



Epicor Success Story

Crook & Crook Marine Supplies

Marine supplies retailer turns to Epicor to improve efficiencies and profitability

Company Facts

- Headquarters: Miami, Florida
- Industry: Marine Supplies
- Founded: 1958
- Website: www.crookandcrook.com



Success Highlights

Challenges

- Improve business efficiency and profitability through better use of the available technology

Solutions

- Epicor® Eagle®
- Epicor Professional Services

Benefits

- Business decreased inventory value by 15%, increased turns by 8%, increased gross profit margin by 1%, and increased GMROI by 18%

Since 1958, Crook & Crook Marine Supplies has been known as the primary source for boating enthusiast and fishermen in South Florida, Central America, and the Caribbean Islands.

Working in close association with all major manufacturers in the fishing and marine industry, the company is constantly improving already high standards to meet the demands of the world market. Because of those high standards, Crook & Crook turned to Epicor to help find efficiencies and improve profitability. "We knew we had to earn more profit from our lower sales volume and ensure that our spending delivered a return to the business. We knew it would be challenging to figure this all out on our own," said Lili Crook, chief operating officer, Crook & Crook Marine Supplies.

Financial growth for the future

An Epicor business consultant spent time on-site with the Crook & Crook team and delivered a long list of practical recommendations to take better advantage of their Epicor Eagle retail business management solution and data. "By implementing many of the recommendations, we decreased inventory value by 15%, increased turns by 8%, increased gross profit margin by 1%, and increased GMROI by 18%. And even though revenue declined by 5%, our profit margin dollars only decreased by 1%," said Crook. "I can think of few other opportunities that can make an immediate impact on your business like this."



Managing inventory for improved performance

Like many businesses, Crook & Crook intuitively knew they had dead stock and slow-moving stock. What they didn't know was how to uncover exactly what they had. "The Epicor consultant showed us how to create a Viewer that identified dead stock and slower movers. The first time we ran the report, it was 3½ inches thick. We've been moving those items out by putting them on clearance, or selling them in the clearance area on our website. It's also important to look at this data when making buying decisions and not purchase more of slow selling items," said Crook. "We reduced our inventory value, and we're investing in inventory that we know will sell. We're better managing our available capital."

Margin monitoring delivers results

From pricing to margin reporting, Crook & Crook is now armed with ways to keep close tabs on margins. "The Price Import tool helps us make price changes faster, which maintains margins. I look at price exception reports and margin reports every day. Together, they are a good way to keep a close watch on the business and helped us increase our margins last year," said Crook.

"The Epicor consultant provided a service that you just can't do on your own. The external perspective combined with system expertise is invaluable. Our improvement journey is definitely a work in progress. We've completed about one and a half pages of recommendations, and have more to do," said Crook. "The investment we made in Epicor Consulting Services was the best money we've spent in a very long time. The consultant's expertise and business knowledge provided tips that will have an impact on our business for years to come."

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



Contact us for more information on Epicor Products and Services

+1.888.463.4700

eagle@epicor.com

www.epicor.com

Corporate Office
804 Las Cimas Parkway
Austin, TX 78746
USA
Toll Free: +1.888.448.2636
Direct: +1.512.328.2300
Fax: +1.512.278.5590

Latin America and Caribbean
Blvd. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa
No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia
238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand
Suite 2 Level 8,
100 Pacific Highway
North Sydney, NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, August 2012. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. The usage of any Epicor software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Epicor personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Epicor software or third party products may require the purchase of licenses for such other products. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. Epicor, the Epicor logo and Eagle are registered trademarks or trademarks of Epicor Software Corporation in the United States, certain other countries and/or the EU. All other trademarks mentioned are the property of their respective owners. Copyright © 2012 Epicor Software Corporation. All rights reserved.