
NEWSAGENCY SOFTWARE – FOR AUSTRALIAN RETAIL NEWSAGENCIES

POINT OF SALE AND RETAIL MANAGEMENT SOFTWARE DESIGNED FOR MANAGING RETAIL NEWSAGENCIES.

Retail newsagencies are becoming more common in Australia. While in the past, most newsagency businesses provided newspaper home delivery and retail facilities all in one business, today, the newspaper home delivery component is usually operated by another business and the retail business left to operate on a stand along basis.

A retail newsagency will offer a range of products and services: magazines, newspapers, stationery, ink and toner, lottery products, greeting cards, party supplies, books, gifts, homewares (in more and more instances), photocopying, faxing and other services.

Key industry suppliers have developed minimum operational standards which require Australian newsagents to have software which meets strict standards. Compliant software enables each Australian newsagency business to connect with suppliers and to meet requirements for receiving and sending electronic data.

Good newsagency software helps newsagents in a range of areas beyond the traditional area of Point of Sale. It helps newsagents expand their businesses into new product niches, deal with new suppliers, sell products without having to carry stock, better understand that performance of the business and more effectively compete with much larger businesses.

Some truly newsagency unique facilities offered in good software include:

- Managing the putaway (or setting aside) of magazines for customers and advising via text message when they have come in.
- Integrated newspaper home delivery account payment.
- Tracking when the next issue of a magazine is due in.
- Customer special orders for stationery.
- Newsagency specific basket analysis.

This list is by no means complete but to demonstrates the scope of Tower Systems retail newsagent software.

Tower Systems currently serves in excess of 2,500 independent retailers with its Point of Sale software. The company has offices around Australia and representation in New Zealand. It's software has been sold internationally in seven countries. You can find out more by calling a Tower Systems Account Manager: NSW/ACT: Nathan Morrison 0417 568 148; SA/VIC: Tim Batt 0403 189 379; QLD/NT: Luke La 0434 072 417; WA: Joe Bredice 0412 899 013.

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