L-POS in the Supermarket

A supermarket is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore. The supermarket typically comprises meat, fresh produce, dairy, and baked goods departments along with shelf space reserved for canned and packaged goods as well as for various nonfood items such as household cleaners, pharmacy products, and pet supplies. The traditional suburban supermarket occupies a large amount of floor space, usually on a single level, and is situated near a residential area in order to be convenient to consumers. Its basic appeal is the availability of a broad selection of goods under a single roof at relatively low prices. Other advantages include ease of parking and, frequently, the convenience of shopping hours that extend far into the evening or even 24 hours a day. Supermarkets usually make massive outlays of newspaper and other advertising and often present elaborate in-store displays of products. The stores often are part of a corporate chain that owns or controls (sometimes by franchise) other supermarkets located nearby — even trans-border — thus increasing opportunities for economies of scale. In North America, supermarkets typically are supplied by the distribution centers of its parent company, such as Loblaw Companies in Canada, which operates thousands of supermarkets across the nation.

How can independents compete?

What can an independent store owner do to compete with corporations that operate thousands of locations? The buying power of the conglomerates cannot be matched by an independent operator. Independents will have trouble attracting career-minded managers and other key employees. But there are some battles you can wage.

- **Specialize.** Large corporations have a hard time offering the levels of specialization smaller companies can offer. Whether you specialize in mid-Eastern foods, in a larger organic section, or in a wider variety of produce doesn't matter. But specialization is differentiation. And that means you have something they don't have.
- **Promote.** Promotions are costly. But when done right they attract customers that may have never visited your store. And getting the customers in the door is the first step on the way to success.
- **Service.** Everybody offers service. Big companies and small companies. You need to take service to the level only *your* business can offer.

What about health?

Consumers are more health-conscious today than ever before. Have you taken time to think about how this can help you grow your business?

- Have you thought about hiring, even part time, a qualified dietician who can offer advice or respond to your customers' questions?
- Do you provide recipes that promote the use of lesser known vegetables or other ingredients that are important parts of a healthy diet?
- Are you offering "local" products? Consumers are right to want to buy locally grown perishables that haven't traveled for days before hitting your display areas.
- How about organizing field trips to your store for children from nearby schools? They are at the ripe age to learn about healthy eating and have a great influence on parents' spending.

The business environment

Independent operators have a lot to think of to compete with regional or national chains. The industry is dominated by large chains with tremendous buying power. Operating your own independent business requires efficient management and strict controls. Since you're shopping for a POS system, do you want a system that:

- Will monitor your stock levels and help you have products available when needed?
- Will track suspicious activity by operator so that you can reduce cashier dishonesty?
- Will provide detailed reporting to help with product selection so the right products are on your shelves?

Regulations?

Almost all systems will compute taxes, weigh properly and display accurate receipt information. But what about controlling items by restriction? Does your system help with region specific regulations like age and time restrictions? Are you looking for a system that:

- Allows you to define minimum operator age to restrict product sale by under-age cashiers?
- Allows you to define minimum customer age to restrict product sale to under-age customers?
- Allows you to define restrictions by day of week and time of day to restrict product sale during certain periods?

You're worried about security

So are we. Shrinkage is the greatest source of loss in any retail operation. Will your POS system help reduce shrinkage by:

- Controlling customer theft through effective interfaces to DVR security systems that provide on-line data capture and that record everything you need to prosecute?
- Control direct store delivery and reduce supplier billing errors?
- Providing on-line monitoring and reporting on suspicious transactions to reduce cashier dishonesty?

Managing multiple locations

Trying to operate one location can be hazardous to your health. Imagine trying to run several? Or fifty? The challenges multiply as you continue to add locations. Operating more than one store will require a system that features:

- Centralized data entry to reduce errors and efforts
- Up to date and centralized reporting information to assure that margins are being maintained
- On-demand remote site connection to allow on-the-fly price updates in competitive environments

Contact us

Call us for the name of a reseller in your area. Our resellers will offer great advice on how **L-POS** can help run your grocery store or supermarket more efficiently. With thousands of businesses like yours using our product already we should be a great fit for your high volume operation. We have a mission-critical no down-time system that will speed things up and give you the information you need to make smart retail decisions.

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From people who understand POS