

IKA's system allows PFS to succeed in a highly competitive market



When Sinasi decided to set up a specialist ethnic Supermarket business he knew he had to build something special in a fiercely competitive market with low margins. His vision was to bring expertise and quality with the help of latest technology. He was well aware that his supply chain and his management team had to be well connected with the systems he will put in place.

EPOS Solution

We sourced and installed three IBM touch screens linked with three Megallen scanner scales for fast and efficient service at the checkout. The touch screens were also integrated with electronic fund transfer software from commedia for fast credit card transactions.

Business benefits

It was also important that the stock that was delivered everyday was entered onto the system as quickly as possible which is why the hand held data entry terminals were used to speed up the whole process. Once the stock was entered the purchasing department would make sure that the stock was correctly priced, ticketed and then sent to terminals, this was crucial because of the high turnover of fruit and vegetable sales which fluctuate in price daily. The sales and profitability reporting of the back office software provided the management team with up to date information of how well the customers were responding to PFS's special offers. The new integrated management system became the stepping stone for the successful PFS management team.

What they say...

"Being situated in the centre of Dalston, surrounded by similar ethnic food stores we were very concerned about competing. IKA were there for us 6 months before opening, advising us on appropriate action to take in order to make sure that we would be able to thrive in the highly competitive market we were in. IKA provided us with SMART-POS, a management control package which gave us the flexibility and up to date information to compete, these included means of easily setting up and monitoring promotions."

- Sinasi (Managing Director)

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