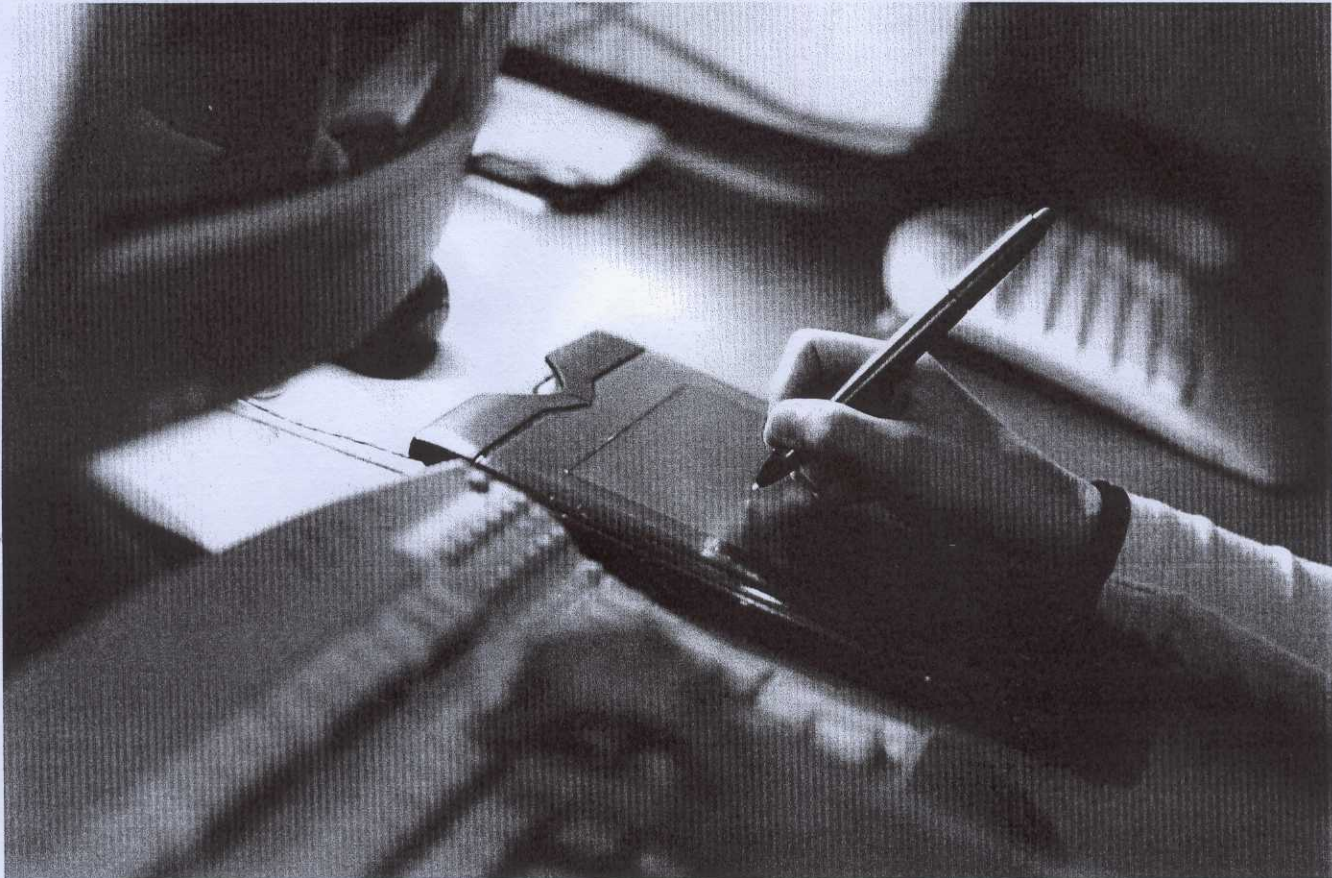


# Use the technology - to best serve YOU



The customer might be king in your shop but when it comes to electronic ordering, you make the rules. The technology is there to serve you, so make the most of it.



**W**hen Australian Convenience Store News first looked at e-procurement systems about 18 months ago, we recommended you “use them, find out what they can do for you, and keep your options open”. Well, our advice hasn’t changed, but the systems have evolved, if a little more slowly than expected.

There are many different models in convenience retailing, from the big networks with integrated back offices to small corner milk bars. There is no one system to suit everybody in such a fragmented channel. Electronic

systems are tools that can give you a competitive edge, but you need to be in control.

And, suppliers and distributors know it.

“Our philosophy is that all customers are free to choose the best option that suits their needs,” says Gary McCall, Business Development Manager, e-Orders. “Suppliers can provide greater service by offering choice. Customers now have the option to order by telephone, fax, or electronically.”

Richard Lloyd, Managing Director, James Dickson & Co, agrees: “We have

to remain relevant within the supply chain and that means responding to retailers needs. Many retailers still use paper and pen, so electronic ordering is just one of the options in procuring an order.”

“There are lots of ways to do things,” says Peter Friday of BP Friway and BP multi-site franchisee. “The key is to find an electronic solution that suits you.”

## Integration

With more than 4,000 retail users in petrol, convenience, route and newsagencies, Quatro is focusing on