



Customer Snapshot: **THE BARGAIN! SHOP**[®]

quality products. lowest prices. guaranteed.

Customer Profile

The Bargain! Shop (TB!S) is a rapidly expanding, Canadian-owned retail chain with over 180 stores, located mainly in smaller communities and neighborhoods across the country. A rapid expansion resulting from the acquisition of leases from the former SAAN store chain will leave TB!S with 250 stores by the end of the year.

TB!S carries a wide range of brand-name quality products for your home and your family... electronics, housewares, gift items, home textiles, food and snacks, health and beauty, cleaning items as well as clothing and footwear for the whole family. Plus they offer a great selection of seasonal products, stationery, greeting cards, toys... and more!

Their pricing policy is simple: they guarantee the lowest prices, everyday. And they back that with their lowest price guarantee, to give you the assurance that you won't pay less anywhere else.

Situation: Improving the effectiveness and efficiency of inventory management

In 1999, Venator formerly, F.W. Woolworth and Co. sold the then 85 store chain suffering from, among other things, limited technology and low employee morale - to a group of investors through a leveraged buyout. With the majority of the store inventory changing weekly TB!S needed stock visibility at the store level to allow them to make faster and more informed buying decisions to meet their customer needs. The reorganization that followed the buyout included investment in state of the art technology.

Solution: Real-time access to information and inventory

Working closely with TB!S, qdata created and implemented a plan that could be easily replicated and deployed across all stores "The Invisible Install."

Step 1: Installed and configured wireless infrastructure in all stores across Canada using Symbol AP 5131 access points.

Step 2: Staged, tested and deployed over 250 Motorola MC3090 series mobile terminals with software and Zebra QL320 wireless printers to over 180 stores.

Step 3: Deployed an ongoing support and service plan. Which included rolling out a hardware training plan for TB!S technical support team. qdata provides ongoing technical support for TB!S utilizing a hot spare pool that ensures that when a unit is experiencing a problem, a new unit is staged and sent out based on the store number. The defective unit is returned back to qdata, tested, repaired and placed back in the spare pool.

Results: Accuracy, overall efficiency, reduced operating costs and enhanced productivity

As a direct result of installing qdata's "Invisible Install" TB!S has improved the accuracy of its inventory management and reduced its operating costs. The wireless stock count and verification system makes it possible to conduct stock count anywhere in the store using Motorola wireless access points.

The use of wireless MC3090 mobile computers improved productivity, as employees no longer needed to return to a central point to perform markdowns. They are now able to scan and verify pricing in real-time instead of referring to mark down sheets.

Zebra's QL320 mobile printer enables employees to be more efficient, they can now print "error free" labels right in the aisle instead of printing labels from a fixed printing station.

Operating costs have been reduced dramatically as the entire workforce no longer needs to be involved in the inventory management process and it takes a fraction of the time, saving time and thousands of dollars per year. Accurate visibility of the available stock has improved significantly. Managers are now able to plan more effectively, keep stock levels at the right levels, use real-time tools and allocate staff resources more appropriately, providing a better overall customer experience for TB!S customers.

TB!S recently acquired 70+ leases from the SAAN store chain and will be opening them as new Bargain! Shop stores by the end of the year. Based on qdata's proven results with TB!S we will be procuring, staging and sending out hardware in various stages to these new stores.

Customer Satisfaction

"qdata really picked up quickly on our needs and understood from the get-go how technology could improve our inventory process. They are continually responsive, accessible and able to facilitate the logistics of getting, servicing and supporting the equipment we need, when we need it."

- Clinton L. Wolff, CA - Vice President and CFO, The Bargain! Shop

Products / Solutions

- Motorola/Symbol AP 5131 Wireless Access Points
- Motorola MC3090 handhelds



- Zebra QL320 printer



Partners



Benefits

- Improved information accuracy
- Reduced operating costs
- Enhanced productivity and availability
- Better customer experience
- Minimized time and costs associated with inventory management
- Increased efficiency