

ProTrac Business Model for Cut Flower Wholesalers

A Cut Flower Wholesaler has to manage

- An inventory with a very short and well defined shelf life
- A Supply Inventory with a long shelf life
- Both of these inventories to ensure that there is enough stems and supplies to take care of an up- coming Holiday, Standing Order for next Monday, the Annual Street Carnival, along with a long list of local events.

This short list does not include keeping a fleet of delivery vehicles running, working with employees, pleasing customers, and the day to day issues which are a part of running a business.

ProTrac has been working with Cut Flower Wholesalers for the last three years to create software programs which are tailored for the Cut Flower Industry. Our software development is driven by our customer's needs. We listen and respond with features that are meaningful to the customer, not just our programmers or development staff.

ProTrac's BUSINESS MODEL FOR CUT FLOWER WHOLESALERS

Before we started to program our Cut Flower Software we researched the industry and found that many Cut Flower Wholesalers spent far more time doing Hands On Management, than their counterparts in the hard goods industry. Instead of letting technology be their eyes on the production floor, they personally manage the operation.

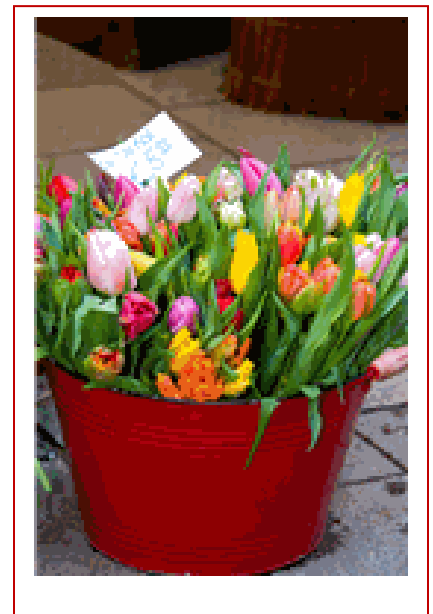
They depend on systems:

- which are not designed for the Cut Flower Industry
- Are not user friendly
- Which are still running on a DOS or UNIX system.

After an exhausting 10 plus hour day they try to plan for the future on their way home. Future planning will be done, in the future.

The Cut Flower Wholesaler Imagines

- Maintaining a profitability during a recession
- Running an employee cost, including management at 15.5%
- Improving the Supply Turn Ratio by a full turn
- Being able to achieve the delicate balance between throwing away too many stems and throwing away the right % of stems
- Having their Average Days to Pay under 28 days
- Reducing the outstanding Accounts Receivable Total by 10 to 20 %
- Being able to put together a business strategy for the next Holiday instead of being on the floor taking care of the business, this Holiday
- Their staff utilizing the power of technology to take orders, pick orders, ship orders, invoice orders, and reordering stems and supplies without the owner standing next to them
- Getting the company ready for that next "**BIG THING**", in the industry



ProTrac Business Model for Cut Flower Wholesalers

Special Pricing from your Grower/Vendor

A vendor calls you in October and offers you some special pricing if you will give them a Purchase Order for **Thanksgiving 2009**. To determine what to buy you first of all run the usage reports from **Thanksgiving 2008**. This can be done using a date range or the Category from last Thanksgiving 2008. (See example on Page 8) You can also get a breakdown which shows you which florists bought which stems during this time frame.

You create your Purchase Order giving the PO a Category of **THNKSG09**. This is done in the header of the Purchase Order.

The Date Required and the Date Expected fields should be filled out. For each Purchase Order If there are multiple Purchase Orders for stem each Purchase Order would be displayed along with the Expected Delivery Date of the PO.

Information which is also available, includes any back orders that are in existence for a stem is also displayed.

Purchase Order

This is the screen in Purchasing where the PO's are created:

- **By ProTrac**
- **Copied from an open or closed PO**
- **Keyed by the buyer**

The PO can then be faxed or Emailed from **ProTrac**.

Most important is that because it has been given a Category, this **PO** can be connected to specific **Sales Orders or Quotes** to Customers.

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Pre-Order Quotes.

This is the first screen for the ProTrac Quote Program.

