

Worldsmart Retail

the success series

Markdown Printer



Customer:
Supa IGA Mossvale NSW

Application:
Markdown Printer



“ The GM Mobile markdown printer is excellent and very easy to use. It has improved the presentation of our markdown labels, helped speed up our customer service at the checkouts, given us information on which products are being marked down and allows us to maintain stock control.

Ian Ashcroft
Owner
Supa IGA, Mossvale

Background:

Ian Ashcroft's Supa IGA at Mossvale in NSW is a perfect example of competition bringing the best out of an independent retailer. Voted NSW/ACT Supa IGA of the year in 2010 along with Store Manager of the year for Brad Payten, Ian's store sets the benchmark in using available technology to ensure long term business growth.

Challenge:

Being power users meant that Ian and Brad were already taking advantage of a lot of Grocery Manager's unique features. However, one problem that was causing recurring issues was the handling of product Markdowns. Not only were the processing of markdowns at the POS slowing down checkout times, they were being applied with very little control and visibility from a management perspective.

Solution:

Ian implemented the Toshiba TEC markdown printer in conjunction with Worldsmart Retail's GM Mobile application. The printer is belt mounted freeing up the operator to use two hands to apply the markdown price via their PDE in GM Mobile. The label is then printed and applied over the existing barcode of the product. The operator scans the product as per normal at the POS and the discounted price is automatically applied.

Outcome:

Ian was confident that the implementation of the markdown printer would resolve his issues. Not only has the new printer addressed Ian's challenges, it has also tightened up security at his checkouts and made his stock control more accurate. In addition to that, customers no longer complain about missing out on having a markdown applied. The perfect outcome for all parties!

Unique Challenge?

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