

Traditional Toys Wholesalers Ltd

Sage Line 50 Case Study: **Traditional Toys Wholesalers Ltd**



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Sarah Campos,
Director, Traditional Toys Wholesalers Ltd

Profile

Traditional Toys Wholesalers Ltd is based in Wellington, Somerset. Sarah Campos founded the business two years ago in 1999, making high quality wooden and handmade toys to wholesale. Initially she started working in a garage with average weekly sales reaching £500-£600. Now she has converted a large barn into a warehouse that employs three more staff, with sales of around £5,000-£6,000 per week.

Even though the business is becoming a booming success Sarah stresses, “We are all people with strong family commitments working in a rural area with children and animals around. Juggling the business and family commitments must be done successfully.”

To aid Sarah in running the business she decided to purchase Sage Line 50 Financial Controller. “I chose the Sage Line 50 package because it was good value and user friendly. I have also upgraded at each stage as my business needs grew.”



active support for business

Sage Line 50 Financial Controller is an ideal accounting package for new and small businesses. It allows them to keep a detailed record of their accounts, “I use the stock control and ordering system, the VAT calculation, the customer and supplier records-almost everything!”

When a customer purchases a Sage product they have the option to take out SageCover, which offers a very helpful and friendly service that Sage customers can use if they have a query about their product. Traditional Toys took out SageCover when they purchased their Sage products. Sarah explains, “SageCover offers a very friendly service and their advisors are very helpful and when I have a problem they can always help. When I have had to use SageCover, I’ve been very impressed with the short waiting times and the general attitude of the advisors at Sage.”

In the future Sarah has several wishes for the business. “I want to enlarge the product range which will hopefully help to increase our customer base. I would also like to convert another barn into a warehouse and office. This will mean that we will have to employ more staff to cope with the extra workload that an additional office and warehouse would bring. Finally, I would like Traditional Toys to continue to grow as we have done over the last two years.”