Customers can be found by

- **Acct #,**
- **Name,**
- **Zip Code,**
- **Telephone #.**

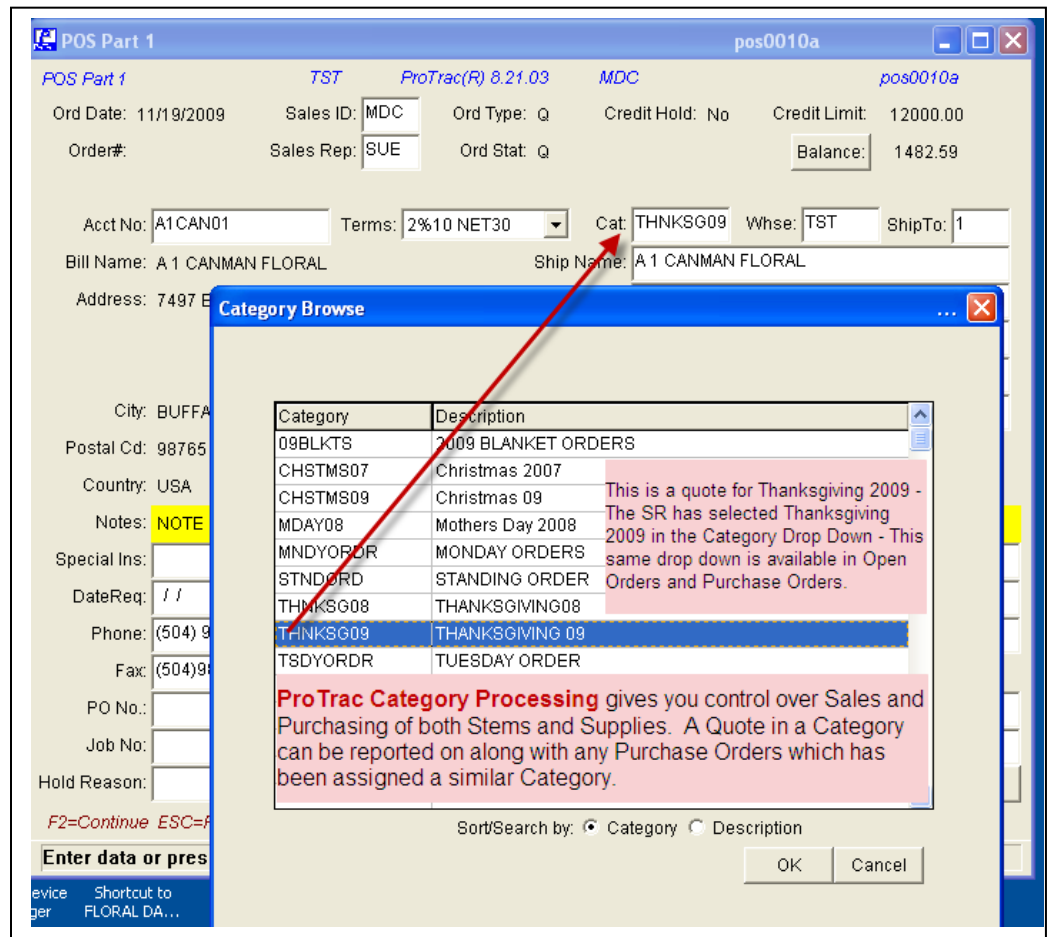
Terms Code is determined and defined by management.

Credit Limit and Balance are secured by user. A SR can select the Balance Key and ProTrac will display a summary of all invoices and their day's open or past due.

Alternate Ship To's can be displayed and a new one added in Order Entry

Category Selection

If you put a "?" in the **Category field** ProTrac will display the drop down on the screen.

