



Grangetto's Farm and Garden Supply

Company Facts

- Headquarters: Escondido, California
- Industry: Farm and Garden
- Number of Stores: 4
- Employees: 63
- Solution: Epicor Eagle



Grangetto's Farm and Garden Supply Increases Efficiency and Profits with Epicor Eagle

Agricultural businesses and homeowners in northern San Diego County have enjoyed doing business with the Grangetto family business since the 1950s. The business has prospered growing to four locations with annual revenues of more than \$15 million. In 2005 Grangetto's upgraded from its previous business management solution to Eagle so it could improve efficiency and profitability. Grangetto's benefits accrue in the form of improved inventory management, faster point of sale, proactive decision making and the ability to manage the business with current, accurate information.

Growing Business Outgrew its Business Management System

For more than 50 years Grangetto's Farm and Garden Supply has been serving northern San Diego County growers and gardeners with products and expertise. From his life-long experience in avocado orchards, owner Kevin Grangetto brings first-hand knowledge and passion to the business. In four locations throughout the region, Grangetto's has increased revenue 10% annually and plans to continue that growth well into the future.

Grangetto's previous UNIX®-based business management system served it well for more than a decade. However, changes to the system and reports required custom programming, and some tasks were simply too manual to operate effectively at today's speed of business. For nearly two years, Grangetto's management team evaluated replacement solutions and ultimately selected Eagle.

"We wanted an off-the-shelf solution, but some of our business needs, like applying the State of California sales tax rules, required customization," explains owner Kevin Grangetto. "Eagle is an open, flexible system that was easily customized to meet our unique business needs. Epicor understands the Farm and Agribusiness market and that understanding shows in their solution."

"Epicor is an investment in our future that will help us grow our business. Eagle gives us capabilities we never dreamed of on our old system."

Kevin Grangetto, Owner and President |
Grangetto's Farm and Garden

Intuitive Point of Sale Delivers Results

After brief training sessions, cashiers are quickly proficient at Eagle point of sale. Its intuitive interface makes it easy to learn and remember. They appreciate being able to access inventory information directly from their screen, without switching to another application. They can quickly answer questions and improve customer service. Quick Find grids that list hard-to-scan merchandise and small items speeds the check-out process.

"One of our favorite Eagle Point of Sale features is the ability to conduct transactions offline," says Gennie Deluca, IT manager, Grangetto's. "When we have a problem like a power outage, we work offline and don't lose any transactions. In our old system, we'd have to look prices up in books and manually write orders. With Eagle, it's 'business as usual'."

Increasing Profitability with Inventory Management

An exciting change Grangetto's was eliminating the annual physical inventory. With cycle counting, approximately 26 items are counted each day. Each A item is counted six times per year and each B item four times. "Not only do we get to keep the store open, we also have more accurate inventory throughout the whole year," asserts Kevin. "And by having a better sense of our inventory, we can make decisions a lot quicker than we have in the past."

By better understanding inventory levels and turns by store, Grangetto's purchasing manager can purchase less inventory of slow-moving items and larger quantities of fast sellers. "It was always a goal of mine to better manage inventory by shifting items from one store to another, slow-movers in one store may be selling well in another. With Eagle, it's easy to see those patterns and move inventory from store to store to increase," says Kevin.

A combination of sales and inventory reports helps Grangetto's take advantage of vendor seasonal promotions and pre-buys. "Vendors typically push their special promotions and quantity discounts, but

without accurate information, it's hard to know whether they are worth it," explains Kevin. "Today with Eagle, it's easy for me to see and forecast whether we'll be ahead by taking advantage of a vendor's offer."

Managing Overall Business Performance

Grangetto's management team relies on Epicor Business Advisor to provide timely and accurate views of the business. At a glance, they see real-time inventory levels, profitability, and sales performance. Using that information, Grangetto's proactively makes decisions to improve profitability on increase sales. The sales team manages performance to their monthly sales goal by looking at a daily sales report. No guesswork involved, Grangetto's knows where it stands.

"I think Business Advisor alone is a reason to use Eagle. We use it many times each day to quickly understand one segment of the business, or see how the overall business is doing. Now that we have year's worth of transactions on the system, the year-to-year comparisons are particularly helpful," notes Kevin. "Going through sales and expense information at our weekly staff meetings gives us the chance to really understand where we are today and how to best plan for the future."

About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit www.epicor.com.



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