

CASE STUDY

Customized Distribution Program

A northeast grocery retailer with over 400 stores spread over six states needed an efficient way to distribute POS sign hardware to its stores. The grocer's method of purchasing bulk supplies and distributing to stores proved to be inefficient and wasteful as not all stores needed new hardware, and supplies were often misplaced at the stores. Additionally, no single vendor carried all of the 20 different sign holder styles stores required. Purchases from multiple vendors proved time consuming.

The Challenge

To design and implement an efficient, cost-effective custom "store level" ordering system.

The Solution

Elite Display streamlined the retailer's procedure and empowered store managers with an easy email, fax or web ordering process. When a need arises, managers can order the appropriate pieces. And because *Elite Display* stocks ALL the hardware needed by the stores, orders are shipped quickly.

The Result

Attractive signage informs encourages shoppers. Cash flow is improved because orders are billed only as items are shipped to stores and waste is greatly reduced. Corporate personnel save a lot of time by not having to field phone calls from stores, manage vendor orders and oversee distribution.

Contact us to learn how easy it is to get your customized supply program started!



ELITE DISPLAY PRODUCTS

38 South 21st Street, Kenilworth NJ 07033 • 908.418.8659 • fax 908.272.7934
info@EliteDisplayUSA.com • www.EliteDisplayUSA.com