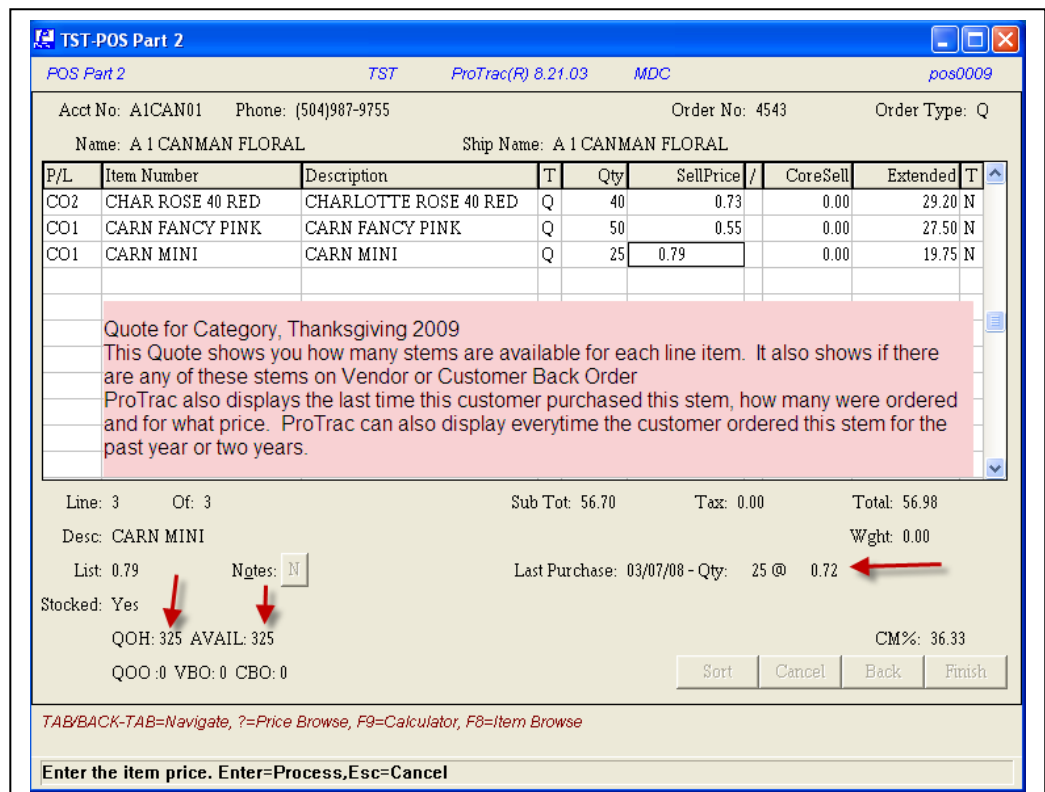


Entering the Stems onto the quote:

- Searches can be done by the **Product Line, the Item #, or by a Word in the 180 Character Descriptions.(partial word)**

Displayed in Order Entry

- The last time this customer purchased the item, how many they bought and for what price is displayed.
- ProTrac can also display every time the customer purchased this stem in the last 5 years, in Order Entry



ProTrac Business Model for Cut Flower Wholesalers

This quote can be printed via our Electronic Forms package with your Logo and disclaimers. The Quote can be faxed or Emailed directly from ProTrac

The Sales Reps will continue to call and sell product based on the latest Sales Reports which can break down sales by the SR and their Customers.

Purchasing

Holiday purchasing is often a Yellow Pad or a pile of Sticky Notes.

With ProTrac

you would use the **ORDER REQUIREMENT** report. The set up on the next page shows an extensive list of report possibilities including reviewing all Open Orders, all Quotes, or all Open Orders and Quotes.

The Report on Page 8 is the result of our cut flower customers working with us to develop a report that will help them get ready for and upcoming Holiday, Standing Order Day, or other event.

ARIZONA UNLIMITED, INC.
1425 E. WASHINGTON ST.
PHOENIX, AZ 85034
Phone: (602)271-0119 Fax: (602)271-1569
QUOTE FROM LEES SUMMIT, MO LOCATION ARZ

DATE: 11/19/2009 TIME: 10:22:43
ACCT NO: ALCAN01 TERMS: 2*10 NET30
SLS ID: MDC SLS REP: SUE
PO NUM:
SHIP VIA: Customer Pickup
TAX EXEMPT#: RETAIL
PAGE: 1
QUOTE: 4543

SOLD TO:
A 1 CANMAN FLORAL
7497 BRIAN CANYON
BUFFALO AR 98765
USA

SHIP TO:
A 1 CANMAN FLORAL
7497 BRIAN CANYON
BUFFALO AR 98765
USA

TOM PAYNE PH: (504)987-9755
FAX: (504)987-7766 Q U O T E

PL	ITEM NUMBER	DESCRIPTION	*---QUANTITY---		YOUR PRICE	EXT AMOUNT
			ORDER	SHIP B/O		
C02	CHAR ROSE 40 RED	CHARLOTTE ROSE 40 RED	40	40	0.73	29.20N
C01	CARN FANCY PINK	CARN FANCY PINK	50	50	0.55	27.50N
C01	CARN MINI	CARN MINI	25	25	0.79	19.75N

Quote is good for 30 days from the date of the quote

					SUB TOTAL:	76.45
WEIGHT:	.00	TAXABLE:	.00			
TENDER:	.00 CH	NON-TAX:	76.83			
CHANGE:	.00	LABOR:	.00	TAX:	.00	
RECEIVED BY					Delivery	.00
8 TST	TST	FUEL SURCHG:	.38	INV TOTAL:	76.83	

This Quote can be Faxed or Emailed to the customer.
The quote can updated with more product or it can be made into a sales order with a single key stroke.
If there are 20 Quotes in Category THNKS09, all 20 quotes can be turned into a sales order with a keystroke.
ProTrac can add a **Fuel Surcharge** with a Cap if necessary and a **Standard Delivery Charge**

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It is not necessary to move all of the quotes to make them orders. ProTrac can review both the Open Orders and Quotes and Report to the Buyer what still needs to be purchased for the up- coming holiday.

ProTrac's Order Requirement Report gives you and your buyer a wealth of information depending on what you want to review.

