



TOUCAN MARKET Customer Solution Case Study



Overview

Store: Toucan Market

Website: www.toucanmarket.com

Retail Market: Health and Specialty Food

Customer Profile

Toucan Market is a busy specialty food store selling national brand names, organic products and gourmet items. Eighty percent of their products are unique: they cannot be purchased anywhere else in town.

Business Situation

The growing store includes a dynamic product line, increasing customer base, and an ever changing group of staff. A reliable and flexible solution was needed to grow with the company.

Solution

Owners chose Auto~Star's Star~Plus point of sale and retail management solution from certified Auto~Star reseller, Chicago Cash Register.



Toucan Market, a specialty food store located in New Mexico, opened in June 2005. With 15,000 square feet of national brand names, organic products and gourmet items, the rapidly growing store averages 400 transactions per day. To stay ahead of the big name competition, Toucan Market sets themselves apart by stocking unique products that cannot be purchased elsewhere in their town of Las Cruces. Managers are continually researching and sampling new products and take hundreds of special orders every week; resulting in a product mix that changes frequently.

To accurately and efficiently add and change their dynamic product line, to serve customers quickly in their growing business, and to teach a fluid staff base, owners chose the Star~Plus solution through certified Auto~Star reseller, Chicago Cash Register.

Star~Plus provided Toucan Market a reliable solution that not only gave peace of mind, but also helped manage their unique product line and growing customer base. "Reliability was our number one concern. We transmit all transactions over the Internet so the software had to be reliable," said Toucan owner, Richard Cole. "Phone support, problem solving and product development are essential to us. The quick response we receive when a cash lane goes down is crucial."

Star~Plus will continue to assist in Toucan Market's success in years to come. The program's flexibility and ease of use allows the store to continue to offer unique products without the hassle. "Entering new products and cost updates is easy and fast with Star~Plus." In addition, with an ever changing staff base, intuitive programs are critical to get new employees up and running fast. "With employee turn-over, continued training is very important; we lose knowledge every time a user leaves," said Cole.

Owner, Richard Cole, recommends Star~Plus to other health food retailers: "Star~Plus has all the features we need at an affordable cost."

Star~Plus

Auto~Star's Star~Plus solution is designed to assist businesses in achieving efficiency and effectiveness in the health food market. For more information, please visit <http://www.auto-star.com/products-star-plus.htm>.