



Toby's Sports has gone a long way from its unassuming beginnings more than two decades ago. Toby's is actually the brainchild of Roberto Claudio Sr. who after having opened a toy store named after his eldest in 1978, began to see the potential of sports retailing when his skateboards continued to sell even after the holidays were over.

In 1982, the Greenhills toy shop, which sold mainly Mickey Mouse and other Disney products, was transformed into a sporting goods store that offered a wide array of sports apparel, shoes and accessories. Toby's has indeed made a mark in the industry as it revolutionized the sporting business with its introduction of a Sports Chain Concept. Toby's was relaunched as TOBY'S SPORTS & HOBBIES and a year later, was incorporated under corporate name QUORUM INTERNATIONAL INC. as it continued to expand and introduce the sports chain concept in the Philippines. Toby's has indeed made a mark in the industry as it revolutionized the sporting goods business with its complete array of brands, impressive store designs and professional service. It further made waves in the industry by launching its interactive Toby's Arena concept that lets people enjoy the excitement of sports right in the store with such attractions as rock climbing wall, basketball shootout and even a full-size badminton court."

Mr. Toby P. Claudio, the Director of Toby's Sports, tells us about Retail Pro:



Tell us about your stores:

We currently have 35 locations nationwide, 19 in Metro Manila and 16 in the provinces. Of these 19 are company owned and the remaining 16 are franchise outlets. We have an overall count of 50,000 SKUs.

What did you do before Retail Pro for POS and Inventory control?

We used a locally developed software package.

How has Retail Pro affected your POS operations and inventory control?

Our POS efficiency has increased significantly. The POS front-end is quite easy to learn and use. Our personnel even use it to look up specifications of the items in case our customers need them. That's very important for products like sporting goods which are highly technical. In terms of inventory control, it helps us see the complete picture. We can easily find our where to find a specific item/size/color in any of our branches and warehouse..



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What are your favorite features or what do you find are the most useful aspects of Retail Pro?

I would say the reports. It's easy to customize a report to filter for the exact type of information you need to make a decision. If I don't see a report on the list which serves my needs I can design one in just a few minutes.

How many other systems did you evaluate before you finalized on Retail Pro?

We compared several different software packages. However, Retail Pro stood apart due to its comprehensive list of features. We also wanted to make sure that we worked with a company with a good track record especially in research and development. Retail pro fits that criteria very well and the extensive development that went into the software was apparent.

"Our ability to track sales trends and merchandise movement has improved dramatically with the software. We can now put the right amount of stock in the stores that need them. More importantly, we have been able to use the software to do more efficient category management helping us reduce stock-outs and allowing us to respond to rapid changes in the consumer buying habits for sport goods" -

Mr. Toby Claudio – Director of Toby's Sports

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