

One Retail Management System with Many Options, Because your Store Is Anything but General



**the**   
**GENERAL**  
**STORE™**

Rob Crichlow  
President

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[www.theGeneralStore.com](http://www.theGeneralStore.com)

*Serving clients with integrity, honesty,  
and respect...*

Apparel  
Appliance  
Art Gallery  
Auto Parts  
Bakery  
Bicycle  
Book  
Computer  
Consignment  
Convenience  
Eye Glass  
Feed  
Furniture  
Gift  
Golf  
Grocery  
Gun  
Hardware  
Janitorial Supply  
Lawn and Garden  
Liquor  
Locksmith  
Marine  
Motorcycle  
Music  
Office Supply  
Paint  
Pet  
Photography  
Pool and Patio  
Record and Tape  
Shoe  
Sporting Goods  
Sports Cards  
Tobacco  
Toy  
Tire  
Uniform  
Your Store!

Perfect For Any Retail Store

## Our Mission

Since 1983, our mission has been simple: To provide retailers around the world with the tools they need to succeed via affordable, dependable, and powerful point of sale solutions comprised of best in breed software, hardware, and unmatched technical support!

## Our Software

Version Comparison	Lite	Std.	Plus
▶ Point Of Sale	✓	✓	✓
▶ Quotes, Orders, Helds	✓	✓	✓
▶ Integrated Credit Card Processing	✓	✓	✓
▶ EBT, Foodstamps, WIC	✓	✓	✓
▶ Gift Cards	✓	✓	✓
▶ Inventory Control	✓	✓	✓
▶ Serial Number Tracking	✓	✓	✓
▶ Apparel Matrix	✓	✓	✓
▶ Kits	✓	✓	✓
▶ Mix-N-Match	✓	✓	✓
▶ Bar Code Label Printing	✓	✓	✓
▶ Purchase Orders	✓	✓	✓
▶ Detailed Reporting	✓	✓	✓
▶ Quickbooks Interface	✓	✓	✓
▶ Multi-User Ready	✓	✓	✓
▶ Multi-Store Ready	✓	✓	✓
▶ Customer Tracking		✓	✓
▶ Customer Loyalty Program		✓	✓
▶ Customer Referral Program		✓	✓
▶ Layaways		✓	✓
▶ Standing Orders		✓	✓
▶ Accounts Receivable			✓
▶ Recurring Billing			✓
▶ Accounts Payable			✓
▶ General Ledger			✓

The General Store is a field-proven, feature-packed, and easy-to-use PC-based retail management system running in thousands of

## Reduce Theft, Increase Profit!

Statistically, employee theft accounts for a major part of overall theft in the retail industry. The security features in the General Store can greatly help you reduce this costly expense, and thereby increase your bottom line. The General Store allows you to set employee permission levels throughout the system and monitor their activity. Set manager only passwords at point of sale to "lock down" discounting, direct pricing and cash drawer operations that can be targets for theft. When employees know that you are taking control of your business, they are less likely to steal.

retail outlets throughout the world. Whatever your type of business, The General Store is probably servicing it somewhere at this very moment!

## Point Of Sale

- Dynamic update of item sales and inventory data
- Dynamic unit to carton to case inventory management
- Parts Explosion control for kit items
- Track sales of serialized items
- Discounts by percentage and/or multiple prices
- Bar•Code Scanning and weight scales
- Item Inquiry before and/or during sale
- Access items by item number, vendor's order number, or description
- Add new items at POS
- Automatic On-Sale price management
- Track sales of apparel items by size
- Sales tracking by customer
- Dynamic accounts receivable updating\*
- Credit Limit checking on charge accounts
- Payments on charge accounts with printed receipts
- Customer lookup by name or number
- Mailing list management and lookup
- On-line credit card authorization with draft captures - Requires Third Party Software
- Split Tender Price quotes and foreign currency support
- Prints invoices and paper tape receipts
- Cash drawer management and reporting
- Salesperson tracking
- Complete tax calculation and recording
- Complete Layaway.
- Automatic sale of deposits on items such as soda using Item Tag-Along feature
- X and Z Reporting and paid outs
- Mix-N-Match and "buy-one-get-one"
- Age verification for liquor and tobacco



