

Sirwan Food Centre

Sirwan Food Centre is able to compete with TESCO thanks to IKA's EPOS System



The Palmers Green branch is the third and newest branch of Sirwan Food Centres. The first Sirwan Food Centre opened six years ago in Edmonton, North London. The branch is located on Green Lanes in very close proximity to the TESCO.

EPOS Solution

IKA supplied Sirwan with three IBM SurePOS touch screen terminals, a Casio DTX-10 handheld for stock taking, price changing and product entry. A complete back office solution was also provided including a pc running Smart-POS stock management and control software and printers for printing shelf-edge labels, promotion posters, etc.

Business benefits

The fact that TESCO was very close to the Sirwan Food Centre meant that Sirwan's competition would be fierce and therefore special offers had to be promoted aggressively and Smart-POS's functions catered for this need.

The Casio DTX-10 handheld allows Sirwan to take an entire stock count quickly and easily. Data from the count can then be downloaded from the handheld onto the back office pc via Smart-POS thus updating the current stock values in the system.

What they say...

"I was worried that I would not be able to handle the fierce competition from Tesco, however IKA's EPOS System and management control software have enabled us to do exactly this." – Taylan Cavush (managing director).

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