



QuickBooks®



CASE STUDY

QuickBooks® Frees Hardware Vendor to Run His Business on the Road

SUMMARY

BUSINESS CHALLENGE

Mark Kral, owner of the sales and distribution company WC Connection, wanted a time-saving way to keep his books current and manage his business, from inventory to estimates to invoicing.

SOLUTION

QuickBooks: Pro 2006 for Mac gives WC Connection:

- Accurate, up-to-date inventory tracking
- Ability to sync contacts with a laptop, desktop, and Palm Pilot
- Automated invoicing from estimates
- A complete picture of business health

BENEFITS

- Inventory is always current
- Records in office and laptop are in sync
- Customer profitability is easier to predict
- Bookkeeping time is reduced by hours a day

CUSTOMER PROFILE

- WC Connection
- 12 years in business
- Sole proprietor
- Located in Fairview Park, Ohio
- Sells and distributes fastener hardware to retail auto industry
- Goal is to increase efficiency and profits while remaining a one-man shop



Mark Kral's automotive hardware business, WC Connection, keeps him on the road nearly all day, every day, delivering hardware and checking on customers. With QuickBooks, he always has everything he needs—in his PowerBook on the passenger seat of his truck.

Kral wears all the hats in his 12-year-old solo venture, and says QuickBooks helps with his biggest business challenge: "keeping all the balls in the air."

"I just love how it lets me handle all my business functions in one package," he says. "Being a one-person business, I save so much time. All my accounts are there. I can do everything from my laptop—all my paperwork—in an hour or two a day. I bet it saves me three or four hours a day from having to do things manually."

Keeping Contacts Updated and In Sync:

Another thing Kral no longer has to do manually since he upgraded to QuickBooks: Pro 2006 for Mac, is enter his contact information separately into his laptop, home office computer, cell phone, and Palm Pilot. He keeps his contacts in Pro 2006 for Mac. QuickBooks Contact Sync works with Tiger to make sure the information is up-to-date in all his devices.

"No matter where I am, I have all my contacts with me," he says. "When I need the information, I don't have to waste time looking for it."

"I love how [QuickBooks] lets me handle all my business functions in one package. I can do everything from my laptop—all my paperwork—in an hour or two a day."

Mark Kral, Owner
WC Connection
Fairview Park, OH



Taking the Guesswork Out of Profitability:

Kral, who began using QuickBooks in 1995, was sold from the start. "It saved me an immense amount of time right off the bat," he says. "The main thing was inventory tracking—I used to take half a Saturday to do that every week. Now I just push a button and it's done. Every time I'm at a customer site, I just enter it all there."

QuickBooks makes inventory management easier by allowing Kral to see if he can save money by purchasing in bulk, when he needs to keep more of an item in stock, if other items are slow movers, and what he should keep in his truck. When customers phone, he can tell them right away if what they want is in his truck or at the warehouse.

Kral uses QuickBooks to keep tabs on customer profitability as well as on his inventory. "It helps me evaluate new customers—if it's a low profit margin, it's not worth working with them. Before QuickBooks, it was a lot of guesswork to evaluate."

QuickBooks also helps Kral manage his sales process. He can create estimates easily and quickly. "It's all calculated right there," Kral says. "I can

figure cost per item, adjust the markup, save it, and review it later. If they buy, I just hit Create Invoice and I don't have to update the files.

Kral also creates purchase orders in QuickBooks, then uses the e-mail PDF function to send them out as e-faxes—they're sent automatically whenever he hits a Wi-Fi spot.

QuickBooks is Rx for Business Health:

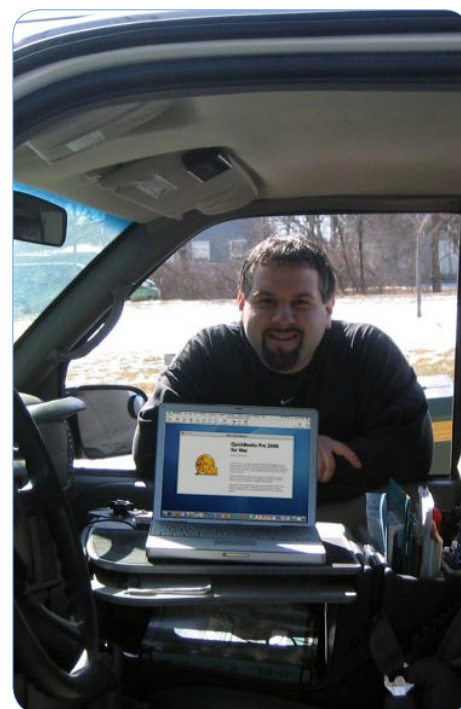
QuickBooks gives Kral the ability to monitor the health of his business. He runs the Profit and Loss By Job report daily, and periodically checks it compared with the previous year. He can see if a price cut would be worth it, and whether a profit margin is too low for a customer or region.

"It helps me spot trends," Kral says. "I have months that are slow, consistently from year to year, and it helps me see that it's not something I'm doing, but just a slow time." He checks sales versus expenses regularly as well, to make sure costs aren't eating up his profits.

Ultimately, Pro 2006 for Mac gives this small-business owner the ability to stay small while maximizing

profits, because he can manage all his bookkeeping, inventory, and other records by himself.

"From the time I start working to the time I finish at night, I'm pretty much using QuickBooks all the time," he says. "Obviously, I want to grow and increase profitability—but I also like just being by myself."



QuickBooks For Mac Enables Mark To:

- Run his business from his truck
- Maintain all business records in an hour or two a day
- More accurately predict profitability
- Easily see a full picture of his business

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FOR MORE INFORMATION

For more information about QuickBooks for Mac, visit our Web site at www.quickbooks.com, or call QuickBooks Sales at (888) 859-4093 ext. 7855

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