

44 IN 2024



BUSINESS APPLICATIONS LIMITED



NO. 4 APRIL 2024

March gone, gone, gone, whoa! No doubt some of us have been working hard to clean up for the end of financial year for the accountants and IRD.

No doubt some business people out there are missing stock and wondering where some items have gone.

Well if that's you, maybe you need to talk with us about Stock Control and a good Point-of-Sale and Eftpos system to manage it for you.

Did you know just scanning alone, your sales items in a dairy can save you up to 14% more profit each year and integrated Eftpos to a POS will help by another 3 - 4%. Add those together and look at what you may well be loosing each year.

Honestly best you talk with us in our POS division. It's not rocket science, it's simple, easy and very cost-effective. In fact a standard installation will pay for itself and still earn you better revenue at year end. Trust us we don't install over 400 POS units in Gisborne Businesses and not get results for these people.

Enough on POS and Eftpos; Let's look at Computers. We keep harping on about paying just that little more and, trust us, it's well worth it when you make that computer laptop decision. Cheap is not always best.

But hey, if you are happy with putting up with something old-school, underpowered processing etc, just go cheap. Most of us deserve and enjoy something a little bit better. A bit more grunt and capacity (just like when you make a purchase of a new car). Remember the average purchaser of computer technology puts up with the purchase for around 6 years. Enjoy your purchase, go visit other stores, but make sure you see us too!

In this newsletter these's a little bit on Renting Technology, a couple of new models of Laser Printers from the Brother stables, some info on Telecommunications and how we can help, and a message about some staff increases. Let's all hope we all have a good busy month playing a bit of catch up.



"When you said you were cooking with wine, I assumed you were putting it in the food"

Hey we got our way, **Green** at Last

New Paper, New Green Wrapping,
New 80 GSM High Quality
A4 white paper for Toner and Inkjet print
devices

PEFC Certified ISO9001, ISO 14001, and ISO
45001 for occupational Health and Safety

100% Renewable Fibre Source
100% Elemental Chlorine Free

Its gotta be
good.
Come pick up a
ream or two for a starter.



Fixed Term Rentals,

We cant make this any clearer! If you are renting technology you have more than likely signed a fixed term Rental Agreement and Fixed means exactly that a "Fixed term"! This is a term that the Finance company has drawn up for you for you to obtain the best from your equipment and easiest repayments and the best tax incentive.

EQUIPMENT RENTAL

But you must remember that it is what it is called, a "Fixed Term." The terms are usually written up over a 12, 24, 36, 48 with the longest legal limit of 60 months term. If you have signed a Rental agreement with Business Applications you have one major thing in your favour, you can have this reassigned to a credit worthy purchaser of your business, in the case of you selling up.

So please note if you are selling your business, it is in your very best interests that you have the new buyer take over your existing rental. And have it reassigned to them relieving you of any further responsibility.

If you don't, you are responsible for all payments until the end of agreed contract terms.

If you are unsure make contact with us and we will clarify your contract terms. Phone 8686 096.

Check your contract; it also explains it clearly.



2024 Brothers are now landing in New Zealand. Twenty new models, some replacements, and some in-between models so now Brother has got you covered.

New models now have even lower running costs, better consumable life, more reliable, and less power consumption and are faster cost/print speed.

Current models have some good purchase price incentives with great Cash Backs. Come visit us and get another brother in your family.

Brother for home - Brother for work, you and your Brother can make it happen!

brother

5 years from Feb 2019 still best seller



\$549

Paper

DCP3551CDW

Two exciting new models after 5 great years with their predecessors.

- Faster print speed
- Faster warm up time
- Lower running cost
- Higher Capacity toners
- New Colour touch screen on DCP3560CDW

All these models add up with a great new generation of Brother Laser LED Copier, Printer, Scanner

From March 2024 forward



\$499

DCP3560CDW



4 only available
At this deal

\$649

Paper

MFCL3770CDW

Savings Key

Cash Back Value

Carton A4 Paper



Free
recycling.



Free installation
in city boundary

24/7

NZ-based
helpdesk.

4
YEAR

On-site
warranty.

Models

Cash Back

Price after
cash back

- | | | |
|----------------|-------|----------|
| • MFCJ4340DWXL | \$150 | \$299.00 |
| • MFCJ6940DW | \$100 | \$459.00 |
| • HLL240DW | \$30 | \$169.00 |
| • DCPJ1050DW | \$20 | \$ 99.00 |
| • MFCL3760DW | \$70 | \$529.00 |

Paper

\$359

MFCL2713DW
Mono Laser



- Are you sick of putting up with sub-standard service and telephone support?
- Are you over waiting on someone to answer your phone problems and then be put on an overseas help desk and they don't know what you're talking about?
- Talk with your local company Business Applications, you will get an answer right on the spot.
- No waiting on hold with so called soothing music that tries to settle the issue.
- We are local Gisborne "Telco Providers" just call 8686 096 and ask reception.
- We can transfer your old faithful "86" phone number to save costs now and get you into a hassle-free service for your new VoIP communications.
- Our systems can be portable, or desk top, corded or wireless, even hands-free for those busy people who need to talk and work at the same time.
- For your protection our systems digitally track all calls made, if the need be.
- Check out our low-cost call charges. You'll be surprised how good we are.
- Simply bring in a monthly account, and we will show you how to save

BalComm



GRANDSTREAM



Took a week to get the smile off his face after 260kph

Boss, Paul is away racing his car at Hampton Downs and already his position has been filled.

Only a day, and he has lost his seat.

Left, Paul at the Twilight Meeting with 12 others and many laps of fun!