### Manufacturer Highlight:

#### Dell

*Our Dell bundles are PC-Drawer based systems. Although they take slightly more time to set up, PC-Drawer configured systems offer the advantages of modularity and flexibility at the PC, Monitor, Customer Display and Credit Card Swipe levels. Typically, you also get more computing power for the buck. In addition to a report printer, you should always budget for a battery backup and a local data backup in order to protect your investment in the event of power loss and any other unforeseen emergencies.*

- Maximum flexibility and performance for smaller budgets
- Flexibility of choice for best in class POS peripherals
- Dell Optiplex PC
- 3 Year Basic Dell Next Business Day Warranty

## Increased efficiency at pos has many benefits that can drive margin!

When you have the right product mix in your store, your customers are going to come back again and again. But efficiency is another key to retaining customer loyalty. When you can process their transactions faster and with less errors through bar-code technology, and integrated high-speed credit, debit and EBT card processing, you make the buying experience more enjoyable for your customers.

All the while you are collecting valuable information that can help you properly gauge the business and make more informed decisions about staffing, pricing, and future purchasing; all critical pieces to your bottom line.

*I am extremely happy with your product. I know when I was in the process of buying a POS system it was really confusing and there were a lot of other systems to choose from. I am so lucky in finding TGS. You took the time in answering my questions and concerns. Tech support did a great job getting me up and running, and any problems were taken care of immediately. Your customer service is GREAT and the software is really easy to use. I figured it out within a few days. I had no idea what I was doing, but between the tech support, the manual, the DVD's, and you it was really easy. I give TGS two thumbs up.*

*Chuck Capers,  
C What We Have*

*I know people are very quick to complain but seldom praise so I just wanted to let you know I did contact support and got this problem resolved. The tech was very helpful, courteous and quick (& spoke english?). No doubt I will be using them again as I progress.*

*Sara Monaco,  
Porsche Club of America*

## Inventory Control

- Complete movement control and reporting for all retail, including apparel
- Multiple pricing levels - (10)
- Multi-unit pricing 3/\$1 .00, etc.
- Mills pricing support fractional cents such as \$1.299
- Automatic calculation of selling prices by cost markup and/or profit margins at all times
- Integrated purchasing with suggested order. Directly interfaced to receiving
- Parts explosion supporting multiple items sold as a consolidated unit or kit
- Maintains data on serialized items for floor planning and warranty requirements
- Price label generation with bar-code printing capabilities included
- Multiple Vendors - 5 per item
- Unlimited number of items
- Detailed stock status reporting by vendor, department and category with quick "hot list" of reorder status items
- Item sales reporting by vendor, department, and category - daily, monthly, and year to date including contribution to profitability at each level
- Top 50 sales reporting by day, week-to-date, month-to-date, and year-to-date
- Transaction detail reporting by item and register
- New item report by date range
- Item returns by store and day or salesperson
- Detailed inventory audit both point-of-sale and back office item activity

## Customer Operations

- Full accounts receivable support with statements and aged receivables\*
- Concurrent balance forward and open item receivable methods\*
- Sales tracking for cash and charge\* customers
- Customer list and labels supporting multiple selection criteria and export for mass e-mail and/or mailing list campaigns
- Built-In Customer Loyalty, Referral Rewards, and Gift Cards
- Birthday tracking, Zip code tracking and reporting
- New customer and lost customer reporting by date range
- Preferred Customer pricing and discounts

*\*Requires The General Store Plus Edition*

## Model Stock Levels Equal .... You Gussed 11 ... Increased Profits!

Are you overstocked in certain departments? Are you under-stocked in others? What is your inventory shrink? Do you know? Overstocks eat up available cash, and under-stocks lead to lost sales and lost customers. Both clobber your bottom line.

The General Store's inventory and sales reports allow you to pinpoint fast movers and slow movers in your store by just about any date range. You can also quickly review margin levels by department, category, subcategory or vendor to detect possible pricing errors.

