



OLSON·MILLS

— TACK SHOP —

SPOTLIGHT



BIG HAIRY DOG



800-377-7776

BigHairyDog.com

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Western

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Olson Mills is the oldest and most established equestrian retailer in the Seattle-Bellevue area. Providing merchandise designed for both horse and rider, Olson Mills is distinguished by its offering of top quality product lines and areas of specialty. They even have a Mobile Unit providing off-site service to many horse shows and barn functions.

In business for over 60 years, Carl and Bea Olson founded Olson Tack Shop in 1945. Its current owner, Mike Akers, purchased the local competition, Mills Horse & Tack, and the store now occupies a new 4,000 sq. ft. location.

Producing custom chaps, boots and saddles used by the likes of Queen Elizabeth, they are the largest provider of English apparel in the Northwest. It is not surprising that 90% of their customers are female.

Mike Akers began his tack shop career in the basement of the original Olson home in 1994 as a part-time inventory specialist. Through his knowledge, commitment to the business and love of horses, Mike is now President of the Company.

We recently spoke with Mike about their use of Retail Pro.

BHD: *How long have you been using Retail Pro?*

Mike: We have been using Retail Pro since 2003. My partner, Jason, is our System Operator, and finds it a great POS and Inventory Management system for our needs.

BHD: *What POS system were you using before Retail Pro?*

Mike: We were completely manual. We wrote receipts by hand, and had to physically count shelf items for re-order.

BHD: *Did you shop around before purchasing Retail?*

Mike: Oh yes! We did a lot of research and comparison, but decided on Retail Pro because of the ease of its ordering process. Also an important factor for us was that we knew Retail Pro would accommodate our store's growth.

BHD: *How do you feel about the service you receive from Big Hairy Dog?*

Mike: We get absolutely great service from BHD. Werner and Colt have handled many of our technical issues, and we think they are the greatest!

Big Hairy Dog services and supports nearly twenty stores in the Western apparel and Tack and Feed industries. Our customers in this industry especially benefit from the inventory management that Retail Pro provides, due to the large and diverse number of specialty items they sell.

Here are just a few comments we've received from our customers in the western tack, feed and apparel industry:

"Retail Pro has been an invaluable tool for our business. It is truly the backbone of our store. It meets all of our needs for inventory control as well as for POS."



"The Retail Pro Purchase Order and Receiving module saves us so much time and effort."

"The inventory module's "Form" and "List" allow us to check for important information on products quickly and easily."

"We love the POS Receipt Form. It's clear and easy to understand."

"We experience significant time savings in the purchasing and receiving process."

"The Retail Pro Accounting Link gives us virtually a zero error rate in Accounts Payable. This is an excellent tool!"

"Big Hairy Dog is our prime source for technical assistance as well as for related equipment supplies (tags, ink, paper rolls, etc.) The service they provide is very good!"

