



## GAINING INVENTORY INSIGHT TO GROW REVENUE AND PROFIT

By switching from accounting-only software to DEAR's inventory-focused solution, Mount Zero Olives was able to grow revenue and profits by making informed decisions using accurate, real-time data and reporting.

## Summary

Jane and Neil Seymour purchased one of the oldest olive groves in Australia in 1993, hoping to start a new life and grow a family business.

After restoring the dilapidated farm, they brought their son Richard on in 2005 to help manage their brand and expand sales - a smart move, as with his help they were recognized as "Melbourne Food and Wine Legends" just a few years later.

But, as Mount Zero grew from family farm to regional copacker and distributor, their business outgrew the less-than-legendary inventory

management tools included in their accounting software.

After researching a few options, they reached out to the business systems experts at Ocius Digital (now Waypoint), who recommended switching to DEAR Inventory and Xero to better meet their inventory and accounting needs.

With DEAR, Mount Zero was able to automate their stock tracking and gain more accurate sales and inventory data in real-time - which they used to double their bottom line in just 18 months.



### BUSINESS TYPE

Manufacturing, Wholesale

### INDUSTRY

Specialty Food Copacking and Distribution

### SIZE

12 employees, 2 locations

### REGION

Australia

### INTEGRATIONS

Xero, Salpo CRM, Shipstation

### DEAR CUSTOMER SINCE

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## Key Challenges

- **Lack of inventory management features** made key processes like batch and cost tracking inaccurate and time-consuming
- **Simplistic pricing structure** made offering deals and discounts on a per-customer basis while maintaining margins impossible
- **Clunky sales reporting** made it difficult to understand costs and performance to improve revenue

## Key Solutions

- **Batch and expiry date tracking** for automated food safety compliance and better quality control
- **Detailed product models** to accurately track stock levels, costs, and multiple pricing tiers
- **Accurate, real-time sales reporting** to understand margins and adjust sales strategy accordingly

## Key Results



18%

Growth in top-line revenue



4%

Growth in net margin



100%

Growth in bottom line



## The Challenges

Jane and Neil Seymour purchased one of the oldest olive groves in Australia in 1993, hoping to start a new life and grow a family business. After 3 years of restoration, they began producing and commercially selling olive oil under the name Mount Zero Olives.

Nearly a decade later, their son Richard joined the family business as Managing Director to help manage the brand and grow sales.

With a limited amount of farmland available, rather than focusing on increasing production, Richard chose to focus on vertical expansion - growing their manufacturing and distribution capabilities to include specialty products from across their region.

The strategy was a success, leading to plenty of revenue growth and earning Mount Zero recognition as "Melbourne Food and Wine Legends" just a few years later.

But, as they grew from family farm to regional copacker and distributor, their business outgrew the less-than-legendary inventory management tools included in MYOB, their accounting software.

According to Richard, "MYOB was mostly an accounting software. It had an inventory section but was very basic. We had to batch our inventory the old fashioned way - with pen and paper."

In addition to a more complete suite of inventory features, Mount Zero needed insight into their best-selling and worst-selling items so they could implement strategies to increase their profit margins.

MYOB couldn't provide that data.

"We couldn't work out the profitability of our products or track the performance of our salespeople. The sales reporting was really clunky."

"MYOB gave us simplistic bespoke prices. We couldn't create different pricing for the same product if we wanted to offer deals and discounts on a per-customer basis."

These pricing restrictions combined with a lack of advanced inventory tracking and almost no insight into product performance hampered Mount Zero's expansion and scaling efforts.

That's what led them to look for a better system that offered more of the capabilities they needed.





## The Solution

Mount Zero began their search with other big name brands.

Like MYOB, these systems were on the market for years, well-known and used by scores of companies. But Mount Zero already used a big name product that didn't do half of what they needed.

According to Richard, **"Most of the solutions we looked at were large, daunting, and expensive."**

After failing to find an adequate solution among the brands they knew, Mount Zero reached out to the business systems experts at Ocius Digital (now Waypoint) for recommendations.

They suggested integrating DEAR for inventory management with Xero

for accounting, a combination which offered the power of purpose-built software at a much lower cost than an all-in-one solution.

**"[The combination of DEAR and Xero] offered everything we'd wanted from the larger systems but at a much more affordable cost."**

Richard was especially pleased with DEAR's batch and expiration date tracking abilities as they make complying with food safety regulations and delivering the freshest products easy.

Mount Zero was glad to find a near perfect inventory solution for their business, a feeling which has grown with continued use.



## The Results

When asked to describe DEAR in one word, Richard said “transparent.”

**“I can see my production, fulfillment and sales data all within a couple of clicks.”**

Before DEAR, Mount Zero had no insight into their sales data and couldn’t batch track their products. Now, that’s all changed.

**“With DEAR, we’ve benefited the most from the sales reporting and batch tracking features.** The first year we used DEAR we concentrated on sales growth and **saw an 18% increase in our top-line revenue because of the extra insight DEAR gave us.”**

**“We’ve been able to increase our sales and profitability** while spending much less time making sure we’re compliant with food-industry regulatory requirements.”

Back in their MYOB days, Mount Zero didn’t know which products were performing well and which ones weren’t. DEAR provides those key data points, which Richard has used to significantly boost their bottom line.

**“DEAR has made it easy for us to identify which products have eroded margins,** so I can find our high volume, low margin products and increase our sales price by one or two percent to bump those back up.”

**“We can track inventory movements, costs, and margins down to the item level,** and we can identify which customers need sales support.”

**“We’ve increased our net margin by 4% and doubled our bottom line in the last 6 months.** Before DEAR, we weren’t able to do anything like that.”

Mount Zero went from tracking their products by hand to automatically tracking them in DEAR’s dashboard. Plus, the extra insight DEAR gave them into their business allowed Mount Zero to increase their profits across the board.

When asked for his advice to other business owners thinking about implementing DEAR, Richard said **“Take the time to set up DEAR correctly and train your team to use it. The results in terms of data and transparency of process will be more than worth the effort.”**



# IS LACK OF INVENTORY AND SALES INSIGHT PREVENTING YOU FROM INCREASING PROFITS?

Mount Zero Olives knew they had a great product - the city of Melbourne made that clear by awarding them the "Legendary" title.

Yet they struggled to consistently increase their profits year after year.

It wasn't because people didn't want what they were selling. It certainly wasn't because of the quality of their products.

It was because, though they knew the strategies that could increase profits, they didn't have the data to understand what products made them profitable in the first place.

Focusing on turning inventory is important. If you're

doing that well, your business is probably fine. But knowing what inventory contributes most to your margins, which salespeople are contributing the most to revenue, and what deals you can make with your customers to not only grow revenue but also profits - that's what enables you to make your business great.

The software Mount Zero was using couldn't give them any of that data - leaving them to make educated guesses and waste time tracking inventory by hand.

If you're using an inventory management system that doesn't offer the most basic features for managing your business (like batch tracking) let alone advanced features for growing it (like in-depth sales reports),

then you're making your job harder than it needs to be and leaving money on the table.

Once Mount Zero switched to DEAR, they boosted their revenue, their profit margins, and their productivity.

Could DEAR help you increase your profits and productivity to "legendary" levels?

There's no need to waste time (and money) wondering.

Start your 14-day free trial today and learn why Mount Zero Olives and 7,503 other small businesses made the move to DEAR and haven't looked back.

[CLICK HERE TO START YOUR 14-DAY FREE TRIAL](#)