

Case Study

Hockeys Farm Shop

Multi Retail



The Company

This farm shop has been relaunched and is the first stage of what will be a multi activity location based on the Hockeys farm near Fordingbridge. The old scales have gone and new integrated scales installed together with a new menu board.

The new owners needed a working partner to guide them through the full range of topics needed to install a working epos system from scratch. Open Retail were instrumental in steering the Hockeys project through checkout design and rationalising the product range. This has meant arranging a new label design for the new brand and many tasks to make it happen.

Profitable Epos
made simple...



Reasons for buying epos

1 Change to tills

The change to epos meant going from selling off scales to new epos tills. We had to up our game to make a success of working the new way, and once implemented the Multi Retail system allowed us to become more flexible and saves us time.

2 Management system

The size of the operation meant we would have to put in place a management structure, we couldn't rely on family alone.

3 Shop and Café

The new shop would include both product sales and food service and we didn't want to get two separate systems to learn and control.

4 Future proof

After opening we needed a system that could take us further as we developed and grew.



Although we were using scales before, the way that epos handles normal barcoded lines is more flexible with regular accounts discounts and promotions, deliveries and integrated credit cards making service more efficient. The butchery scales are connected directly to the office system and the checkout counter weigh plates to the touch tills. This means all new products and price changes get processed immediately, they don't have to stop serving at all.



The system is fully integrated with scales that link directly with our epos touch tills. This method is particularly quick in handling loose product like fruit and vegetables. Pick the button that relates to the goods being purchased and then do the weighing, pricing is then done by the till, so simple. The new till layout from Open Retail has made the shop layout more workable. It is far more efficient in serving customers more quickly, and takes less space. We can also show marketing messages on the customer facing screens.



Epos allows us to offer a customer loyalty rewards scheme starting to build up a profile of where our trade is coming from and giving the targeted offers through the till rather than the older blanket loyalty reward. We also use the next visit promotions to encourage shop customers to use our café and vice versa. . We use digital signage above the tills and customer monitors at the tills to get over marketing messages and keeping our offering fresh .

Why choose Open Retail ?

“ I am glad I chose Open Retail as my supplier as it has been a working partnership. In getting the epos system installed. I had no previous experience in this area as my background is brand marketing.”

Jonny Burrel Owner

Benefits of the system

1 Prices linked to till and scales

Once we get the market prices it takes no time at all to enter these in and get them downloaded into the tills and scales.

2 One system

We can add shop items to your food bill and vice versa and issue promotions relating to the whole business

3 Real time information

Knowing what is selling well during the day gives you chance to get some more ordered and not run out .

4 Stock control

We not only manage what we buy and sell but we also account for what we use in the kitchen as own use transferred via the till.

Open Retail
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