



RETAIL CASE STUDY

EASTMATT SUPERMARKET

Increasing Availability and Growth with CORE Inventory and Sales Solution

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Introduction

Eastmatt Supermarket is an emerging retail chain that started operations in 1990 in Mau Narok as Eastleigh Mattresses and has now expanded to own 9 branches across Kenya employing over 100 staff. The supermarket aims to exploit areas with few market players and increase penetration both in Nairobi and its environs.

Background – The Challenge

Before working with COMPULYNX, Eastmatt was using a manual system to register and calculate daily transactions at a point of sale. The old cash register software 90s could only accept cash payments locking out customers who make credit purchases as well as credit card purchases.

Then called Eastleigh Matt, the company faced massive technical difficulties using the cash registers, as customers found themselves unable to check out at the retailer. Soon long lines would form, as customers were unable to check out due to malfunctioning cash registers.

Further, the retailer also encountered cash register shortages and overages which caused a lot of problems with the inventory as well as cash discrepancies in the drawer. Often the company would also lose data if the machine malfunctions in addition to losing employee productivity during power outages.

The Approach

Eastmatt choose CompuLynx over leading competitors for its ease of use, commitment to customers and powerful POS System tools that could be adopted using the capabilities of its existing employees. CompuLynx team was on hand to answer queries about the POS system and how to adapt its technology to our business processes whenever needed.

The POS system includes the cost of the software license for each user in addition to the expense of a POS terminal, cash drawer, scanner, card reader and printer for every workstation you set up. Add to that the optional cost of extended warranties, which can be a worthwhile expense for protecting your investment.

The Results:

Eastmatt has now achieved quick error free check out. CORE POS effectively handles high traffic ensuring faster customers check out and ultimately improving customer experience.

CompuLynx POS system has simplified key day-to-day operations for Eastmatt Supermarket and offered better visibility of Stocks and Sales. The on-demand reporting tools allow access to timely data for effective analysis of inventory, sales, promotions, replenishments and much more!

The cashiers are more productive and comfortable processing any transaction including: cash sales, credit sales, credit cards sales, refunds thereby increasing profitability.

Eastmatt is also bale to manage inventory of all the 9 branches from a single centralized place. CORE POS solution allowing tracking of slow and fast moving items across branches.