in apparel business. For instance, during mid season the warehouse may be empty thus making it impossible to replenish all the shops. So instead of spreading various items in say 20 shops with not even a single shop having a full range of sizes and colors, you can decide to fill some high selling shops with a complete range of sizes and colors.

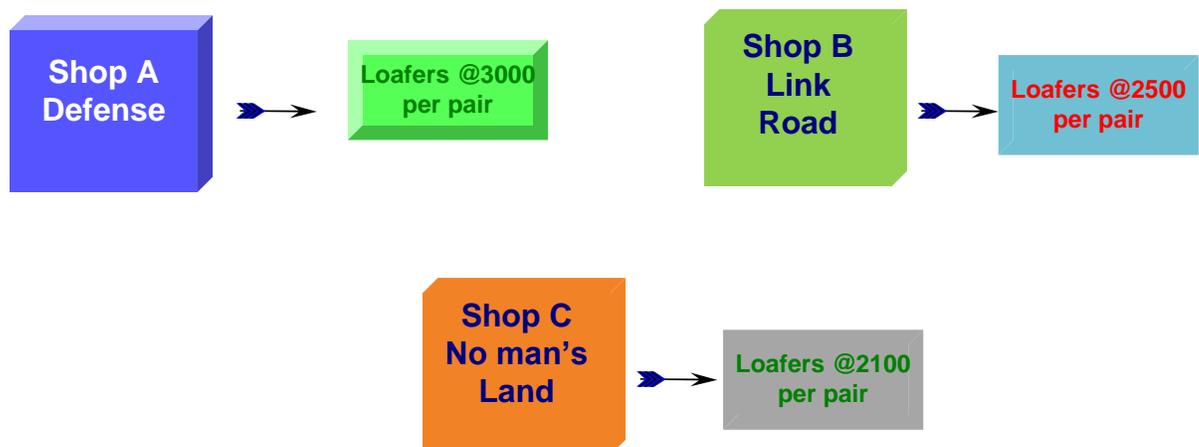
With Stock Consolidation feature in Candela Enterprise version, the system will find all such products and re-shuffle them so that there is a full range of sizes and colors available on selected shops. The system will not include those products in the list that are: (a) *available in all sizes*; (b) *that have no sizes available*.

Stock Consolidation feature in Candela will:

- Gather data about the shops that have various items available in different colors and sizes
- Gather data about the sizes and colors available on the shops.
- Suggest the top selling shops, thus making it easier for you to decide which shops to stock up with the entire range.
- Help you select products by color and show you data of available sizes in a particular color at various shops.

8. **Configure Different Product Prices for Every Shop. These Prices will Appear on the Sale Invoice:** In the Enterprise version of Candela, the same products can be sold at prices that vary with store locations. Price adjustments based on store locations can help you target specific customer groups.

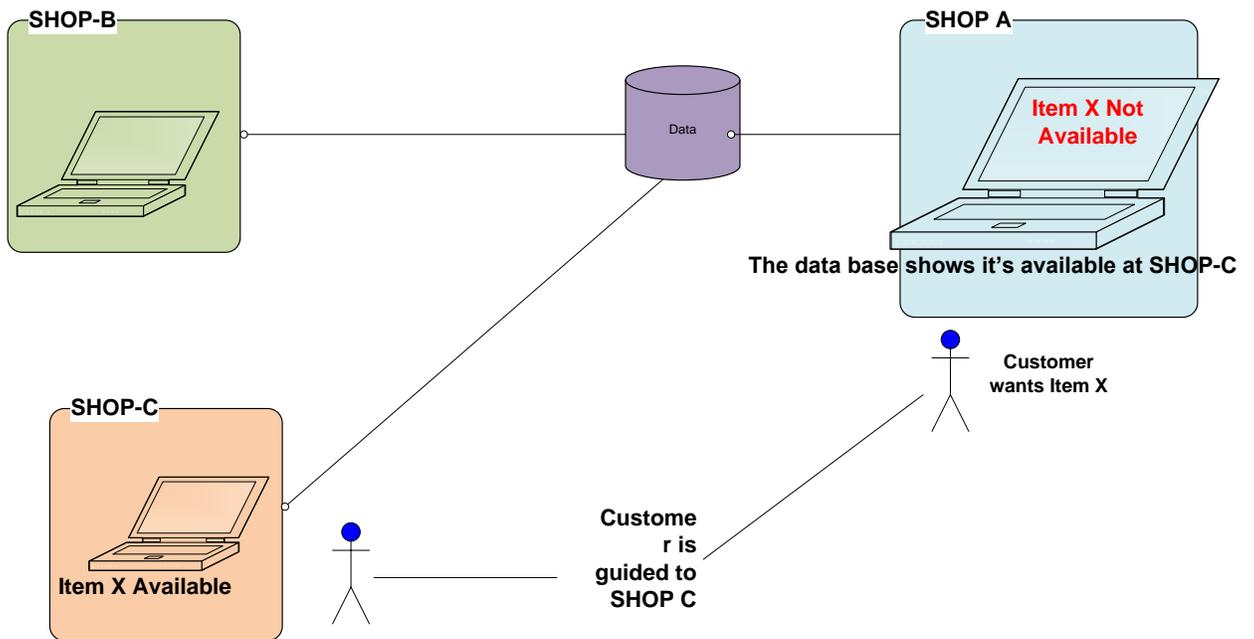
#### Selling the Same Product at Prices that Vary with the Store Locations



