

Case Study – Johns of Instow, Convenience Store

Convenience Store Achieves 2% on Margin and Increases Business Productivity!

Running a busy convenience store is challenging - customers expect a wide, well stocked product range, competitive prices and fast service.

When Johns of Instow installed Kudos, they expected it to help them manage the business from the point of view of stock and sales more effectively. It's done that – and also produced a more impressive direct benefit - a 2% increase in margin.



“We buy more effectively and Kudos helps ensure that we always have the right stock on the shelves,” Anthony Johns explains, “in retail conveniencing, the focus is on additional sales – a customer comes in for milk and buys 5 other products as well. If you haven’t got the core item, often you’ve lost the entire sale”.

Multi-buy offers and promotions are at the heart of Johns’ strategy here, and Kudos has met their requirements effectively. With a high customer throughput, Johns’ have used Kudos’ programmable touch screens to speed service and categorise their products for more effective reporting.

The recent implementation of Chip & Pin cuts back office till reconciliations and simplifies Cash backs for improved customer service, a big saving with a high throughput business.

The results: happy customers, more bottom line profits and an effective system to run his business.



Kudos Software Ltd
Cliff House, Cliff Road, Salcombe,
Devon, TQ8 8JQ
Tel: +44 (0) 1548 843586
Fax +44 (0) 1548 843503
sales@kudos-software.co.uk
www.kudos-software.co.uk