For this example the buyer has asked for just the Quotes for **Category THINKSG09**. ProTrac will review all quotes, Returns and if you are not tracking stems all Non Real Items. A Non Real Item is one that does not update incoming inventory, just out bound or sold inventory.

ProTrac will also review any Purchase Orders which were ordered for **Category THINKSG09**. It is up to you to determine the way that you want to see the report. You can run this as often as you want as it only reports the information, there is no updating with this report

Order Requirements

Order Selection:

All Open Category: THINKSG09 Include Quotes

By Category Include Transfers

By Date Entered Include Returns

By Date Required Include Deposits

Display Order Detail Sort By: By Order No Include Labor

By Sales Rep1 Include Non Real Items

By Sales Rep2

By Sales ID

By Acct No

As you can see, setting up this report gives you a lot flexibility when it comes to planning what needs to be purchased for a Holiday or Date Range

PO Selection:

All Open POs Category: THINKSG09 Include Planned POs

By Category

By Date Entered

By Date Required

A Planned PO is being worked on, but it has not been submitted. Ordinarily you would only want ProTrac to look at Open PO's which have been submitted to the vendor.

All Inventory From P/L: CO1 Include current on hand to calculate requirement

P/L Range To P/L: CUT

Process Exit

Check to use curring inventory quantity in requirement.

ProTrac Business Model for Cut Flower Wholesalers

REPLACE YOUR STICKY NOTES



WITH PROTRAC'S
ORDER REQUIREMENT REPORT

The Order Requirement Report is not just for Holiday Orders. This report may be run on Friday Morning for next week's orders.

It can also be run for all orders that are in the Category of **MONDAY'S STANDING ORDERS**,

Any time that you or your buyers need to know how many stems are on order from customers, On Order from the Vendor this report can be run.

*** ProTrac TEST TEST TES
ProTrac(R) 8.21.03
Mel

TST

11/20/09 - 09:33
eod0031

Order Requirements

PAGE: 1

Order Selection: By Category - THNKSG09
 Include Quotes: Yes
 Include Transfers: No
 Include Returns: Yes
 Display Order Detail: No
 Include Deposits: No
 Include Labor: No
 Include Non Real Items: Yes
 PO Selection: By Category - THNKSG09
 Include Planned POs: No
 Inventory Selection: P/L Range - C01 - CUT
 Include Curr Inv in Need: Yes

As the holiday, event, Standing Order Date gets closer you or your buyer can ask ProTrac for this report. This report was requested for **Category THNKSG09**.

The far right column lets you know what has to be ordered just to fill the orders for a Holiday, Wedding, Social Event, or Next Monday's Standing Orders.

ProTrac also reports if there were any Special

P/L Item Number	Description	Qty On Hand	Qty On PO	Cust Qty Ordered	Qty Needed SPO
C01 CARN BUNCH	CARNATIONS BUNCH FLORAL	300	400	0	0
C01 CARN FANCY BLUE	CARN FANCY BLUE	483	200	700	17
C01 CARN FANCY PINK	CARN FANCY PINK	625	200	1100	275
C01 CARN FANCY RED	CARN FANCY RED	500	0	400	0
C01 CARN FANCY WHITE	CARN FANCY WHITE	515	400	1500	585
C01 CARN MINI	CARN MINI	325	600	400	0
C01 CARN SLENDER	CARNATIONS SLENDER	150	600	200	0
C01 CARN STANDARD WHITE	CARN STANDARD WHITE	215	400	300	0
C02 AMBIANCE50 RED	AMBIANCE ROSE 50	150	500	800	150
C02 AMBIANCE70 YELLOW	AMBIANCE ROSE 70	290	300	700	110
C02 CHAR ROSE 40 RED	CHARLOTTE ROSE 40 RED	524	400	550	0
C02 CHAR ROSE 50 RED	CHARLOTTE ROSE 50 RED	779	400	400	0
C02 CHAR ROSE 70 RED	CHARLOTTE ROSE 70 RED	425	200	600	0
C02 FRDM ROSE 40 RED	FREEDOM ROSE 40 RED	225	200	550	125
C02 FRDM ROSE 70 RED	FREEDOM ROSE 70 RED	150	300	0	0
C02 KONFETTI 50	KONFETTI ROSE 50	235	500	300	0
C02 KONFETTI ROSE 60	KONFETTI ROSE 60	540	400	500	0
CUT ASIATIC MULTI COLRD	MULTI COLORED ASIATIC LIL 10 S	50	100	0	0
CUT CALLA CRYSTAL BLUSH	Calla Crystal Blush	335	200	0	0
CUT CYMBIDIUM SAN FRN	Cymbidium (var) San F. The Bea	25	100	150	25