

CounterPoint Success Story

Jimmy Buffett's Margaritaville

www.margaritavillestore.com

store.margaritavilleneworleans.com

When Donna Smith opened Jimmy Buffett's Margaritaville in 1984 in Key West, FL, she wanted a shop that would pay homage to the man who symbolizes life on the islands.

The gift shop sold T-shirts, Buffett cassettes and some Key West novelties. Eight years later, as Margaritaville expanded to the mainland—namely New Orleans—the company needed a more comprehensive point-of-sale system. The package in place in the original location was quite literally wasting away in Margaritaville.

Enter Synchronics.

"CounterPoint has allowed us to keep very detailed records and has an intensive inventory package," says Robert Tomlinson III, regional manager for Margaritaville.

"We depend heavily on historical data to forecast future sales trends on an item by item basis. We are able to extract history on a yearly, monthly, and daily basis for an individual product."



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With five locations in the U.S., four in Jamaica, and one in Mexico, Margaritaville has become an international phenomenon. By maintaining an active CounterPoint Subscription Service (CSS) with their dealer, Absolute Logic, Inc. in Metairie, LA, their CounterPoint system has matched them stride for stride.

"As CounterPoint has evolved, we have been able to take advantage of the additional functionality, which makes its ease of use critical to our business," Tomlinson says. "Over time we have added credit card integration, barcode labeling, Order Entry order processing, CPOnline, etc." CPOnline in particular has been a wonderful asset. By allowing Margaritaville's web site (www.margaritavillestore.com) to seamlessly interface with their in-store CounterPoint system, Parrotheads from around the globe can place online orders faster than they can say "Pencil-Thin Mustache."

"Each year on CounterPoint, we have been able to automate or 'computerize' many tasks that would take many man-hours to complete before," Tomlinson says. "Before CPOnline was available, we were manually printing orders from our website and having employees manually type each order into our system. Needless to say, we've been able to eliminate much wasted time by utilizing many of CounterPoint's Options."

With millions of fans, Margaritaville shows no signs of slowing down. And neither does CounterPoint, which leaves Tomlinson happier than a Cheeseburger in Paradise.

"I don't see any reason why we would ever outgrow CounterPoint, and with its flexibility, it fits our stores—each with its own various needs and issues," he says. "From a cost/benefit perspective, I can't find a reason why a small to medium size retail establishment could go wrong with CounterPoint."