



# Product & Services Catalog

*Retail POS Solution with Leading Software, Hardware, and Unmatched Technical Support*

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**We believe retailers in any industry should have access to cutting-edge software, at a price they can afford.**

**Take your business to the next level.**



SCAN TO  
LEARN MORE



## About The General Store

Since 1983, our mission to provide point of sale (POS) systems that are affordable, dependable, and powerful has been the backbone of our business. We pride ourselves on offering a retail POS solution that comprises best-in-breed software, hardware, and unmatched technical support, to take care of all your needs in one comprehensive system. Our robust platform is scalable to meet your retail business's needs, no matter what kind of business you run.

## Why Work With Us?

- ✓ Robust Industry-Specific Solutions
- ✓ Excellent Customer Service & Support
- ✓ Cutting-Edge Technology
- ✓ Affordable Financing Options

## Powerful Solutions Designed For The Following Retail Environments – And More:



Boutique Store



Convenience Store



Grocery Store



Hardware Store



Liquor Store



Party/Gift Shop



Sporting Goods Store

# Retail POS SaaS Pricing

*Affordable Financing Options for Optimal Convenience*



The General Store Lite	The General Store Standard	The General Store Plus
<p><b>\$79</b> /MO</p> <p><b>Initial Lane Per Location</b></p> <p>Additional Lanes Per Location (Up to 5 Total Lanes Per Store)</p> <p><b>\$59 Monthly Per Lane</b></p> <p>*Includes Cloud Backup and Tech Support</p>	<p><b>\$99</b> /MO</p> <p><b>Initial Lane Per Location</b></p> <p>Additional Lanes Per Location (Up to 5 Total Lanes Per Store)</p> <p><b>\$59 Monthly Per Lane</b></p> <p>*Includes Cloud Backup and Tech Support</p>	<p><b>\$119</b> /MO</p> <p><b>Initial Lane Per Location</b></p> <p>Additional Lanes Per Location (Up to 5 Total Lanes Per Store)</p> <p><b>\$59 Monthly Per Lane</b></p> <p>*Includes Cloud Backup and Tech Support</p>
<b>**Save \$30 per Lane per Month with TGS Payment Processing Agreement</b>	<b>**Save \$30 per Lane per Month with TGS Payment Processing Agreement</b>	<b>**Save \$30 per Lane per Month with TGS Payment Processing Agreement</b>

*Need more than 5 Lanes in a store? Call us!*

## Lite Features

- Point of Sale
- Quotes, Orders, Holds
- Credit Card Processing
- EBT, Foodstamps, WIC
- Gift Cards
- Inventory Control
- Serial Number Tracking
- Bar Code Label Printing
- Purchase Orders
- Detailed Reporting
- Quickbooks Interface

## Standard Features

Receive all of the features in the Lite plan, **plus:**

- Customer Tracking
- Loyalty and Referral
- Layaway and Standing Order

## Plus Features

Receive all of the features in the Lite and Standard plan, **plus:**

- Accounts Payable & Receivable
- Recurring Billing
- General Ledger

*Have more than one location?*

**Link them together with our Multi-Store Software Add-On!**

**\$29** /MO  
Per Location

# Products: POS Systems

All-inclusive, pre-configured, and pre-installed hardware POS bundles include everything you need to get your business up and running.



## HP

- Engage One Pro 14.1
- Engage One Pro 15.6
- Engage One Pro 19

Designed to adapt to any retail or hospitality environment, the HP Engage One system features a versatile ecosystem of accessories.



## Dell

- Dell Back Office And POS PC's

Our Dell bundles are PC-drawer-based systems that offer modularity and flexibility at the PC, monitor, and customer display levels.



## POS-X

- POS-X (Custom America) TP6 Bundle
- POS-X (Custom America) TP6 Wide Bundle

With a sleek design and robust features, the POX-X TP6 is the perfect enterprise-grade system.



## Touch Dynamic

- Razor All-In-One Touch Screen POS Terminal
- The General Store Touch Dynamic Bundle

The Razor's "razor-thin" slim-edge 15.6" display offers a modern, sophisticated look while still offering fast, powerful functionality.

# Products: Hardware

We support many devices from top manufacturers. No matter your retail specialty, we've got the right equipment package to meet your unique needs.



