

Customer Case Study

IN BRIEF

Company

Imtiaz Supermarket

Industry

Retail - Supermarket

Challenges

- No centralized access to inventory information & availability of proper sales data
- Inefficient stock monitoring & movement
- High transaction time at point of sale and system constraint to handle high footfall at store
- Data existed in siloes at each branch & lead inaccurate inventory calculation
- Unmanageable data consolidation & audits

Solution

- iVend Retail Management Suite with SAP Business One

Benefits

- iVend Retail was able to enhance key retail transaction performance at store & increased overall employee efficiency
- Synchronized data transfers between Stores & enterprise ensured accuracy across Retail chain
- Allowed to measure sales numbers better and track inventory stock levels efficiently
- Easy identification of slow moving inventories for improved purchasing decision making

Country

Pakistan



Retail integration for Managed Multi-Store operations, aligned Inventory and Warehousing



Imtiaz Supermarket has gained sufficient visibility and control over its inventory and has well managed retail operations with SAP Business One & iVend Retail

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“The benefits of our new Retail management system are splendid. We have full control on what is being purchased, what is being sold, and what is available in the inventory. Now we have obtained a fairly transparent view of store operations through process integration”

Waqas Hanif
Imtiaz Supermarket



About Imtiaz Super Market

Imtiaz, a venture of Mr. Hakim Khan Abbasi began operations in the year 1955. His primeval idea was to kick off a small store which could provide general items of daily use to their customers. Over the years as business grew, Mr. Imtiaz Hussain envisioned of making Imtiaz Super Store, a store which would help make peoples life better. He had a vision to serve people by helping them save money in their day today shopping; a vision to strive and conquer their customer's with love.

Currently the Supermarket has three Stores, five warehouses and a packaging unit and this elaborate network is controlled from the Head office located at Karachi, Pakistan. Keeping pace with growth in Retail Sector in Pakistan, company is about to inaugurate a new Supermarket that be biggest one among all three existing super Markets.

Business Challenge

In recent years, Imtiaz Group has achieved growth through an aggressive strategy for opening new stores. While Supermarket sales are a major driver for this strategy, the company's warehouses had become burdened by poor inventory visibility and control and limited data that compromised its decision making.

As an expanding business they required a modern IT platform that could consolidate their Retail and warehousing operations and foster the planned pace of growth.

Imtiaz group had previously invested in a Retail Software from a local company, but the system failed to ease their retail & warehousing operational needs. Inaccurate view of inventory in their warehouses and ill planned changes to inventory and transactions was a key concern. Poor reporting capability of their legacy system was another pain point that made it very difficult to operate the business.

In Supermarket landscape, itemized view of inventory was required to ascertain pilferage which was a herculean task. Stock data was being stored at different locations leading to constant discrepancy in stock level.

Company wanted to take advantage of the latest retail technology in order to offer its customers the most efficient and streamlined purchasing experience, with a focus on fast, effective, and efficient service to each customer. For this, Imtiaz also required an integrated solution that would facilitate control on their stores and showrooms.

iVend Retail Management Solution integrated with SAP Business One, met the group's technology and expansion requirements.

The Solution

After carefully evaluating several options, Imtiaz Supermarket selected iVend Retail with SAP Business One for their Retail and warehousing operations.

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With iVend Retail, Imtiaz Supermarket smoothly upgraded to a Retail system that gives accurate, reliable and integrated data as expected. Currently each of their Retail store has 20 - 25 Point of sales with over 20,000 transactions each day.

Post implementation of iVend Retail, senior management at the Head office has gained a clear and unified view of product and customer data across all channels to understand category-level affinity and preferences at each store. Unified view of product, order management, and customer data has considerably aided in accurate and timely purchase planning and delivery of the right product, at the right place, at the right time.

Staff at Imtiaz Supermarket is now able to effectively take care of customer-centric sales transactions, promotions and discount management, planning & pricing strategies, among other critical operational competencies at store and head-office. SAP Business One with iVend Retail has helped Imtiaz Supermarket consolidate and streamline its elaborate Supermarket operations with well orchestrated business processes.

SAP Business One server and iVend's failsafe integration keeps the Head Office always connected to the Store operations across the complete Retail chain. In addition to performing the regular sales transactions at iVend Retail's POS, store employees can use sales executive points situated in the store to check stock position and other information and create sales orders that are automatically sent to SAP Business One for further processing.

For now, their customer-facing employees have ready access to real-time sales performance reporting, customer order history, real-time inventory on-hand data access, and product information along with cross-selling and up-selling information. Having ready information at the point of service has reduced the employee response time hence increasing customer satisfaction.

iVend Retail management system has been appreciated for its user-friendliness. Configuration & management of discounts and targeted promotions are easy to manage in iVend Retail with consistency of operation maintained across the chain. Manual configuration of schemes and additional discounts is avoided to save time and maximize profitability.

Business Benefits

- Improved manager efficiency with timely information for decision making based on factual data
- Aligned procurement planning with sales strategy, giving greater control over what is purchased and sold
- Increased visibility and control over operating margin
- Increased speed and accuracy in processing transactions
- Increased responsiveness to market demands
- Supports Discounts and Promotions like gift certificates, gift cards, discounts etc.

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