05.03.24

We are growing our staff even more:

More on our staff:

Robyn is enjoying her new position in Blueprint Imaging Division and Business Apps, plus she is now able to go out and meet new and existing customers on a personal basis, something we have lacked for a few years. So if you need some information or new product, talk with Robyn, she is only too happy to help out.

Shelley is enjoying her new role at reception. We introduced a couple of changes to help our customers. One is when you call and ask for a technician, that takes him off an important job that someone is paying for, so Shelley is now asking for details on your job request and filtering it to allow our techs to not be disturbed. This will reduce wait-time even further.

If your job is urgent and you are out of action, you will get a very calculated answer and be attended to in priority order. We have had to make these changes as our techs were spending more and more time on the phone which is not allowing them a fair chance to look after the job in hand.

We do our very best to handle all calls with the utmost urgency as, we rightly know, your time is money.

Remember we are providing a service similar to your motor garage, you don't really speak with a technician when booking your car for a service or repair, you make that booking with the receptionist or service coordinator.

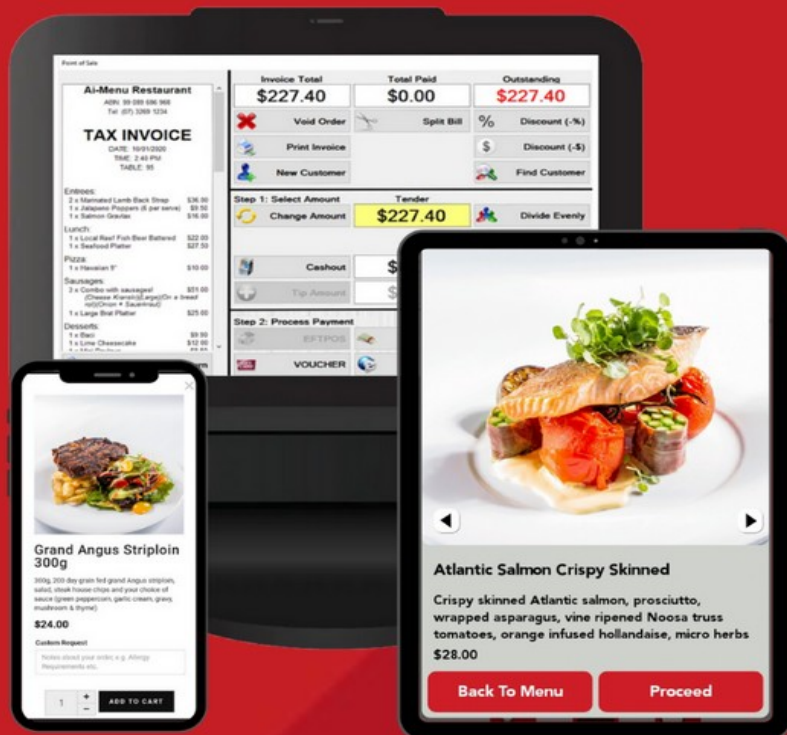
To help out our service response even more, we have employed a new recruit, Gareth, for service and front office sales. He is keen to be part of our team and shows strong interests in our industry, both technically and in sales support. This is going to be a great help on these exceptional busy days we get allowing us to give our customers even better service.

servesmarter.



In store POS Terminal

Increase your Restaurant or Café turnover by up to 20%



Your mobile phone

Or in store tablet

There are many clumsy order online systems out there. They are not integrated to your POS terminals and you have to double enter all incoming orders.

We have a solution that will eliminate all these issues.

"ai Menu" offer a fully integrated "Online / Table ordering" package for all hospitality.

It is also integrated to your Eftpos terminal.

See us, this product will increase your sales, eliminate all that double handling of orders, and take care of payments too.

Go and check it out live at the Wharf Bar and Grill and while you're on their site maybe order a *scrumptious* meal.

Google, **Wharf Bar** or go to **www.wharfbear.co.nz**

It's simple and it works!

Then call us 8686 096

Great for the Business owner and even better for your customer.

ai menu

Benefits

- ✓ The only POS system that makes you money
- ✓ Increase sales and upsell
- ✓ Improve wage efficiency
- ✓ Improve customer satisfaction
- ✓ Real time menu control
- ✓ Collect customer data for strategic marketing
- ✓ Analyse sales with real time reporting

Blueprint Imaging, wow all sorts of work now coming in. From just simple daily photo copying to some amazing quality booklets for all types of businesses. Karl and Robyn are flat out, but never too busy to attend to your needs. They have some pretty mean technology to produce some amazing layouts, designs and finished printed material.

If you need that something special designed and printed come see the team at Blueprint Imaging. Remember we are only 100 odd paces off the main street and if you're in your car there's plenty of easy parking, right outside our store in Grey street.

Right Here where these cars are parked



Don't forget if you want your name and what you do, for Gisborne to see. **Galaxy Sign is the place to be.** Call 8686 096 and check this out.



THE WHARF

Say no more!
Superb dining

at the
Wharf Bar
and Grill.

Order in,
or on your phone
www.wharfbear.co.nz

Gisborne's perfect location.

64 The Esplanade
06 281 0035



Come Test out your Bowling skills

Just Bowl the closest ball to the jack and win \$500.00 credit for your school.

Win: If your school uses a Ricoh Copier you can win \$500 credit immediately.

If you are unfortunately using another brand, but purchase a Ricoh or Epson within 6 months from us, and you are the winner of this competition on the night, we will give you \$500 off the MeterPlan on any new Ricoh or Epson A3 Copier.



Principals Twilight Bowls, 5th April 2024. Touch the Jack Competition.

Sponsored locally by

BUSINESS APPLICATIONS

You one stop local office technology shop,
with all the support you'll ever need.

