



# Manzanita Outdoor Increases Profits in First Year Using Retail Pro Point of Sale System

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*Manzanita Outdoor LLC opens doors with Retail Pro point of sale software to gain a competitive edge in marketplace, conveying high profit margins in first year.*

PR9.NET September 24, 2007 - Los Angeles, CA – Manzanita Outdoor LLC opened its first store in December 2006 with seven employees to launch the only full line of specialty outdoor active apparel, footwear and sports equipment in Prescott, AZ. The retail store has now grown to nine employees and planning to open more stores, attributing its success in part to its retail point of sale system, Retail Pro.

Store owner David Wheeler wanted to be able to track sales, control inventory stock levels, and have better efficiency in buying merchandise. "This is my first retail store and we started up with Retail Pro because of its comprehensive ability to track inventory and sales," says Wheeler.

Wheeler hired One Step Retail Solutions as their retail technology partner and service provider to install and provide training and support for Retail Pro. "What I liked most about One Step is that they have a sense of genuine concern in the success of my business and have always provided a prompt response to problems," Wheeler reports. "They really know the retail business."

Shortly after installing Retail Pro, Wheeler noticed immediate benefits using the system, predominantly its ease of use and how it integrated with various other technology modules. His employees were up and running fast using Retail Pro and the powerful reporting tools gave Wheeler the data he needed to make smart business decisions for his store.

It was the reporting tools in Retail Pro that Wheeler claims allowed him to accumulate various kinds of data about his store operations, and gave him precise inventory control. Attributing his first year success to his ability to have this data at his fingertips is what Wheeler believes has allowed his store to grow with positive profit margins.

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## About One Step Retail Solutions

One Step Retail Solutions (One Step Data) is one of the nation's leading resellers of point of sale / inventory control systems for retailers. The company is a founding member of the Retail Technology Resources Group (RTRG) and has been servicing the technology needs of the small to mid-size retailer since 1985. It is headquartered in Phoenix, AZ. with offices in Los Angeles and New York.

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