**9. Lookout for Product Availability at other Shops and Warehouses by the Shop Sales Staff:**

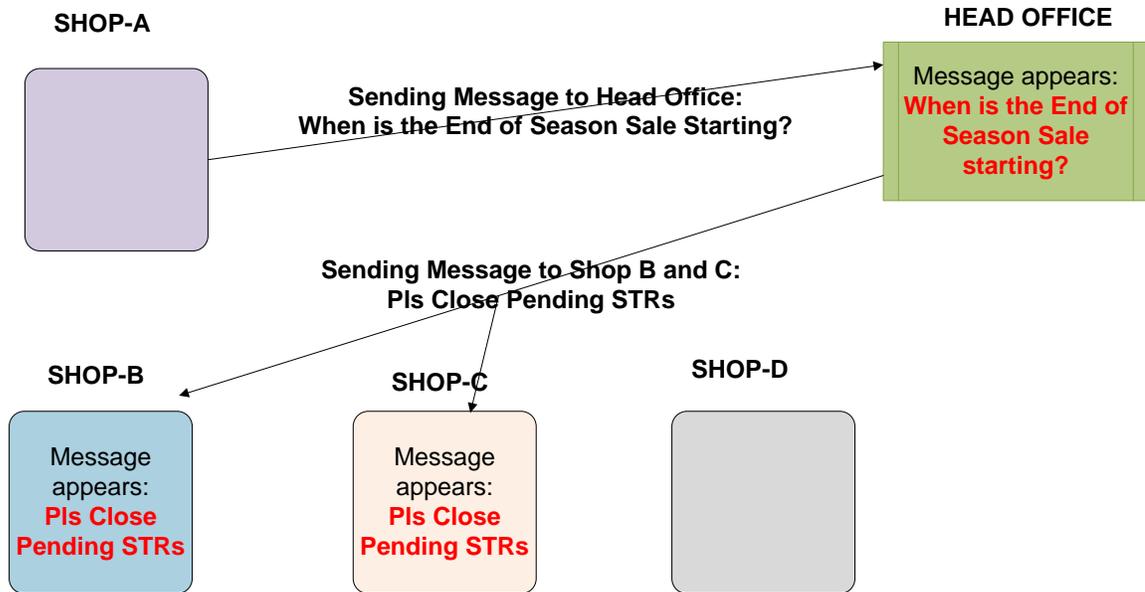
This feature allows salespersons of a particular shop to check availability of various items at other outlets. For example, if a customer visits shop A and wants a product that's not available in the required size, the salesperson can check product's availability at other outlets, and guide the customer to the outlet where the required item is available.

The feature is rights based. You can opt not to give rights to your sales people for viewing stocks of other outlets. You can also control which shops you want the sales persons to have access to.



**10. Centralized Messaging System between the Head Office and Different Shops and Warehouses:**

This feature allows the Head Office and the outlets to communicate via messages through Candela. The messages will keep appearing on the main screen until they are marked as read.



