



Case Studies in Success

Customer: Independent Grocery Store

Location: Georgia

Presenting Problem

Company had broken even for past several years. Super Wal-Mart was opening nearby and Owner was concerned as to whether or not the Company could survive.

Solutions

Increased profits by \$300,000 in the first year. Achieved this result through various processes including but not limited to:

- Implemented compensation plan to incent cashiers to up sell at the checkout counter. Increased average sale by over \$1 per transaction.
- Increased gross margin by correctly analyzing and implementing optimum product mix.
- Created template of a “Raving Fan” by interviewing hundreds of customers and determining what would constitute their optimum shopping experience and finding out what was really important to them.
- Created open to buy for grocery products thereby reducing markdowns caused by overbuying. Increased gross margin by 2.5%.
- Created first ever operating budget for Company and integrated it with a MOSAIC based pay for performance plan designed to drive profitability throughout the Company.
- Created Compensation plan for General Manager designed to create rewards for attaining profitability goals.

Call today for a free, confidential analysis of your situation.

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