

CUSTOMER SUCCESS STORY

Parkway Garden Centre – Ontario, Canada

POS X
a **CUSTOM** company



parkway

BACKGROUND

The Parkway Garden Centre, founded in 1969, is a family-owned business in Ontario, Canada. It offers more than 100,000 square feet of perennials, annuals, trees, and tropical plants as well as gardening supplies and professional landscaping services.

THE CHALLENGE

Sales were flourishing at the Parkway Garden Centre, but the company lacked tools to efficiently manage the business. Most importantly, the garden center was using old cash registers that lacked the ability to track inventory.

“Inventory control was a completely manual process that was only done once per year,” says Nicolai Jacobsen, POS and project manager at Parkway Garden Centre. “We were operating with blindfolds with very little visibility into our inventory, and it resulted in a shortage of popular items and spoilage of unsold plants.”

In order to continue to grow and be profitable, it was critical to invest in a POS system that improved inventory visibility and enabled tracking of sales and customer data. Integration with the garden center’s online store was another requirement.

Since the checkout area is located inside the greenhouse, it was crucial that the POS hardware was able to handle exposure to moisture, heat, dust and water. Another important consideration was the display’s readability in bright sunlight.

AT A GLANCE

INDUSTRY

Garden Center, Plant Nursery

CUSTOMER

Parkway Garden Centre (Canada)

PARTNER

ACCEO Smart Vendor

SOLUTION

Acceo Smart Vendor POS software running on the POS-X powerful and durable (IP54-rated) terminal with fanless design

- EVO TP6 POS terminal
- 15-inch display
- 8.4-inch customer display
- Bluetooth bar code scanner

BENEFITS

- Real-time inventory visibility
- Reduced cost for product spoilage
- Fewer out-of-stock situations
- Improved profit margins
- Integration with Shopify
- Improved customer data
- Easy handling of discounts and promotions



➔ Visit www.POS-X.com for more information.

THE SOLUTION

Parkway Garden Centre worked with ACCEO Smart Vendor, a Canadian-based point-of-sale company that offers a turnkey POS solution for the special needs of garden centers and plant nurseries.

The Acceo Smart Vendor POS software provided features such as secure payment, real-time inventory tracking, discounts and promotions, customer database, loyalty and gift card programs, and the ability to track returns and issue store credit. In addition, it offered integration with Parkway Garden Centre's online store, running on the Shopify e-commerce platform.

Acceo Smart Vendor POS software was paired with POS-X EVO TP6, which is a powerful all-in-one POS terminal with a 15-inch display and a 8.4-inch customer display. The solid-state, fanless design protects the terminal against dust and water. The high brightness of the displays provides great visibility even on the sunniest days. Parkway Garden Centre operates up to seven checkout stations during the peak season and has the ability to add two extra stations.

At checkout, plants and garden supplies are scanned with the ION Bluetooth 2D scanner, which has a range of up to 300 feet and makes it easy to scan items without taking them off the cart. The POS solution also includes a heavy-duty cash drawer and a receipt printer.

THE BENEFITS

The Acceo Smart Vendor POS has significantly impacted how the Parkway Garden Centre operates, resulting in improvements of the profitability and efficiency.

"We can now easily look up how many items we have in stock without running across the greenhouse or outside to look, and customers spend less time waiting," says Nicolai. "Because our business is highly seasonal, it is extremely important that we have enough plants to sell and that we don't end up with large volumes of unsold plants at the end of the season."

All items have a bar code label, meaning that the inventory is automatically updated as items are scanned at the checkout. The Acceo Smart Vendor system can generate low-stock alerts and prompt reordering to ensure sufficient inventory. In addition, the system can generate sales reports with profit margin per product and reports of slow-moving items, enabling the garden center to offer extra discounts to move more inventory. The ability to tap into historic data is also a smart way to plan future purchases and staffing of different events.

"Another benefit of the Acceo Smart Vendor system is that it keeps track of different pricing levels for different types of customers, e.g., professional landscapers and hobby gardeners, making things run smoother at the checkout," explains Nicolai. "The new loyalty and points programs allow us to reward loyalty and keep track of our largest customers."

"During the peak season, lines at the checkout can get long and it is absolutely critical that the POS system is reliable and easy to use," continues Nicolai. "We have felt very comfortable with Acceo Smart Vendor and POS-X, and the few times we had a problem, they have always had our back and resolved the issues very quickly."

acceo smart vendor

ACCEO Smart Vendor is your one-stop shop for complete Retail Management and POS systems, including: software, hardware, training, installation, and support. The ACCEO Smart Vendor team provides Canadian and U.S.-based small and medium retailers with the best in easy-to-use, reliable, feature-rich, and cost-effective point-of-sale software and hardware.

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