

Any decent POS system will collect a staggering amount of valuable information. FloristWare excels at taking this information and presenting it to you in meaningful ways.

For example, FloristWare is capable of generating more than thirty different reports. These reports help you monitor performance and make decisions that will make your shop more profitable in a number of different ways.

If you have been getting by with a cash register you will be amazed at the amount of information FloristWare gives you access to. You will also be pleasantly surprised at how easy it is to use this information to help make better decisions.

If you are intimidated by the thought of trying to create and make sense of these reports you don't have to worry. The FloristWare reports are easy to generate and understand. If you have used another system you will be surprised how much easier it is with FloristWare.

Descriptions of some of the more interesting reports appear below:

### Daily Sales Report

Presents you with a detailed report of the activity for a given day. In addition to providing important accounting information this report really helps you understand what happened in your store.

### Staff Performance

Shows how each member of your staff is performing in terms of sales and production. On the sales side you see their sale count, sale value and average sale. On the production side you see the number and value of orders each is producing. In each case you see how each employee's performance relates to the store average. *This allows you to ensure that you have each employee doing what they do best!*

### Local Deliveries

Shows you all the local deliveries you have scheduled for a particular day. You can sort them several different ways and even break them up into different routes.

Pick-Ups	Shows you all the pick-ups that you have scheduled for whatever period you specify.
Accounting	Shows you all the relevant accounting figures for whatever period you specify in one report. <i>You can pretty much turn this one over to your accountant and be done with them!</i>
Compare Sales	Compares sales (broken down by hour, day or month) from one period with sales (broken down by hour, day or month) from another period. For example you could see your sales by day for February 2005 alongside your sales by day for February 2004. <i>Great for evaluating performance and spotting trends!</i>
Suspicious Activity	Shows all of the activity that FloristWare feels is suspicious (certain types of cancellations, refunds, etc.) for whatever period you specify. <i>Very helpful in reducing fraud &amp; internal theft.</i>
AdTracker Report	Shows your sales broken down by the source of the sale (yellow pages, newspaper ad, mobile sign, wire service directory, etc.) for whatever period you specify. This allows you to concentrate your ad budget on advertising that works and stop wasting money on what doesn't. <i>A great way to get the most from your advertising budget - and find out whether your Yellow Pages ad is worth the cost once and for all!</i>
Wire Sales by Day	Shows you your incoming wire sales (broken down by wire service) for whatever period you specify.

*Some of the other reports FloristWare can generate are listed below:*

Account History	Aged Receivables by Account
Aged Receivables Summary	Comp Sales
Deferred Payments	Discounted Sales
Outgoing Wires	Promotional Sales
Retail Sales By Day	Retail Sales By Hour
Retail Sales By Month	Sales by Account
Sales By Category	Sales By Product
Sales Transactions List	Taxes By Day