## Accounts Payable\*

- Complete check writing facility
- Terms and discounting support
- Total invoice control with double pay protection
- Integration to general ledger
- Vendor history reporting



## General Ledger

- Total integration with all systems
- Advance journal entry maintenance and editing
- Detail ledger balance sheet
- Comparative last year - this year profit and loss statement with expense to revenue ratios
- Fiscal year beginning any month

## Salesperson Reporting

- Number of sales for each period
- Dollar amount of sales for each period
- Profit contribution for each period Automatically updated at point of sale
- Full Commission Tracking
- Full item sales history
- Set each employee's system privileges
- Built-in time clock facility with employee time reporting
- Generate employee cards with photos
- Employee audit capabilities at the item level

## User Interfaces

- External device support. Printers cash drawers, scanners, handheld data collectors, weight scales, etc.
- ODBC Data Design Using Action PSQL allowing for third party data access
- Third Party Software Interfaces for integrated, EMV compliant Credit , Debit, and EBT card processing.
- QuickBooks Interface!

*\*Requires The General Store Plus Edition*

### Manufacturer Highlight:

#### HP

*In addition to one of the best warranties in the business, HP's elegant design and engineering add aesthetics to your store. Select from PC-drawer and all-in-one (AIO) based configurations. The all-in-one terminals offer the sleek design of a tablet with the power and flexibility of a traditional PC.*

- Retail Hardened PCs, All-In-Ones, and top quality components
- 3 year parts, 3 year labor, 3 year onsite warranty included. Warranty covers all HP peripherals when purchased with the computer or terminal as a complete system. Peripherals purchased separately covered by standard 1 yr HP warranty.
- 5 year warranty available
- HP systems are perfect for any retailer, including high volume environments like liquor, convenience, and grocery.
- 3 year next business day warranty (material/labor/onsite)

## Zone In On Model Stocks with Integrated Purchase Orders

"Min/Max" quantities at the item level, and a fully integrated purchase order system give you the additional tools you need to streamline the ordering process and properly stock your store with the right inventory mix.

Complete integration to several affordable hand held data collectors allows you to take inventory more efficiently, more effectively, and more often. By performing cycle counts throughout the year, you can pinpoint potential shrink areas in your inventory and correct them before they destroy your profits.

*As a new start up retailer, with several thousand sku's to deal with, I had no idea how much help I would require getting my network, and multiple points of sale, set up and running. There were days that I called your tech support eight or nine times, and rarely did I have to wait more than a minute or two to get into one of your most excellent support specialists. I would tell any retailer that quick access to quality tech support, is the most important consideration as you are deciding on a POS system. The General Store's delivery on that vital component scores a 10, on a 10 scale! Thanks!*

*Robin Venters,  
OKC Music and Sound*

*Better customer service, better reporting and best of all... less time tracking inventory and student education lessons. The General Store POS is very user friendly and your tech support is AWESOME. We have no complaints!*

*Zach Landis,  
Palatka Music Center*

## Payment Processing Considerations

We provide several options when it comes to processing payments in the General Store.

### Side Terminals

If you currently have side terminals for processing, then by all means, you can continue to use them and stay with your current provider.

### Integrated Processing

In addition to the use of traditional side terminals for taking credit, debit, and EBT cards, The General Store has teamed up with several processing partners.



And, if you are happy with your current processor and would like to upgrade to an integrated processing solution chances are that our DataCap interface will be the perfect fit.

### Free Statement Analysis

In theory, having plenty of choices for processing should ultimately keep your rates as low as possible, since there are a lot of processing companies competing for your business.

But just to make sure, we offer a free analysis of your most current processing statements to see if there are any areas where you can save money, or to determine if it is time for you to make the move to a new processing company.

## Reward your customers, increase customer loyalty, increase sales and profit!

Direct marketing to your customer base helps too. The General Store's customer history tracking and mailing list capabilities allow you to keep your customers informed of promotions, new items, and special offers, drawing them back into your store to buy!

Reward your customers with our built-in preferred customer, customer loyalty and referral rewards programs. You set the parameters as you see fit. Generate your own cards, or use pre-printed cards for a more professional look. Use our built-in gift card program to attract their family and friends into the store as well.



## Hardware Considerations

### Computers

If you are looking for a complete turnkey POS system, then look no further. We offer several types of configurations, with competitive pricing on all computers. Please keep in mind; you DO NOT have to purchase PC's from us direct. If you purchase PC's elsewhere, BE SURE to check with us on the minimum hardware requirements for our software. Also, please keep in mind some of the advantages to buying from us, as we will pre-load the software, configure your network, and "burn in" the system overnight. The unit will be shipped to your door, ready to start selling! This subject will be covered more in detail in a later section.



