

## CATALYST ATTEND THE 'LAWNS TRADE SHOW'!

In early September the "largest caravan trade exhibition in Europe" (<http://www.lawnsandbeaulieushows.com>, 14.10.2008) took place at The Lawns, Hull. The show exhibited the new season models of caravans from the majority of the UK's manufacturers, and we were there for the first time, promoting 'Catalyst FindIt'.

The show started on the 6th of September and was open to the general public. During this time we were able to promote 'FindIt', a website that easily allows users to search for new and used caravans across the UK. We distributed balloons and key-rings featuring the website details. This was the first time we were able to directly advertise the site using other means than solely the internet.

The first of the two public show days brought about almost continual rain; this substantially depressed attendances, but gave us a chance to become more personal with the people that did attend. During the second day far more people attended showing a vast interest in 'FindIt'. Approximately 1000 key rings



*Our stand attracted many new customers*

and balloons were handed out and the public seemed genuinely fascinated by the system.

The show became open to trade on the 9th of September and continued until the 11th. By this time the weather had almost cleared and, whilst still handing out our balloons and keyrings, we were able to talk to potential customers and market our selection of products. We met many

caravan dealers from across the UK and were gratified to learn that our name and reputation are becoming common knowledge within the industry.

It was a great experience for all of us and we intend to attend future events like this one. Thanks are due to the organisers, the venue and the hospitality of our fellow exhibitors.



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Platinum can control your Unit Sales, Parts and Accessories Sales, Workshop, Accounts, and can give you all the information you need to manage your business efficiently.



## Caravan & Motorhome Sales

- Comprehensive stock book containing all vehicle details with link to photographs.
- Automatic update of web based vehicle advertising such as FindIt, your own website, Vehicle Trader, Portfolio etc.
- Vehicle fact sheets including photograph.
- Full process control from quotation through to sales ordering to invoice.
- Specialist VAT calculation & reporting facilities.
- Fully featured finance optimiser.
- Profit & Commission Reporting.
- Fully integrated accessory & extras routines.
- Sales prospecting to keep track of potential clients.
- After sales mailing.
- Links to HPI for provenance checking

## Shop Sales

- Full inventory & ordering control including customer special order handling.
- Uses specialist point of sale devices such as barcode readers, cash drawers, card readers and receipt printers.
- Complete itemised history of all transactions from which recommended stock holding can be automated.
- Parts and price files available for all major franchises and after market suppliers.

## Accessories Sales

- Features are the same as shop sales, and also a unique and unrivalled stock identification by text, any combination of words in any order.
- Versatile point of sale labelling prints bar codes, graphics as well as text in any Windows font.

## Workshop Management

- Simplified input by standard jobs.
- Insurance & warranty work monitoring and invoicing, splitting costs between customer and third-party.
- Real time labour logging via simple barcode input.
- Diary planning & workshop loading.
- Comprehensive reporting of efficiency, work in progress and profit.
- Full storage and easy retrieval of service dates due.
- Complete history of all work done by vehicle.

## Administration & Accounting

- Full professional accounts comprising Sales, Purchase & Nominal Ledgers.
- Fully functioned payroll.
- Comprehensive Management reports, including automated exception reporting to catch rogue "low profit" sales etc.
- Manufacturers' "composite" reporting for most major franchises.
- Management reporting to profit & loss, balance sheet and budgeting

## Catalyst FindIt

There are many ways to advertise your company. The majority of dealers have their own website, as well as advertising through magazines. For each of these media types, vehicle information has to be entered individually, however if our customers have our vehicle sales module, they can automatically feed vehicle information to many websites including their own. This reduces repetitive typing considerably, avoids spelling mistakes and mismatching pricing, giving more time to allow their sales staff to do things like selling vehicles.



On top of this, the system can automatically send vehicle details to our own FindIt website which is open for use by all of our customers and allows buyers to search easily and quickly through a large database of vehicles. We also provide our customers with their own personal FindIt page, which provides them an additional online presence. FindIt is free to all customers for the first year!