



Professional vehicle service demands QuickBooks Pro software

The company

QuickBooks saved Marise Maccora's business. Really.

The director of Maccora Motor Industries, a car service and repair shop 15 kilometers from downtown Melbourne, credits the software with keeping her business strong, especially with "FOR LEASE" now decorating the front door of many others in the business.

Established in 1972, Maccora Motor Industries caters primarily to Australian-made vehicles – Holdens, Fords and Toyotas, to name a few – not as much for patriotic reasons as for customer relations.

"We try to stay away from foreign models because foreign parts can hold us up," Mrs Maccora says. "And we don't want to make our customers wait."

And those customers, many of whom are third-generation clients, don't forget. The company's staff of six treats each customer as their employer. Accordingly, customers are not taken for granted even though Maccora's services are at a premium, even now when car maintenance might be put on the backburner for more pressing needs. The only new business the company will take on is referrals from "very good" customers. Don't try walking in off the street.

The solution

Not only are customers and their vehicles treated with the utmost respect and courtesy, their orders, invoices and a wide range of other documentation are catered for professionally and proficiently courtesy of Maccora's new QuickBooks Pro 2009/10 QBi series accounting software.

Mrs Maccora uses QuickBooks for everything from creating customer and supplier data files and invoices to generating BAS, Accounts Receivable ageing summaries and Profit & Loss statements.

Indeed, QuickBooks Pro is ideal for businesses such as Maccora Motor Industries which need to prepare quotes and estimates, create a wide range of business reports, and even automatically track items in different units of measure. The current version of the world's most popular software also includes the added benefits of an enhanced employee management system, integration with Google Marketing Tools and Reckon Tools Backup, customised Charts of Accounts, and the ability to customise the home page.

While the software is renowned for its ease of use, even with ever-expanding capabilities, it wasn't always second nature to Mrs Maccora the way it is today.





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Marise Maccora,
Maccora Motor industries

The learning process

Her first exposure to QuickBooks dates back to 1999 though it was a frosty and uncomfortable one at that. An acquaintance showed Mrs Maccora the software but not how to use it. However, she saw the value in the product and how it could ultimately strengthen her business.

“I just needed to be shown and not to be embarrassed to ask how to use QuickBooks properly,” Mrs Maccora said.

She embarked on the first of a half dozen training courses at Calculation, a Reckon software training firm headquartered in Melbourne under the direction of Accredited Partner Sue Rickard. Mrs Maccora completed her most recent course – QuickBooks Certificate – in May.

“I learn something new every time,” she said of the training courses. “Never have I walked away without being extremely satisfied with both the instruction and the content. It is money well spent.”

Over the years, Mrs Maccora says she learned tasks such as how to set up QuickBooks, create data files and invoices, manage payroll, create new accounts, e-mail invoices, generate a wide range business reports, reconcile bank accounts and much more.

Many of those functions are now used on a daily basis at Maccora Motor Industries which, nearly for decades after it was founded, has seen plenty of change not only in the types of vehicles it services and repairs but also in business itself.

“The two biggest changes for our business have been QuickBooks and the GST,” Mrs Maccora says. “QuickBooks is so user friendly and it always keeps you in the know with your business.”