



Fresh Choice Supermarket Embarks on Omnichannel Journey with iVend Retail

Company

Fresh Choice Supermarket – P. Meghji Trading Limited

Industry

Supermarket & Liquor Stores

Challenges

- Old solution did not provide integration between in-store and back-end processes
- No integration or data transfer between sales and accounting systems
- Lack of controls to manage stock-outs and over-stocking in stores
- No Omnichannel capabilities or customer loyalty management
- No visibility of customer information or purchase history

Solution & Services

iVend Retail Management Suite, Sage 300

Benefits

- Ability to manage multiple stores from a unified system
- Centralized visibility into enterprise-wide sales
- Seamless integration with ERP reduced manual data input and errors
- Improved product availability with enterprise-wide visibility of inventory
- Implementation of a loyalty program and associated increase in store traffic
- Enhanced customer engagement due to utilization of offers, promotions and gift cards

Location

Fiji

Partner



“iVend Retail and Sage 300 have breathed new life into our retail ecosystem. We are happy to have a true Omnichannel solution featuring in-built loyalty management, coupons, and gift card functionality. iVend also prepares us to go online with complete integration to in-store systems. Additionally, iVend has helped with our data issues and improved our overall business practices.”

Eremasi Matanatabu
Chief Operating Officer, P. Meghji Trading Limited

About Fresh Choice Supermarket – P. Meghji Trading Limited

P. Meghji Trading Limited (PMTL) is the leading supplier of imported and local products to hotels, resorts, restaurants and supermarkets in Fiji with over 100 employees. In addition to a robust wholesale business based out of their 70,000 square feet storage warehouse. PMTL has three liquor stores and in 2017 grew their retail business with the opening of Fresh Choice Supermarket at the Denarau Business Park complex featuring upmarket liquor and butcher shops, complemented by traditional grocery fare. Featuring a vast product line, PMTL believes in customer satisfaction and providing the best possible service to its customers and retailers in the most effective and efficient manner.

About Virtual Flex Solutions Limited

Virtual Flex is a Next Generation Technology Service Provider in Fiji and the Pacific Islands providing End to End Infrastructure Solutions for the digital journey. Clients benefit from an integrated suite of IT services, from assessing readiness for cloud and delivery of top of the market reference architectures through to the realization of the benefits of virtualized infrastructure with IT service management consultancy.



Business Challenge

PMTL previously managed sales transactions via a homegrown Point of Sale solution. Without data integration, the management team lacked visibility of inventory and sales across the enterprise and operated each store as an individual unit. With plans to launch a new business venture for the group, Fresh Choice Supermarket and an eCommerce presence, the management team wanted to implement technology that could help them achieve their growth goals. With their large number of product SKUs for their B2B and B2C business, PMTL wanted to invest in a robust, Enterprise Class solution. In store, they wanted to better serve their growing customer base by processing transactions faster and delivering the best possible customer experience. Additionally, they wanted a retail solution that integrated loyalty and reporting functionality.



The Solution

After evaluating a number of systems in their efforts to find the best retail solution with Omnichannel capabilities, PMTL chose iVend Retail with Sage 300 to streamline their operations and integrate key in-store and head-office business processes into a single, unified system. iVend Retail provided complete customer details on the front-end with integrated loyalty management to track all customer contacts and purchasing preferences, and the ability to launch targeted promotions, offers, and personalized campaigns. Of all the solutions evaluated, iVend Retail was the only one that met their aggressive expansion plans, including for an eCommerce venture, without the need for costly custom development. Additional reasons PMTL selected iVend Retail were for the scalability of the solution

and its mobile readiness. With iVend Mobile POS, the stores could easily add mobile terminals as needed to assist customers during peak season without costly hardware investments.

Business Benefits

With iVend Retail and Sage 300, Fresh Choice Supermarket achieved seamless integration between its ERP solution and individual stores. The integration minimized manual data entry and potential costly errors, and provides all departments with the information they require to keep track of daily sales, deliveries and stock levels in real-time.

PMTL was pleased with the on-site implementation of their new technology systems. The functionalities in iVend Retail, including the ability to easily design the POS receipt, report layouts and managed Offers and Promotions, Gift Certificates and Coupons, which were not supported on their previous software, have greatly improved the in-store customer experience. PMTL can now easily expand to new markets and launch their Omnichannel projects with the inclusion of an eCommerce store and integrated loyalty program. They are pleased to now effortlessly offer the same pricing and product information across all sales channels. A final benefit is their ability to improve inventory management and reduce overall carrying costs with a single stock pool providing visibility of inventory across all locations.

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