

CASE STUDY

“It is very simple and it’s a lot better than paper labels. It looks a lot cleaner on the shelf. It’s just an excellent product!”



The Business

Iqbal Halal Foods has been around for over 30 years, when Iqbal Malek saw an opportunity to provide the Muslim community in Toronto with Halal-certified groceries, poultry, and meat in the '80s. Decades later, the retailer is a renowned establishment with more than 200 employees and two supermarkets: the main one in Thorncliffe and another one in Mississauga.

The Solution



Because they buy from foreign markets and have to adapt to currency variations, Iqbal Halal Foods can have almost daily price updates. The updating process before Digital Smart Labels would take up to three people and involved printing out each individual label and manually changing them at the shelves.

According to Yusuf, one of the managers at Iqbal, Danavation®'s system made everything look a lot easier. "When we're changing prices upstairs we wouldn't have to then print a label, run downstairs, fix it on the shelf, and then come back up. This system is ideal".

The Results

The Digital Smart Labels system helps to streamline a variety of different workflows: from on-shelf price displays, to inventory control, and product ordering. Danavation®'s system optimized store efficiency, increased time savings, and also enhanced organization and control.

As Yusuf stated, "With the paper labels and whatnot, they would go missing and then we wouldn't know, for instance, what product to stock. It's helped us with ordering, it's helped us with just basic things like saving time".

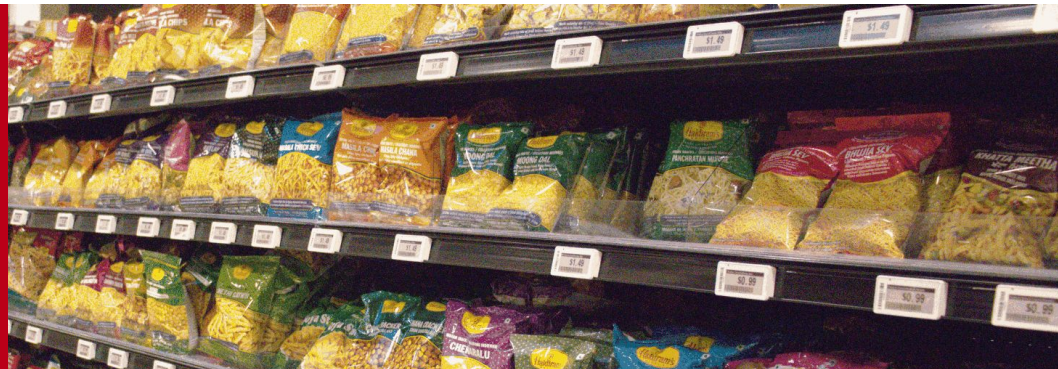
With Digital Smart Labels, sales and promotions can be launched in seconds. With a fully customizable 4-colour display, customers can easily identify featured products, further enhancing the customer experience.

Ordering

The Digital Smart Labels also play an important role with ordering and store organization. Before this system was implemented, the stock personnel at Iqbal had to walk the aisles and note down what was empty on shelves, so they knew when to order new items.

Key benefits

- Helped with store organization
- Improved store efficiency
- Time savings
- Labor cost savings
- Workforce optimization
- Danavation®'s fast response



Another problem was that, if a certain item was out of stock, the labels were removed and they didn't know what products were on the shelves before - so when it was time for replenishment, they had to reorganize the whole planogram. Because the Digital Smart Labels do not need to be removed, they can now replenish the shelves without major issues. Not to mention that it simplifies the tasks of managing inventory and forecasting orders.

Time savings

By implementing our technology, Iqbal was able to save at least three dedicated payroll people. There used to be one person dedicated to each batch of aisles, whereas now they only need one person for the entire store.

Overall satisfaction

When asked about what they like the best about our system, Yusuf highlights how simple it is to operate. "I don't know anything about IT but these have been so easy to implement - It's not complicated at all!

If you need to change something, you just change it on the spot". Iqbal Halal Foods has pricing changes once a day and all they have to do is to upload the price file and everything is already done.

"You really don't need an IT person. I didn't know anything about anything. But they came in, they installed it, if there's any issues it comes to me and I directly fix it in 2 minutes".

Iqbal's customers are pleased with the system, because it looks nice, neat, and tidy.

The staff is really happy with the result and they were able to assign other activities to the team, optimizing the workforce.

Recommendations

"Yes, you should definitely look into it. Because, honestly, it saves a lot of time, there's a lot of capability. It is very simple and it's a lot better than paper labels. It looks a lot cleaner on the shelf. It's just an excellent product".