

STRONG'S MARKET

After working for Payless Supermarkets for 18 years, Merle Strong decided it was time to step out on his own by opening the first of what would become a three store group of stores. When Casey Fitzgerald married Merle's daughter, the next generation of Strong's Market began. Casey started his grocery career 16 years ago and hasn't had time to look back. In September of 2007, Casey installed a three lane Toshiba 1595 scanning system with the Toshiba Symphony back office system. Since then, his margins have improved dramatically and he continues to automate with integrated credit card



Strong's Market owner, Casey Fitzgerald comments "Having been in business for 16 years, I can't recall any investment that ever paid for itself in less than two years time"



Casey had experience with the Toshiba quality by virtue of three TEC meat scales which now produce labels that are accurately scanned at the front end of the store.



"Another savings has been a two hour per week labor savings in stocking the shelves since we no longer price mark the items" and —Speaking of accuracy, I should also note that the speed of ringing up the items within the transaction has jumped markedly since reading blurred labels or stopping the line for a price check have been virtually eliminated —



The software is very user friendly and allows me to design and maintain "batches" of like priced items like cigarettes as well as prepare the weekly ad price changes well ahead of the actual effective date. The batches are date and time sensitive so I can be on vacation and know that the correct prices will change automatically. I probably have 50 price batches already created to handle almost any circumstance easily.

JUST A QUICK FINAL NOTE ABOUT CRS SUPPORT — IT HAS BEEN OUTSTANDING AND PROFESSIONAL. WHILE MY SYSTEM MAY NOT HAVE ALL THE "BELLS AND WHISTLES" OF OTHER SYSTEMS, IT ALSO IS "SUBSTANTIALLY" LESS MONEY. MY ONLY REAL REGRET IS THAT I DIDN'T MAKE THIS MOVE SOONER. THE COMBINATION OF CRS AND TOSHIBA SYMPHONY HAS BEEN A GREAT EXPERIENCE FOR ME.