

# CLARK'S PUMP N SHOP

Ashland, KY



Clark's Pump N Shop started using CMI's software as their inventory and accounting package in 1997. In the beginning, they had 10 stores and, seemingly overnight, they grew by 20 more. They began the conversion of their convenience stores from C-Store Books to PriceBook Manager last September. Clark's now operates 64 convenience stores and plans to have 52 of them scanning by July 2008. Brandy Clark, PriceBook Manager Director, shares her experience.

## Critical Issue

Clark's, already a successful CMI C-Store Books client, found themselves ready to take their c-stores to the next level after experiencing tremendous and rapid growth. Because they were not scanning in their stores, properly controlling inventory was difficult and profits lost to shrink were high.

*"Our company had already seen success with CMI's C-Store Books. We looked forward to the results that PriceBook Manager would bring us and how it could continue to improve our decision making," stated Clark.*

## CMI's Solution

Converting to PriceBook Manager and implementing scanning was the first thing Clark's did to resolve their growing and inventory control pains. Because Clark's operates 64 convenience stores across three states, a gradual implementation was recommended.

*"The ability to convert one store at a time was a decision maker for us. It would have been impossible to travel across three states to convert all the stores at one time," admits Clark.*

## End Result

The store managers and office employees at Clark's found PriceBook Manager easy to learn and even easier to use on a daily basis. The company utilizes VeriFone Ruby, Sapphire, Topaz, and Dresser-Wayne Nucleus registers, in addition to RF scanners, all of which seamlessly interface to CMI's PriceBook Manager. Processes were streamlined and discrepancies were uncovered.

**“**It's amazing how having such control of your inventory can change a store and a company. We have noticed an average 2% increase on inside margin. **”**

Brandy Clark  
PriceBook Manager Director

*"When fighting the war on shrink, you definitely want CMI in your foxhole. Within the first three months of scanning, we uncovered some major theft. For example, an employee tried to blame the scanning software on the store's inventory shortages. We were able to prove (down to the item!) what had been falsely entered and knew exactly how many of the items in question she should have had in the store. In the end, the invoice had been doubled intentionally to collect cash for the money order used to pay the invoice at the store," said Clark.*

## In Practice

Favorite Feature: [Excel Addin](#)

"We use CMI's Excel Addin on a daily basis. The best way I can describe this application is, if our owner can dream up a report, I can build it and give it to him in a matter of a few minutes."

## Clark's Top Five "GO TO" Reports

- Top/Bottom Movement Report
- UPC Sales Analysis
- Weekly/Monthly Movement Report
- Item Department Analysis
- Inventory Analysis