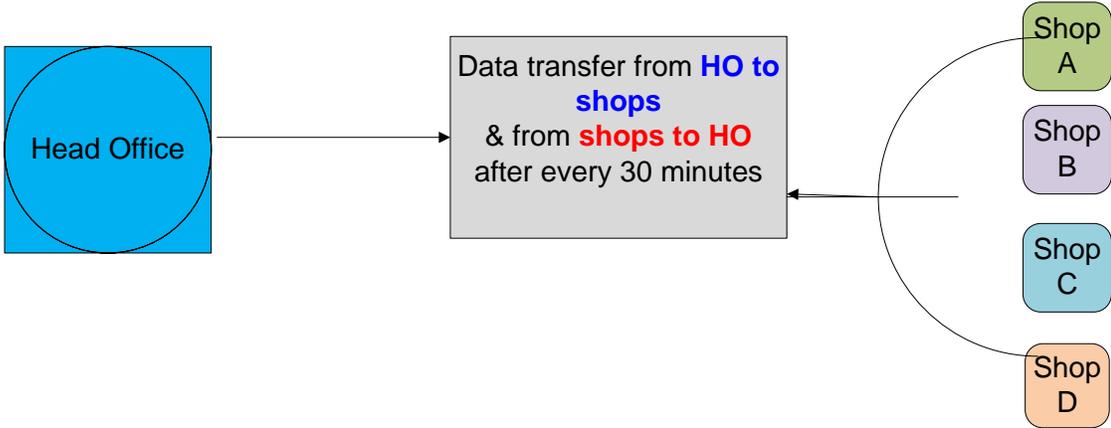
**11. Franchise Management and Assigning the Shops as Franchised Shop. Management of Discount Sharing and Receivables:** The Enterprise version of Candela provides a complete franchise management system.

You can not only designate shops as franchises but can also manage line item wise percentages for determining revenue share on regular sales as well as discount campaigns.

You can view complete details of revenue accruing to head office and the selected franchise in reports I01 and I02.

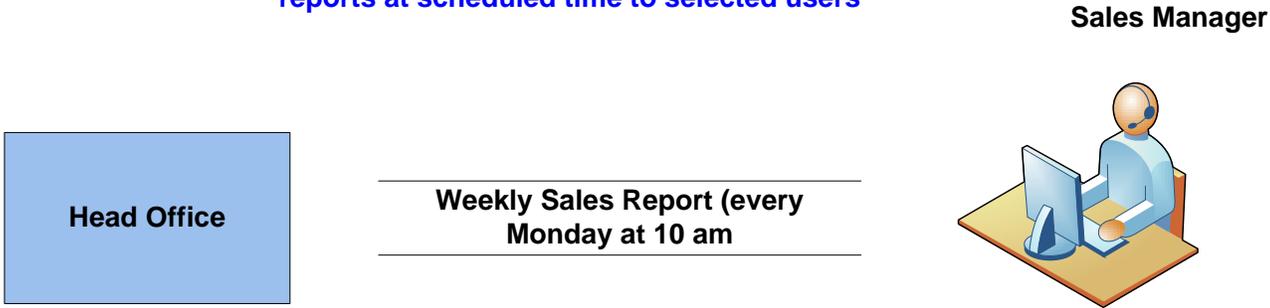
**12. Automated and Pre-Scheduled Data Transfer Facility between Shops and Head Office:** This feature allows you to configure regular data transfer between shops and head office. Data will be automatically synchronized according to the configured time schedule.

Prescheduled Data Transfer  
between HO and Shops



**13. Automated Report Scheduling and Automated Emails of Reports to Selected Users on Periodic Basis:** You can pre-configure schedule for sending reports to selected users on a periodic basis.

Configuring your system to send automated reports at scheduled time to selected users



**14. Availability of Selected Product Lines at Selected Shops. This Helps in Managing Multiple Brands Under One License:** You can opt to show selected line items at particular shops. For example, you may wish to sell only shoes and bags at one of your outlets, and only clothing items at the other shop. If you have multiple brands, this feature effectively manages all your brands.



**15. Assignment of Selected Shops to Different User Groups. This helps in Dividing Head Office Operations Based on Selection of Retail Outlets.**

&

**16. Assignment of Selected Product lines to Different User Groups. This enables the Management to Assign Managers for Different Brands and Isolating their Operations from Others:**

In the Enterprise version of Candela, the head office can stream line retail operations by assigning a shop or a cluster of shops to one group. The group will then have the rights to view all activities of the assigned shops.

Moreover, the head office can also assign one line item of a particular shop or shops to one group. This group will then be able to view all activities related to the assigned line item at the assigned shops.

