



Giclee 11x14 Print

Artist: Francisco Franco Dia De Los Mureto

Ay Dios Mio was established in 2008 as a web-based business model. The company offered distinctive tableware, linen, spices, cookbooks, recipes, and décor that are commonly utilized in the Mexican kitchen. The vision of the company was to provide cooking enthusiasts with traditional Mexican products and cooking techniques. The response was so overwhelming; the company extended the product offering to include art from Mexican and Californian artists. The perfect niche was found and as their customers began to ask, "When will you open a storefront?" they decided to do just that!

This online web store now needed a physical location, an interior designer to design the perfect shopping experience, a graphic designer to design outstanding marketing and branding materials and finally an easy and professional Point of Sale System.

They found the ideal location in downtown San Jose and their designers created a great logo and interior motif to promote the company image. All that was left was to find a Point of Sale System that would ensure their customers enjoy the perfect shopping experience. We spoke with Rose Mendoza, the shop's owner, about their use of QuickBooks Point of Sale.

BHD: Did you do much comparison shopping when looking for a POS system?

ROSE: Given that I have no experience with POS, I did research my options. My primary criteria were that the solution must be easy to use, reliable and offer excellent technical support. The QuickBooks POS solution consistently rated high scores for ease of use, ease of integration to QuickBooks Merchant Services & Support. The next challenge was purchasing the system hardware, software and then learning how to use the application. I quickly became overwhelmed with the hardware options, software installation and training. The simple cash register solution at Office Depot began to look like an attractive solution, so I put the decision on hold for a few weeks.



A sampling of beautiful cotton Chicana Aprons



BHD: What led you to finally make the decision to purchase QuickBooks POS?

ROSE: I met Big Hairy Dog at a gift show in San Francisco and their service offering was exactly the solution I was looking for. Big Hairy Dog did all the work for me! They selected the hardware, software and training to get me up and running.

BHD: How would you describe the service you receive from Big Hairy Dog?

ROSE: BHD has a company motto *"We break every rule to take care of our customers!"* When I originally read that, I brushed it off as just a saying to make me feel good as a customer. Well, I have put that saying to the test, and it's true!



*Sacred Heart
Giclee Art*

After I purchased the hardware, software and tech support contract, my storefront project was delayed for nearly five months due to a personal family tragedy. When I was finally ready to restart the project, BHD was ready to assist with the training and installation of my new POS system. During the time my business was on hold, my service contract expired, and once I was ready to continue with my business, BHD could have billed me an hourly fee for installation and training. They were extremely sympathetic to my personal situation and continued with the training with no additional charges.

Along the process I was faced with a few technical problems, but BHD's professional staff resolved them in a timely manner. I have since completed the training and my POS and Inventory Management System is working perfectly! The overall experience working with Big Hairy Dog has been one of professionalism and old fashioned integrity. They understand their customer's needs and are committed to meet them.

OTHER BHD CUSTOMER GIFT SHOPS

**POTTERY WORLD
THE IVY COTTAGE
PRIMO REGALI**

**SPLENDID THINGS
DOCKSIDE TRADING
LOVE STREET GIFTS**

**EMBELLISH
THE DIFFERENCE
AFRICAN ODYSSEY**

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