



Half Moon Bay

www.halfmoonbay.co.uk

Bath
United Kingdom

Industry

- Giftware

Aspin products and services:

- MiniSell field sales
- eCommerce order import

MiniSell modules:

- Field sales order processing
- Exhibition order processing
- Order templates
- Customer details/history
- Stock details
- Data Bridge
- Sage 200 interface



Online Video

Watch Half Moon Bay using MiniSell at the Spring Fair 2010

MiniSell simplifies order taking for Half Moon Bay

Half Moon Bay Ltd specialise in supplying a wide range of licensed and humour-based gifts to UK, European and Global retailers. They implemented MiniSell in the run-up to the International Autumn Fair 2009 at the Birmingham NEC.

Before implementing MiniSell, Half Moon Bay's reps and agents had taken down their orders on paper forms that were faxed back to the office to be keyed into the company's Sage 200 system. As Ginny Hatfield, Half Moon Bay's key accounts support manager, explained this had a number of drawbacks:

"Stocking three thousand products meant it could be very time consuming entering orders manually. Furthermore, when the orders were keyed in from the paper forms we often had to decipher the reps' handwriting. Everyone had their own style of order taking and occasionally mistakes were made. This sometimes led to issues with customers over what they'd ordered or not."

After being approached by a number of software providers, Half Moon Bay chose to implement Aspin's MiniSell system, Ginny continued:

"We had a strong recommendation from our IT consultant, who worked with another giftware company that had been using MiniSell for a number of years. He suggested that MiniSell would be suitable for Half Moon Bay as well."

What particularly impressed us was how enthusiastic Aspin were for our business. They spent a morning presenting MiniSell, helping us with our questions and explaining how it would meet Half Moon Bay's specific needs. The other supplier we looked at only spent 30 minutes with us.

The main thing that impressed us about the software itself was the MiniSell order template facility. We saw a lot of potential for possible applications in our business"

To get the company up and running in time for the Autumn Fair, Half Moon Bay decided to implement MiniSell in two phases, training three agents who would use the MiniSell handhelds on the road and all staff working on their Autumn Fair exhibition stand.

"Although it was a long process, I was confident that training the agents and my colleagues would be simple and easy. I had worked thoroughly on the project for 4 weeks and we were well prepared for the show. So far to say, we didn't experience any technical issues and everyone was confident with MiniSell quickly!"

THE BEATLES

■ Half Moon is now one of the leading gift companies in the industry.

MiniSell is a good bit of kit that allows our agents on the road to enter their orders and also provides them with lots of information, with everything from account details and back orders to invoice history. It also enables our agents to quickly identify which accounts are on hold and review stock availability.

Most importantly, efficiency has really improved. The volume of manually processed orders has dropped substantially. As well as this, the average value of our orders has increased by 25%."

An added advantage of using MiniSell for Half Moon Bay is that the DataBridge server, which processes data to and from the MiniSell handhelds and their Sage 200 system, now also handles the orders coming from their existing e-commerce websites for import into Sage 200. As a result, the sheer bulk of orders now processed by the DataBridge has also helped to increase business efficiency.

Reg Shaw, one of the Half Moon Bay's agents who has been using MiniSell from the start, explained how it had helped him:

'It's great not having to write out our orders on paper and I no longer need to hover over the fax machine waiting for the orders to go through. MiniSell also makes it easy to tell the customers what's in stock and, where appropriate, suggest substitutions. All of our brochures have now been printed with the relevant barcodes so all we need to do is just point at the picture, zap it and it's on the order.'

Looking to the future, Ginny described how they had found out about new features in MiniSell and also how they hoped to take full advantage of MiniSell's template facility.

'We've been testing a feature which enables you to scan a product barcode twice, to order double quantities, doubling pack-sizes – we didn't realise it was possible to do this – this will be a feature we use at trade fairs specifically and will speed up order taking on the stand.'

We're also really excited about setting up MiniSell templates for our stands and spinners and we're just releasing a brochure specifically for these templates. Selling full stocked spinners and displays is a very important part of our business. With a stand, rather than selling six of a product, we can sell sixty. What's more, selling a stand we ensure future sales as the stand needs to be re-stocked. MiniSell makes it so quick and easy, not only to setup the templates and for the agents to order them, but also for the order to be imported and processed through our Sage 200 system.'



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Half Moon Bay Overview

Half Moon Bay is a Wholesaler of Licensed and themed giftware, supplying trade retail customers. Started in 1997, Half Moon Bay has grown consistently ever since, and is now one of the leading gift companies in the industry. Perhaps best known for our quirky humour and love of retro classics, our best-selling brands include The Beatles, Superman, Wonder Woman, Wizard of Oz and Haynes.

The company expanded in 2008 when it acquired Robert Opie Trading Ltd, the trading arm of the Opie Collection, an amazing archive of vintage packaging and advertising.

Aspin Overview

Aspin has been creating and providing accounting and supply chain management solutions for fulfilment operations, distributors and wholesalers, in the UK, USA and Australia for over twenty years.

Our mobile sales force automation application, MiniSell, is used by sales representatives world-wide to perform a variety of tasks ranging from field and exhibition based order taking to merchandising and business intelligence / CRM reporting

If you would like more information about our online ordering and CRM software, please call us on:

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