Petrosoft

CASE STUDY

Handy Mart Stores
North Carolina, USA

COMPANY

Handy Mart

Handy Mart Stores
Store count: 43

CONTRIBUTOR

Tony Noonan
Director of Marketing

GOAL:
Optimized Inventory, Cut Costs, and Raise Profits

KEY SOLUTION BENEFIT:
Item-level Inventory

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PETROSOFT PRODUCT:
CStoreOffice®

About Handy Mart Stores

Handy Mart Stores operates 43 convenience stores in Eastern North Carolina, where they truly are "the local store" for much of the State. A division of large petroleum marketer E. J. Pope and Son, Inc., the company made a strategic move to expand their retail technology infrastructure in 2009 and 2010.

> *"The amount of knowledge and control we have gained over our inventory is just amazing. And CStoreOffice® is so well-suited to the C-Store environment that our IT people, accounting and store-level staff were all able to learn it and start using it quickly."*
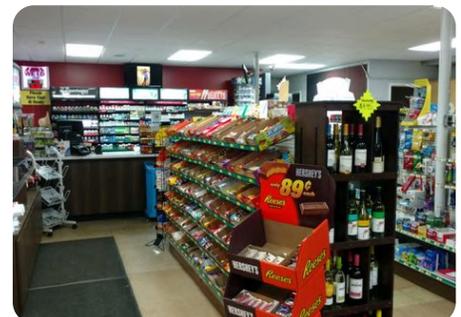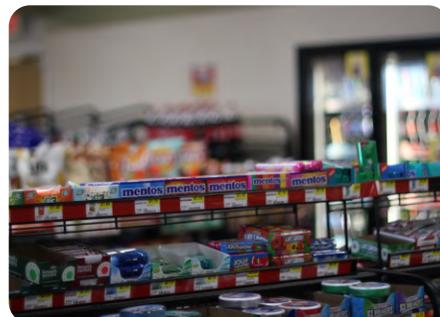
CStoreOffice®

CStoreOffice® delivers item level information that updates on every shift, so managers, purchasers and corporate staff always have detailed information on overstocked and understocked items. They can also see reports on fast moving, slow moving and dead items, too. In a very short time, managers learn to work with inventory to achieve optimum stocking levels to ensure fast moving items are in adequate supply and dead items are weeded out of inventory.

CStoreOffice® can also do automatic ordering, using the item-level information in the system to create orders for each supplier that are based on current actual inventory levels and historical item velocity.

Learn more about the benefits of C-StoreOffice and automation of c-store operations.

> *"CStoreOffice® makes it possible and practical for us to reach the goal of managing our inventory at item level. The managers can use it and they can get the work we want them to do completed in a reasonable amount of time."*

ABOUT PETROSOFT

Petrosoft's internet-based software provides innovative business solutions to the convenience stores, retail, and petroleum industries. Beginning in 2002, Petrosoft transformed the convenience store industry when its founder, Sergei Gorloff, a retail operator and engineer, introduced CStoreOffice®, its internet-based back-office software solution.

Today, the company designs, develops, and markets end-to-end retail technology, enabling a seamless connection between vendors, forecourt, point-of-sale, made-to-order, back-office, fuel management, network and financial systems. The company continually strives to find innovative ways to enable retail operators to better manage their forecourt, in-store and back-office operations.

The company supports its product line from its headquarters in Pittsburgh, PA. Learn more at www.petrosoftinc.com.