

The Right Direction

The Right Summary

Client:

Refrigeration Supply Company

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Solution:

SouthWare Excellence Series

Refrigeration Supply Company



A Niche that Works



“Service is the only thing that keeps small business going,” says Dennis Jones, owner of Refrigeration Supply in Columbus and Meridian, Mississippi. He should know because that is how Mr. Jones has built his business since 1992 when he left a large chain and started his own business.

Refrigeration Supply is a wholesale Heating, Ventilation, and Air Conditioning (HVAC) business. The major focus for this company is selling air conditioning and heating units, rooftop units, heat pumps, and gas furnaces to service contractors. However, Dennis has found a successful niche for his particular business—replacement parts. Most HVAC dealers limit their sales of replacement parts to just the brands they sell which would be the Goodman brand at Refrigeration Supply. But for Dennis Jones, selling parts for all makes and models has helped make his business almost “recession proof.” This niche at Refrigeration Supply includes commercial, refrigeration, HVAC, and appliance parts.

“The more diversified you are the better,” says Dennis. “If one thing isn’t selling, something else is. Variety is it. Unlike chain stores, we can stock what inventory we want when we want it.”

Background

Dennis Jones, like many small business owners, learned his business from the ground level up. After graduating from high school in Hickory, Mississippi, Dennis went to Meridian and started to work for a wholesale parts company, Service Supply. While sweeping the floors and doing anything else they needed, Dennis learned the parts business and worked there for nine years. Service Supply then sold out to Sid Harvey Industries, a large chain which owned 200 parts stores. When Sid Harvey decided to build a store in Columbus in 1988, Dennis made the move also.

Over the next few years, Dennis began to notice something—he heard his customers referring to the store in Columbus as “Dennis’ place.” It was then he realized that it is not the name on the building but who customers deal with that make a business successful. So in December, 1992, Dennis Jones opened Refrigeration Supply Company in the former Green Stamp store on 13th Street in Columbus, Mississippi. Five years later he bought his current building from Industrial Specialty Company, and they have been there since that time.

One year after opening in Columbus, Dennis approached his ex-boss, who was under a wage freeze at Sid Harvey Industries, about opening a store in Meridian. Mr. Charles Thompson agreed so in December, 1993, Mr. Thompson became a partner and Refrigeration Supply was opened in Meridian, Mississippi.

Business Management Software

When Refrigeration Supply moved to their present location in 1997, Dennis decided to upgrade his computer hardware and software. That is when he chose the SouthWare Excellence Series. “Everything possible we could think of that we would need, this software had,” says Dennis.

When asked to name the one best thing about SouthWare, Dennis answered, “It would have to be the Point of Sale aspect. We can price the item, bill it out, print it and take it out of inventory right there at the counter.” He also added, “The flexibility of managing my accounts is also important. I can handle each individual customer if needed rather than making blanket decisions.”

Day-to-day Decisions

From the accounting aspect, Dennis notes that he can now produce up-to-the-minute reports that let him know exactly where his business is financially at any time. Besides just processing profit & loss reports, customer statements, and other end-of-the-month reports efficiently, he can run an Accounts Receivable Aging Report and an Accounts Payable Report at any time to see exactly where his business is. This way he eliminates any surprises.

“This program is unlimited,” says Dennis. “If you think of something you want done, it can do it! And it’s so simple that I can do the payroll myself!”

“My SouthWare software saves me one office worker per year per store. That’s a tremendous savings for my business.”

Recommendation

“I have been one of BTM’s biggest supporters over the years,” says Dennis. “I’ve talked to people all over recommending BTM and this software package and will continue to do so.”



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