

The Lemon Tree

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QuickBooks

Point of Sale



On a busy street in the small town of Milledgeville, Georgia, stands an exceptional gift and home décor boutique that sprang from the passion and vision of a young resident. Originally from Macon, Shannon Stuart, with help from Georgia Southern University, had prepared herself for a career in Journalism. In the summer of 2010, after graduating and surviving several bouts of uninspiring employment, Shannon realized that she needed to discover the enthusiasm and zest in her life that she longed for.



Shannon began to focus her attention on opening a shop of her own, and knew that gift and home decor was her natural and instinctive passion. With the development of a business plan, and a location decided upon, her dream began to take form. There were months of construction, and then the purchase of inventory, inputting the inventory into an electronic system, and finally thousands of endless details to settle. The shop was ready to open its doors for business on the last day of July, 2012.

In memory of 'Papa', her Grandfather, Shannon decided upon the name for her store as 'The Lemon Tree' as a reminder of the beautiful tree that grew in her Papa's back yard. As a child, together they picked buckets of lemons to share with others, and in the naming of her boutique, she has preserved those memories.



After two years in business, Shannon moved her store to a new location, increasing foot traffic and tripling floor space. We recently spoke with Shannon about her business, and her use of use of QuickBooks Point of Sale.

BIG HAIRY DOG: What Point of Sale System did you use before QuickBooks POS?

SHANNON: We originally used BizTracker by Nickel – and to be honest, there was just nothing good about it. We hired an IT expert who configured our system, and after we signed a maintenance contract, we rarely saw him again. After moving into our new location, our computers crashed and this ‘expert’ wouldn’t allow us to re-install the software on new computers. We literally had to start over from the beginning.

BIG HAIRY DOG: As Owner, what is your role in the daily operations of the business?

SHANNON: I am involved in every aspect of the business, and though I’m in the shop nearly 6 days out of every week, I am finally beginning to rely on my employees more. I really enjoy the involvement, and usually, this is exactly where I want to be.



BIG HAIRY DOG: How would you describe your customer base?

SHANNON: We are fortunate to be in a college town, and a lake community. The college crowd keeps us busy during the school year and vacationers during the summer months.

BIG HAIRY DOG: How do you feel about your decision to use QuickBooks POS in your shop?

SHANNON: We choose QuickBooks POS because it offered everything we needed. From customer tracking to integration with the accounting software, we knew it had the complete functionality we were looking for. Also, it’s very user-friendly, and has been a breeze to learn. Being able to input our holiday inventory, our customers and Purchase Orders, and have it all retained in history, saves us so much time.



BIG HAIRY DOG: Why did you choose Big Hairy Dog for your Service Provider?

SHANNON: I needed someone who knew what they were doing. Coming from a bad relationship with our previous IT professional, I needed to know there would be someone who knew exactly what they were doing, someone we could always reach and someone who would always be there to help. BHD has been a life saver. They have worked hard to make sure we are happy, knowledgeable and prepared. I couldn’t ask for anything more than we have received from them.



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