### PC Pricing

Please call or e-mail for full pricing on computers. We offer several options based on:

- Budget
- Business Volume
- Number of Users
- Counter Space



We offer traditional PC-Drawer configurations, all-in-one POS terminals, back office workstations and dedicated file servers for larger installations requiring more than five stations.

### The Advantage of a Back-Office Station

The benefits of having a back-office machine for receiving orders, entering inventory, or accounting are self-explanatory. Running a back-office PC frees up your POS stations for selling and customer engagement.

### Client-Server Options

If you are planning to run MORE THAN 5 workstations in your store, you will need the client-server addition of our software, as well as a dedicated file server. Being a dedicated server, it is normally left alone and not used for POS or back office applications. It in addition to storing the General Store data, it acts as a traffic cop for managing network data activity, and comes with a backup system installed.

#### Manufacturer Highlight:

##### PartnerTech

*The SP-850 is a fan-less, compact, high-performance system fitted with a quad-core Bay Trail platform and scratch-proof projected capacitive touch screen. Housed in a beautiful and elegant aluminum body, the SP-850 provides the system performance and reliability that Partner Tech products have become known for. Inside the SP-850 is an energy efficient, low power consumption Bay Trail CPU, providing the necessary muscle to run the General Store in any retail environment.*

*The SP-850 bundle includes the SP-850, receipt printer, cash drawer, pole display and the General Store, installed and configured.*

## Sell services or need to process special orders? Give our order system a try.

Our order function at POS can be used create and generate work orders at the point of sale. You can also write in warranties & return policies in the description fields so that your work is protected. From a work order, you have the option to save it as a quote, put the transaction on hold, retrieve it by line, or complete it as a sale. You may also enter notes on any work order, which will be date stamped for reference.

The General Store's order function can also be used for special orders. When the merchandise arrives at your store, you can pull the order up, and complete it as a sale.

*First, I just wanted to let you know our big open house sale was Saturday. We had anywhere from 8-15 stations running simultaneously throughout the day and the system ran great. Not one crash or system lockup happened all day. Everyone was pleased with its performance. I have been getting compliments from everyone about the speed and ease of use since we went live with it. Thank you and your support team for all your help. You have a great product and we are looking forward to a long working relationship with your company.*

*James Hinkle,  
Medallion Pools*

*I wanted to thank specifically Brad Moore, our sales representative, for all of his hard work with the sale itself. He was extremely informative with every aspect of the goods being delivered. Thank you and I look forward to working with your company in the future.*

*Ronita Simon, Miss Jolie Inc.*

## POS Hardware and Other Equipment

For a basic POS package, all that is needed is:

- The General Store software
- Computer
- Receipt Printer
- Cash Drawer
- Barcode Scanner
- Report Printer for reports, invoices, purchase orders, barcode labels, etc.



Optional, Recommended Equipment:

- Customer Display
- Credit Card Terminal
- Inventory (data) Collector
- Bar Code Printer
- Data Backup Drive
- Battery Backup



## Infrastructure Considerations

Your environment is every bit as important as the equipment and software you put in it, so factor the following into your budget:

- Clean power. Brownouts and spikes in power are the kiss of death to computers, POS terminals, networking equipment, etc. In turn, these situations can turn what should be a smoothly operating POS system into a POS nightmare. If possible, have a certified electrician check your building and give it a clean bill of health.
- Battery backups - Along the same lines, you should install battery backups at each POS and back office workstation. Internet modems, network routers and switches should also be plugged into a battery backup. This way, in the event of a power loss, you have ample time to shut everything down normally until power is restored, thereby avoiding data loss or equipment damage.
- Data Backup. We offer an on-site data backup and a cloud based backup solution for backing up your critical POS and other business data. In the event of equipment loss or damage, you will want to have quick access to your data in order to get you back up and running.
- Hard wired network cables. In a network environment, you need to connect your POS terminals and office workstations via LAN cables. Wireless network drops are still too prevalent and can result in data loss or in need for the dreaded "reboots". Wireless is fine for things like wireless inventory devices, but never for your main POS systems.