## Barcode Printers



Zebra ZD410



TLP 2824 Plus



TSC TDP-225



TTP Series

## Barcode Scanners



Honeywell 1300G



Honeywell Fusion



Datalogic Magellan 1500i



Honeywell Orbit 7120



Xenon 1900



Honeywell Magellan 9400i

## Products: Hardware (continued)

### Cash Drawers



M-S Cash Drawer  
CF-405



M-S Cash Drawer  
CF-405BX



M-S Cash Drawer  
CC-410



M-S Cash Drawer  
EP-125NK

### Payment Terminals



BlockChyp



The Genius By Cayan



Verifone P200



Lane/3000



Lane/5000



Lane/7000

## Products: Hardware (continued)

### Pole Displays



**Bixolon  
BCD-1100**



**Partner Tech  
CD-7220**



**POS-X  
XP8200**



**Logic Controls  
LV4000U**

### Receipt Printers



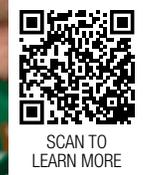
**Star Micronics TSP143 ECO**



**Star Micronics mC-Print3**

# Products: Mobile Tools

Whether your store wants to improve inventory management or boost customer service, we've got the mobile tools you need to get the job done.



## Zebra CC600 Kit

- Latest Android Technology
- Sleek 5-Inch Kiosk
- 1D/2D Zebra SE2100 Scanner



## Unitech EA520 Kit

- IP67 & 1.5m Drop Protection
- Removeable 4100mAh Battery
- Superior Barcode Reading (30 scans/sec)



## Datalogic Memor 10 Kit

- Compact Design
- High-Performance 1D/2D
- Barcode Scanner
- Made for Almost Any Indoor/Outdoor Environment



## Zebra ZQ610, ZQ630, and Charging Cradle

- QLn Platform
- Large Color Display
- High Capacity 3250 mAh Battery (ZQ610)
- High Capacity 6800 mAh Battery (ZQ630)

# Features

*Whether you run a small store or are a multi-location retailer, we offer the features and functionality you need to grow your business, both now and in the future.*



## Point of Sale System

Our robust and innovative system provides an array of in-store features to suit your store's unique needs along with best-in-class support. A single system to run your retail business.



## Labor Management

Get the visibility you need to maximize your store's labor force. Pull individual sales reports, time cards, and employee records to ensure staff meets their goals and optimize labor.



## Inventory Management

Streamline operations, avoid inventory imbalances, and generate sales reports with our inventory management system. Gain the clarity and efficiency you need to run a better business.



## Retail Loyalty

Our software can help keep your customers happy, from rewards to customer referral programs. It's never been easier to keep track of customer information and customize offers with a built-in loyalty program.



## Customer Management

Deliver an exceptional customer experience and personalized marketing messages. With our software, you can collect sales data and analyze consumer reports to understand your shoppers better.



## Vendor Management

With continual tracking and visibility, get a closer look into vendor relationships from one central system, allowing you to track performance, spot problems, and resolve issues more quickly.



## Accounting Software

Streamline your bookkeeping with integrated software perfect for small to medium-sized retailers. Our software offers an easy-to-use tracking tool to give you more insight into your business.



## Multi-Store Solution

Manage your entire chain with our multi-store software. Our system communicates using file transfer protocol (FTP) to access analytics and data from each location.

# Integrations

*Our integrated partners offer unique services that seamlessly integrate with our POS software, allowing you to run your business the way you want to.*



## Retail eCommerce

By integrating eCommerce with your POS system, we make it easy for you to manage your online and in-store operations in one place. Our eCommerce integrations, WooCommerce and NitroSell, allow you to streamline inventory management, employee maintenance, and manage back-office operations.



## Liquor eCommerce

City Hive integrates with our POS software to help your business maintain complete control over customers while creating an overall better experience. You'll be able to access all the benefits and features you love about our POS solution while growing your business with eCommerce sales.



## Business Intelligence

By integrating Microsoft Power BI with our POS system, you add a whole new level of reporting and analytics functionality. Quickly navigate, filter, sort, and visualize data with a powerful program to optimize your data reporting and gain priceless insights into customer behavior, inventory, and promotion success rates.



## Payment Processing Solutions

Our payment solutions seamlessly integrate with our POS software, so you can easily accept payments in your retail location, online, or via mobile applications. We partner with leading payment processing providers that offer robust features and functionality to fit your business needs.



## Ready to Get Started?

The General Store will advance your business so you can meet and exceed your goals, both now and in the future. We've got you covered for all your business needs, whether you own one store or 100 stores.

For more information, please visit the General Store at [www.thegeneralstore.com](http://www.thegeneralstore.com).

## Contact The General Store

2500 Drane Field Road, Suite 107  
Lakeland, FL 33811 USA

**Phone:** (800) 678-4535 x312

**Email:** [sales@thegeneralstore.com](mailto:sales@thegeneralstore.com)

