

Morris Pasties driving growth with Sage PayPoint.

Client profile

When anyone thinks of pasties, thoughts will immediately turn to Cornwall and, more than likely, Morris Pasties once hailed by The Telegraph as "...the finest pasties in Cornwall." Peter Morris started out as a butcher in 1970 selling locally reared meat only as the family is passionately against buying GM fed or intensively reared livestock.

In the early 1980's an opportunity to supplement meat sales by selling pasties made by an old lady to a recipe which remains secret today. The products always sold well and, when the lady retired, she gifted the recipe to the Morris family who started to make the pasties themselves. Sales continued to expand, leading to the first dedicated pasty shop opening in Newquay in the mid 1990's. Since then, the chain has grown to five family owned shops.

From early 2005 these have been supported by a growing number of franchise outlets which have already reached as far as Norwich, Ealing,

High Wycombe, Milton Keynes, Southampton, Solihull and Falmouth, with more in the pipeline. Today the business generates seven figure revenues and directly employs close to 50 staff.

The challenge

Diversification away from the core butcher's business into manufacturing, wholesale, retail and franchise operations called for major changes in accounting and information systems. With the expansion plans in mind, the company made two important management appointments with Steve Cadwallader as IT Manager in 2003 and Gavin Sutton in 2004 as Finance Manager. "Especially with our franchise plans, we knew we needed to implement more sophisticated systems to ensure we had proper control over our manufacturing, distribution and retail operations," says Gavin. "The shops not only sell pasties but also ice cream, coffee, tea, sandwiches, salad boxes, soups and cream teas. So, as a priority, we needed an efficient Electronic Point Of Sale (EPOS) solution so that we can

monitor the performance of ourselves and our franchisees.

The solution

With excellent support from Christopher Ranger at Sage Business Partner, BIT Solutions, Steve Cadwallader and Gavin Sutton investigated several different systems. The chosen solutions had to be capable of integrating with the company's core accounting systems, Sage Line 50, which was implemented in 2000. Also, with multiple users at different levels of the business, user friendliness was a key requirement too.

'Ultimately,' explains Steve, 'we chose Wincor Nixdorf for our EPOS hardware, such as tills and monitors, Sage PayPoint for customer transactions at the point of sale and Advanced Planning and Scheduling software for improving our manufacturing efficiency.'

Gavin describes how the new solutions work, "Sage PayPoint integrates fully with our accounting systems and gives us control over





Solution Overview

- Sage PayPoint is a system that includes touch screen EPOS systems and configurable point of sale software.
- Sage PayPoint integrates with front and back office solutions that include Sage Line 50, Sage MMS and Sage Line 500; providing control across operations.
- Sage PayPoint helps improve security at the point of sale and is Chip & PIN compliant.
- Increase customer satisfaction through quick, accurate and secure transactions.
- All Sage Retail Solutions are fully scalable to meet your changing needs.

both pricing and stock levels. We can also readily change the system to suit our business and it will grow with our needs.

Advanced Planning and Scheduling software brings together the three vital elements of manufacturing planning – the orders from the shops, the purchases we need to make to fulfil them and the manufacturing process. And at the point of sale we are using touch screen monitors to increase efficiency and user friendliness.”

The benefits

In conjunction with BIT, the new systems were implemented quickly enabling Morris Pasties to move forward with their franchise development as planned.

‘It was absolutely vital that we can adopt a pro-active approach to the franchisor and franchisee management process,’ says Gavin.

‘We can now dial into each shop and obtain accurate up to the minute data on all aspects of the franchisees’ needs as well as their performance. Sage PayPoint can be changed to suit the ‘look and feel’ of our business, speeds up customer transactions and helps to ensure point of sale precision and security. Its integration with Sage Line 50 provides us with control we need over stock levels and pricing in a competitive and volatile retail environment.’

Clearly, food stock has a very short shelf life and this places added pressure on manufacturing, distribution and retail management efficiency.

‘We keep the pastry and butcher businesses separate, use Sage Line 50 in each and then consolidate the accounts for internal management purposes,’ confirms Gavin.

The future

Morris Pasties has a leading reputation in both quality and image but the company knew that, to keep ahead of competition and smooth out seasonal sales, it needed added momentum on a more national basis. The unique franchise approach is already helping to establish and grow the Cornish experience across the UK and the company is well on the way to opening the 20 plus shops that are planned.

Gavin Sutton says “certainly as the number of franchisees continues to grow, we will need to keep a close watch on the ability of our financial management systems to help us manage a much larger business with all that goes with that. Consequently, we will be considering an upgrade to Sage MMS which is built on modern .Net technologies and providing even more power, flexibility and customisation features.”

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