## Give your customers more ways to pay - layaways, apple pay, and foreign currency

The General Store has a complete, built-in layaway system. You can set a minimum deposit for layaways and set an optional layaway fee. The system also allows for partial pickups, and includes full reporting. Layaway inventory is reported as "on layaway" and is not considered sold until the layaway is paid in full and picked up.

We support Apple Pay through most of our integrated payment processing partners, and Android Pay via Cayan. And, if you're located in an area that takes foreign currency (Canadian dollars for example), The General Store can handle that too!



# Training and Installation Considerations

## Initial Setup

We try to assume as much of the setup as possible, so that when you receive a system from us, it is “plug & play.” If you can supply us with an Excel file of your inventory, we will even preload this for you free of charge! On-Line training can also be scheduled via remote login.

## On-Site Services

If you feel that on-site installation or training is needed, we can provide this for cost. You also get a detailed Quick-Start manual, operations guide, and built-in help system to get you going. The 5-set DVD training series goes over the entire system, providing important “How to” information. Additionally, we can check to see if we have a local General Store reseller in your area.

## Additional Sources Of Help

### Built-In-Help System

You also have access to a “Help” tab which offers a searchable database within our software. You simply type in what it is you are looking for, and get detailed help results. There are also interactive menus that shows “how to” screen shots and simple explanations of certain features.

### TgsHelp.com

Additionally, answers to common, frequently asked questions, and solutions to common errors can be found at our help website, [www.tgshelp.com](http://www.tgshelp.com).

### E-mail Support and YouTube

E-mail support is available at [support@thegeneralstore.com](mailto:support@thegeneralstore.com) or via <https://thegeneralstore.com/support/>.

How-to-Videos can also be found at our YouTube channel, The-GeneralStore POS.



### Manufacturer Highlight:

#### POS-X

*POS-X offers quality, high-value POS hardware solutions that are geared towards both the large-scale enterprise or the local corner store. Free 2-Day Advanced Replacement comes standard across our entire product line.*

- Celeron, Pentium, Core i3, Core i5, and Core i7 processor options
- 5-wire resistive OR projected capacitive (PCAP) touchscreen
- 15" TruFlat surface is resistant to dust and food build-up with its easy-to-clean zero bezel design
- Built in cable management keeps cords out of sight EZHD Slot makes for quick HDD or SSD replacement IP54 Rating - Resistant to dust buildup and splashing water
- Die-cast aluminum alloy frame provides bump-free operation
- 3-Year Warranty includes 2-Day Advance Exchange

## Do You Have Multiple Stores? No Problem!

Multi-store functions will require our Host Store software add-on, as well as an FTP site at each location to maintain and transmit your chain-wide store data.

When you are setup under our multi-store software you get the “big picture” of sales and profits for the entire chain for any period. In addition to advanced reporting features, you can control inventory SKU's and pricing from your corporate location, process inventory transfers between locations, and process accounts payable, accounts receivable and financial reporting for the entire chain of stores.

*I have appreciated all the work you put into trying to fulfill my requests. You kept in touch with me for almost a year until I was ready for my system. You explained everything I was going to receive and the program and work station has fulfilled all of our needs. Customer Service people were a great help, every time I called they were more than happy to help me. Over all I am very glad I bought my workstation from The General Store.*

Mary Crawford, Trader Al's  
Liquor

## Company Highlight!

Crichlow Data Sciences, Inc. has a long-standing relationship with the BBB (Better Business Bureau). We maintain an A-Plus rating, so please feel free check us out. This is yet one more reason why after over 30 years in business, and several thousand clients nationwide, we must be doing something right?



## Our Tech Support

### No Outsourcing!

We take pride in our technical support department. Telephone, e-mail and log-in support are provided by trained technicians from our corporate office in Lakeland, Florida. The average tenure of a General Store support tech is 18 years. Simply put, most of our technicians have been with our company longer than many of our competitors have even been in business! So, we are confident that when a problem arises, our support staff will be able to resolve it quickly.

### Initial Free Support Period

We are currently offering 90-days of FREE telephone and log-in technical support with every order we ship.

