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QuickBooks

Point of Sale



HITTERS PARADISE opened their doors on December 19th, 2011 in Kihei, on the island of Maui, Hawaii. There is a very good reason this retail operation is called Hitter's 'Paradise'. Located on the Pi'ilani Highway and just a few blocks from the Pacific Ocean beach, the beautiful Hawaiian sunrise and sunsets can be viewed from this picturesque location. Customers come here to shop for sports apparel, practice batting from the cages and enjoy the beautiful coastal scenery.

Tourists make up a good percentage of their customer base however the majority are local Maui residents. Most are families with kids in little league and adults playing in softball and/or baseball leagues. One advantage Hitter's Paradise has over other similar retailer operations is its year-around perfect weather for baseball and softball, allowing leagues to be played all year long. They also offer summer baseball camps for players of all skill levels. These young students are fortunate to receive instruction from professionals from The Baseball Academy of the Pacific.



Hitter's Paradise uses eight Iron Mike pitching machines over five hitting lanes with speeds of 50 mph, 60 mph, 70 mph, as well as slow and fast pitch softball. Future plans include the addition of a sixth batting cage in a few years, if the growing customer base supports that plan. Iron Mike machines are an 'Arm-Style' pitching machine that allows the hitter to see a wind-up motion similar to facing a pitcher. This popular machine allows athletes to develop better timing by seeing and responding to the arm motion. These machines can adjust to any hitter and throw from 25 mph all the way up to 85 mph, developing skill proficiency for any hitter.

You might think being located on the coast of a rather remote island in the Southern Pacific, Hitter's Paradise's customer base would be mostly local enthusiasts. But surprisingly, that is not the case. Owner, Paul Skarbo says, "We receive orders from all over the world. We actually have quite a few customers from Australia and New Zealand who have never hit a baseball in their lives, but are adamant Cricket players and tend to get into the 'swing' of baseball pretty quickly." Maui is a very popular destination location, making for a global customer base. Paul confirms, "We get a good amount of tourists from Japan and Canada." The idea that 'location is key' is certainly true in this case.

Giving back to the community is a big part of Hitter's Paradise's mission. They hold a monthly 'Swing for Charity' weekend on the last weekend of the month where one-fourth of all sales are donated to a specific charity, such as Kihei Little League or the Multiple Sclerosis Society. They also donate to silent auctions and baseball and softball tournaments. Paul Skarbo, the owner of Hitter's Paradise, has worked for non-profit businesses on Maui, including another BHD customer, the Pacific Whale Foundation. Giving back to the community by donating to charitable organizations are an important part of the business for him. We recently spoke with Paul about his retail operation and his use of QuickBooks POS.

BIG HAIRY DOG: As SYSOP, what role do you plan in the daily operations of the business?

PAUL: I work onsite 4 days a week and spend 2 days on the backend with the software and working on marketing. The software definitely cuts down a huge chunk of time I would need to spend on the accounting and administrative side of the business.

BIG HAIRY DOG: What type of point of sale system did you use before using QuickBooks POS?

PAUL: Back in 2006, when I worked for another local company, I converted their accounting system to Business Works software, however here at Hitter's Paradise, we were completely manual prior to purchasing QuickBooks POS.

BIG HAIRY DOG: In your opinion, what are the best features of the system?

PAUL: For me, the integration (merging) of the accounting software with the POS saves a tremendous amount of time. I also constantly use the export feature of the reports to manipulate the data to break it down further.

BIG HAIRY DOG: How has QuickBooks POS improved your retail operations?

PAUL: The most critical piece for my business is the quick and professional process of ringing up customers. It has helped give us credibility as a startup business when we aren't writing receipts by hand and can check our inventory in the system when customers are looking for a specific size or brand of merchandise.

BIG HAIRY DOG: Why did you choose Big Hairy Dog as your service provider?

PAUL: I spoke with BHD initially back in 2006 while switching to Business Works and the service and support was excellent. I know as long as I need any accounting or point of sales support I will always use BHD. No matter how complex or customized my requirements are, BHD has always found a way to provide me with the final outcome I was looking for with reports, inventory setup and so many other functions.

BIG HAIRY DOG: Describe the service you receive from Big Hairy Dog.

PAUL: I appreciate the problem-solving approach to issues rather than saying there is no solution within the software. The BHD techs help me to understand the software and use it to its fullest extent. I have in the past and will continue to refer other retailers to Big Hairy Dog.

