



The Di Cocco Family St. Jude Shop

With more than 50,000 religious articles in inventory, nearly 55,000 customers, six retail stores throughout Philadelphia and New Jersey, and prosperous mail-order, liturgical arts, and distribution divisions, the Di Cocco Family St. Jude Shop thought they might need a miracle to keep track of their business. The family's prayers were answered when they purchased CounterPoint from Landa Associates, an Authorized Synchronics Dealer.

Previously, the store used cash registers and a card stock control system. "Half the time, we were running around looking for things, wondering what we were low on and what we were not. It was so archaic," says Gregory Di Cocco, who owns the St. Jude Shop along with his mom, three brothers, and sister. "CounterPoint has been such a godsend. It's helped us tame the inventory beast and really get our business under control."

CounterPoint allows the St. Jude Shop to categorize its customers and target its mailings. Says Di Cocco, "We used to just shoot from the hip and pick out how many catalogs and brochures we should order. By targeting different customer categories, our mailing costs have dropped tremendously. We're able to know what everybody gets instead of just broadcasting our mailings."

Di Cocco also uses CounterPoint to determine what items to include in the catalogs and brochures. "By looking at the sales history, I'm able to know what we sold last year, what our gross profit was on

each item, and from there be able to figure out what we need to order and what we need to drop. When you choose an item to go in the book, you're making a decision that you have to live with the whole year. CounterPoint makes those decisions so much easier."

Di Cocco credits CounterPoint with allowing the store to handle its current volume of business. "I really feel that CounterPoint allowed for our 20% increase in last year's sales." Now, that's divine!



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