

Kitchen's Choice Stirs Up Omnichannel Success with eCommerce Solution Delivered by iVend Retail

Company

Kitchen's Choice (Sagetra, Inc.)

Industry

Online Store – Kitchen & Restaurant Equipment

Challenges

- Needed to reach new customer base with an online store
- Inventory reports lacked sufficient product detail
- Lengthy process of manual inventory item entry
- Lacked a centralized database and had reporting inaccuracies

Solution & Services

iVend eCommerce, iVend POS, iVend Loyalty

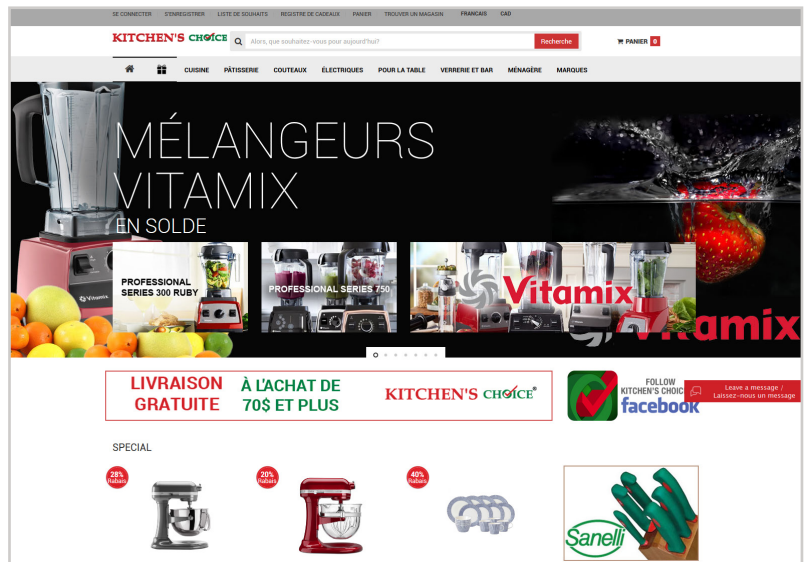
Benefits

- Online retail presence
- Single view of shoppers and transactions across all retail channels
- More accurate inventory and sales data synchronized with the ERP
- Integrated Gift Card and loyalty programs redeemable in-store
- 15% increase in sales

Location

Montreal, Canada

Partner



“Many of our professional customers are busy and we cannot afford much system downtime. Working with iVend Retail on the implementation of our online store was a joy. We had a team assigned to our project and they were very efficient and impressive in designing and launching our online store with iVend eCommerce exactly how we envisioned.”

André Saliba
Owner - Kitchen's Choice (Sagetra, Inc.)

About Kitchen's Choice / Sagetra, Inc.

Sagetra Inc. is recognized as a leading distributor of kitchen accessories and restaurant equipment in the North American market. Founded in 2012, Kitchen's Choice is the retail division of Sagetra, Inc. and is a choice destination for leading restaurateurs, home cooks and carries premium professional cookware, from leading International brands including, KitchenAid, Shun, Riedel, Breville, Sanelli, Chasseur, and Bugatti.

About Forgestik

Forgestik is a world-class professional services firm dedicated to SAP® business management software products. Services include project management, SAP software consulting, business management consulting, financial consulting, information technology consulting and software development. Forgestik's team has expertise in all the functions necessary to successfully implement business management software (ERP) packages for small and medium-sized enterprises (SMEs).



Business Challenge

Since 1973, Sagetra Inc. has been delivering excellent service to their customers and providing high quality culinary products. Today, they have become a recognized leading distributor of kitchen accessories and restaurant equipment in North America. In 2012, they founded a retail division called Kitchen's Choice which quickly became a beloved destination for cooks and chefs by focusing on delivering top of the line cooking and restaurant equipment to the general public.

Having outgrown their in-house programming capability, Kitchen's Choice was eager for the right solution to modernize with an online retail presence and to gain a single view of every customer, transaction and inventory item across their retail channels and reduce duplication errors and manual entry in reporting and inventory tracking efforts.

Kitchen's Choice anticipated a single database of record for all activity would help them gain a single view of the customer across channels and foster the type of customer loyalty they have become known for. They also hoped a single database would improve inventory accuracy and sales reporting with a single stream of real-time data.

The Solution

With SAP Business One running as their enterprise resource planning (ERP) system, Kitchen's Choice evaluated K-eCommerce, but eventually selected iVend Retail. iVend Retail management suite seamlessly integrated Head Office and In-Store operations across all of their retail channels and they implemented iVend POS for their physical location and iVend eCommerce for their online store.

Business Benefits

Since implementing iVend eCommerce, Kitchen's Choice has met its primary goal of creating an attractive modern, online retail store and omnichannel presence. The desired look and feel of their online store was accomplished with customizable designs offered in the latest version of iVend eCommerce 1.6 and reflected both on the eCommerce and mCommerce sites.

Further, Kitchen's Choice achieved its organizational goals of a centralized database with easier to manage, automated reporting and improved inventory matrix functionality, helping them to simplify the process of item creation in inventory and manage their large inventory assortment. With this, they were able to gain insight into best sellers and more detailed reporting tied to product attributes helping them to make better inventory allocation decisions.

Additional Benefits

- Gain a single view of shoppers and transactions across all retail channels
- More accurate inventory and sales data synchronized with the ERP
- Integrated Gift Card and loyalty programs redeemable in-store and online that reward shoppers equally across all channels
- Capability for Buy Online Pickup In-Store (BOPIS) functionality
- Less time spent on manual entry of customer, product and transaction detail and fewer reporting errors
- Sales uplift of 15% by launching a new sales channels and reaching new customers

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