



## NEXX e-Commerce CASE STUDY

# MARKETWAYS SUPERMARKET

A 24/7 eCommerce enabling Marketways Supermarket remain Digitally Open to Customers Worldwide

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## Introduction

MARKEYWAYS SUPERMARKET LTD is a privately-owned enterprise operating one retail Supermarket and an institutional supplier serving schools, offices, restaurants and hotels in Kenya. Since 1997, the retailer has grown from a small corner store, to a big retail and wholesale Supermarket offering our customers a wider variety and selection of goods, along with better quality and value, in food and non-food items.

Marketways Supermarket has been using CompuLynx Retail (CORE) Point of Sale (POS) system since 2015, and NEXX eCommerce platform since May 2020.

## The Challenge

Prior to acquiring NEXX eCommerce platform from CompuLynx, Marketways Supermarket relied on customers visiting their brick-and-mortar retail shop store. The Covid-19 restrictions on businesses, social distancing and stay-at-home orders made the management of Marketways consider a unified approach to the business in-store and online as new normal buying patterns drove more and more traffic online shopping.

Marketways needed a global 24/7 solution that could keep our shop open for our customers at all times even during any possible lockdown due to Covid 19 or any other reason in future.

## The Approach

Through continued relationship and interaction with CompuLynx as a POS System Client since 2015, Marketways came to know about the NEXX e-commerce platform FREE Trial, an initiative by CompuLynx to give a lifeline to retailers and merchants looking to move their brick and mortar stores online during the global Covid -19 Pandemic

Branch Manager, for Marketways Mr. Simon , oversaw the tremendous task of setting up Marketways online store.

## The Results:

Marketways Supermarket are now taking advantage of the flexibility and scalability of NEXX eCommerce platform offers ensuring the store remains digitally open to customers at all times and enabling them to:

- Sell more
- Reach more customers
- Remain profitable

The online platform unlocks new markets and opportunities in sales for Marketways. “Customers from anywhere can now buy our wide range of product categories including: Food Items, Baby products, beers, wines and spirits, Toiletries, Washing and Bathing Products, Milk and Dairy products and cleaning materials among others,” explains Mr. Simon.

What’s more, business intelligence data from the ecommerce platform is giving Marketways a competitive edge as managers can now get daily information about customers and make informed decisions. “We are able to learn - identify marketing opportunities and problems and improve through customer feedback, adds Mr Simon.

While Ecommerce operation has many parts - from the technology, to merchandising, to fulfilment, to service, and more, Mr Simon notes the high level of customer support from the CompuLynx team, “We have had a great and close relationship with the team of engineers who were always willing to help and were patient enough when things took a rather longer time owing to the covid-19 challenges,” he says.