### Annual Maintenance Contracts

Although not required, annual maintenance contracts are highly recommended. We like to think of it like insurance...it's there when you need it most. Maintenance fees are assessed annually and are based on the number of users per store. Our maintenance contract includes General Store updates and upgrades in addition to technical support.

### Tech Support Hours

- Week Days: M-F 8:30am – 5:30pm EST  
After Hours Emergency Support: 5:30pm – 10:00pm EST
- Emergency Weekend Support: 9:00am-6:00pm EST
- E-mail support is always available at [support@thegeneralstore.com](mailto:support@thegeneralstore.com)

## Referrals

Hopefully with a bit of research, we can find some General Store software users local to you, or of a similar business type. This would be helpful so you can speak to them about our system, products and service. We have been in the POS business for many years, and have a field-proven track record to show for it, so please feel free to ask for referrals.

## When should I buy a POS system?

Ok, we have given you a brief overview of what we do, and some important purchase considerations. So the next question is when should you plan the purchase and installation of your POS system. This question comes up often, and I'd like to share my advice on the subject. I'd recommend buying your POS system as soon as you can afford it. The reason behind this is because of the work involved in setting up. If you are purchasing computers from us, we'll also need about 8-10 business days to order your CPU, load the software, configure your network, input any data you need. There will also be shipping/transit time of course on all orders.

## Our Company

The General Store started in 1983 as a concept that all retailers could benefit from computerizing their stores. In 1985, The General Store, a complete retail management system, was introduced to the market, and Crichlow Data Sciences was born.

Our first product, DOS based, took the small retail market by storm. Since that time, our DOS package migrated through seven major revisions. In 1998 we began work on our Windows product, a complete point of sale and retail management system based on the Windows operating system. For the first time, through the resources of Windows, we could include all the bells and whistles our users had asked for over the years.

The General Store for Windows is the affordable solution for your retail business. With over 30 years of experience in retail point of sale and the input from thousands of users, we designed the system from the ground up to be both powerful and easy to use. You won't find a more complete POS software package for under \$1000! No matter what size retail store you have, there's a General Store version to suit your needs.

Even now, as you read this, our developers are hard at work enhancing our product to provide you, the retailer, with a retail management system that rivals major retail chains in its power and flexibility.

No matter what your retail specialty, The General Store has a success story that proves we get the job done.

Additionally, our Company has a long-standing relationship with the BBB (Better Business Bureau). We maintain an A-Plus rating, so please feel free check us out. With over 30 years in business, and several thousand clients nationwide, we must be doing something right?

So give us a call or send us an e-mail. We would be more than happy to schedule an online demo and answer any additional questions you might have.

Again, thank you for your interest in The General Store.

Rob Crichlow  
President

1800-678-4535  
[sales@theGeneralStore.com](mailto:sales@theGeneralStore.com)  
[www.theGeneralStore.com](http://www.theGeneralStore.com)



### Manufacturer Highlight:

#### Unitech

*The HT682 is a rugged handheld computer offers real-time lookup via your wireless network, and quick batch updating via that same wireless connection. You can even print price labels and shelf tags right on the sales floor with the optional bluetooth printer from Zebra Technologies.*

#### Unitech HT680 Functions

- Inventory Adjustments
- Change Bin Locations
- Price Label Spool
- Price Label Printing to mobile Bluetooth label printer
- Inventory Transfers
- Physical Inventory
- Price Changes
- Purchase Order creation
- Inventory Receiving
- Sales Orders

## How long will it take to implement a pos system?

Now let's stop and think for a second about your store. You will have to first learn the POS system, enter all inventories, hire & train employees on the system, and then get your business opened. Plan ahead when implementing your POS system, as it will make a somewhat tedious process far less painful. You do NOT want to rush into this, because you will be forced into a world of uncertainty. Yes, our system is very easy to use. Can you learn to use it overnight? No. I'm being completely honest here, and recommend getting setup with your POS a few weeks or months (if possible) before your doors open.



## CRICHLow DATA SCIENCES, INC. - HOURS & INFO

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sales@thegeneralstore.com

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After Hours Emergency Support: M-F 5:30pm - 10:00pm EST

Emergency Weekend Support: 9:00am-6:00pm EST  
support@thegeneralstore.com

[www.thegeneralstore.com](http://www.thegeneralstore.com)