

CUSTOMER SUCCESS



Sage Software Solutions Help Grow Swimwear Business

New York-based Barramundi Sun Protective Swimwear began in 2001 when Rob Cameron recognized the need for protective swimwear for active children in the United States. Barramundi swimsuits have Ultraviolet Protection Factor (UPF) of 50+, are highly resistant to chlorine and saltwater, and provide 10 times the protection of an ordinary, light-colored T-shirt. Due to concerns over sun-safety for his own three children and the increased awareness about childhood sunburns causing skin cancer later in life, Cameron knew that his high-quality product could be beneficial to families across the United States and abroad.

Running the Business More Efficiently

Selling to both retail and wholesale markets required that Cameron be able to manage the large inventory and complex tracking processes of Barramundi swimwear. He needed to closely monitor the business' progress and gain insight into its current status and future projections. Cameron wanted top-of-the-line accounting and operations support that would help him run his business efficiently, without requiring significant time and financial commitment.

To keep track of sales, formulate projections, and analyze accomplishments and setbacks for his business, Cameron began using Peachtree Complete Accounting on the recommendation of his accountant. He has found the report-producing functions of Peachtree Complete Accounting critical to his success.

"I am highly impressed with the integrated Peachtree accounting services. The entire Peachtree product line is affordable and user-friendly," said Cameron. "With Peachtree Complete Accounting, I am able to generate various types of financial and sales reports to get the insight to help me better analyze my business development strategy."

Customer:

Barramundi Sun Protective Swimwear

Industry:

Sells sun protective swimwear

Location:

Centerport, New York

System:

Peachtree by Sage Complete Accounting

Peachtree Credit Card Service

Peachtree WebsiteCreator Pro

Peachtree WebsiteTrader

CHALLENGE

Barramundi needed efficient and affordable accounting software to help run the business and a Web site solution to create e-commerce opportunities.

SOLUTION

Peachtree Complete Accounting provides the insight needed to make good business decisions, while the add-on solutions enable Web sales.

RESULTS

Business is booming through online sales, while Peachtree Complete Accounting has allowed Cameron to efficiently manage the business with limited staff.

Building an E-Commerce Web Site

When examining other retailers and wholesalers in his industry, Cameron realized if Barramundi was to be successful, it was necessary to reach out to both national and international audiences. However, like many small business owners, Cameron lacked the manpower, technology expertise, and capital backing to invest in a complex and expensive e-commerce Web site.

Cameron's criteria for his Web site was that it be easy to navigate, professional in appearance, customized to his business, and useful to visitors wanting to learn more about his swimwear or make a purchase. After receiving very expensive quotes from Web site developers, Cameron decided to build the site himself. Due to the easy and affordable experience he had with Peachtree Complete Accounting, Cameron decided to try out other Peachtree products, including Peachtree WebsiteCreator Pro, Peachtree WebsiteTrader, and the Peachtree Credit Card Service.

"I have no Web programming skills whatsoever and Peachtree WebsiteCreator Pro enabled me to build an effective Web site in one week's time," he said. "With Peachtree WebsiteTrader, I was able to build and manage an interactive storefront with secure online ordering, specify acceptable payment and shipping methods, and set up sales tax calculations."

Increasing Sales Through Online Shopping

Cameron's sales have increased exponentially since he took Barramundi swimwear online, enabling the company to sell product around the corner or around the world.

"I have received orders from all over and they have been so easy to process. The Peachtree Credit Card Service is fantastic," Cameron said. "I am also able to track Web site traffic to see where my visitors are from, which search engines directed them to my site, and what pages they viewed the longest."

"My investment has more than paid for itself in terms of saved time, money, and manpower. I would recommend Peachtree to any small business owner."

As all new business owners know, the objective is to generate sales as quickly as possible with limited overhead. But with growth, the small staff is often pushed to take on increased responsibilities or absorb the costs of additional manpower.

"Having Peachtree WebsiteTrader integrated with my Peachtree accounting software saves hours of re-entering data," Cameron said. "All orders are downloaded directly into my accounting system, which has saved both time and money, allowing me to focus on the more critical aspects of my business."

Investing in Software Pays for Itself

Cameron uses Peachtree products and services for all of his accounting and e-commerce operations including reporting, sales invoicing, credit memos, inventory, and online shopping.

"The affordable and integrated software allows me to execute the complex functions and reports I need, but without the complicated hassle and confusion of other programs," Cameron said. "Peachtree Complete Accounting, Peachtree WebsiteCreator Pro, and Peachtree WebsiteTrader have allowed me to grow my business more easily and quickly than I ever thought possible. My investment has more than paid for itself in terms of saved time, money, and manpower. I would recommend Peachtree to any small business owner."



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