COMPULYNX
Technology for a Better Tomorrow

RETAIL CASE STUDY

CHIENI SUPERMARKET

Increasing availability and sales with CORE Inventory and Sales Solution Introduction.

Introduction

Chieni supermarket is a growing retail chain that started operations in Nyeri. The supermarket has expanded its operations in 3 other branches located in Laikipai, Nanyuki and Narumoro. Cheini's stores are pocket-friendly and offer affordable yet quality product line-up to suit customer needs cutting across various categories as continuously demanded by the industry. Chieni supermarket started using CORE POS in September 2020.

The Challenge

At first, like most retailers, Chieni Supermarket used traditional system to register and calculate daily transactions at the point of sale. This only accept cash payments locking out customers who make credit purchases as well as credit card purchases, and human error often impacted the integrity of the reports at the till. Three years ago, the retailer decided to leave behind the manual system and adopt a digital technology approach instead.

Cheini Supermarket initially switched to an alternative Retail Management Software provider in January 2016 but found they were still experiencing difficulties in Stock Management issues and software insecurity after using it for several years. According to Chieni's Supermarket Director, Mr Wainaina, there were issues with the system consistently crashing, as well as a lack of support. In addition, the Inventory Management module was inaccurate causing shortages and overages which caused a lot of problems with the inventory as well as cash discrepancies in the till.

According to Mr Wainaina "Instead of saving us time, this system was wasting it and with the system issues taking a long time to be addressed, Mr. Wanaina knew it will be expensive to run it in the long run and they needed a change when opening their new 4th Branch.

He had interacted with CompuLynx Retail (CORE) retail management system from one of our Business Consultants as well as his peers who were using the system in their supermarkets and knew the solution featured the functionality Chieni Supermarket needed for the new branch.

> Implementing CORE Retail management system's inventory module into Chieni Supermarket's operations has helped eliminate poor inventory control practices, provided better visibility of real-time inventory levels, central SKU management and cycle counting across all our branches .

Mr. Wainaina,
Director - Chieni Supermarket

The Solution

Despite still having time remaining on the agreement with the original solution, Mr Wainiana was convinced to consider switching to CompuLynx Retail (CORE) Management software for the new branch. To satisfy the need for CORE system, Chieni Supermarket looked at other referral customers namely Jamaa Supermarkets and Kikuyu Self Ridges where CORE software was being used and they were satisfied.

One of the key functionalities Mr. Wainaina looked for was inventory management for better visibility of stock. With the discrepancies of inventory, Chieni Supermarket needed to limit inventory movement and improve record accuracy, helping to reduce lead times, lower the need for safety stock, and ensure low stock is replenished which was something they couldn't do with the old online system.

Other modules that have been implemented include: Sales Management, Purchase Management and Customer Management (Loyalty Management).

The Results:

Two weeks on from implementation and Chieni Supermarket is fully appreciating the advantages that CORE System delivers, not just in terms of boosting productivity but also in customization and the consolidation of other business-critical applications.

Since Chieni Supermarket had attempts of hacking of its previous software, security of data was a definite concern, and in fact the retailer is satisfied that the CORE retail Management approach is now safer than the previous system.

What's more, Chieni Supermarket have a correct view of inventory levels going forward. "Implementing CORE inventory management system into our operations will help to eliminate poor inventory control practices, provide enhanced visibility of real-time inventory levels, SKU management and cycle counting."