

Lee's Centra Group is comprised of two Centra stores including an Applegreen forecourt and a Frank & Honest Cafe in Charleville, Co. Cork. Winner of the "Best Large Convenience Store in Ireland" Lee's offer a bakery, deli, and fresh food counter offering smart savings and great choice.

Brendan Lee, Managing Director



Case Study - Lee's Centra Group

Before using DigiTally

The team at Lee's Centra Group used Excel spreadsheets for counting both site's inventory and management reporting. The data was then manually input which was very time-consuming and prone to error. The process was very labour intensive and the management team had no control over pricing or actual food gross profit.

The deli gross profit margin result would be reported back 3 days later. Lee's found they were already half-way through the following week and any issues that were highlighted in relation to an under-performing margin was received too late.

"We have increased our Gross Profit margin by 3 - 4% in the first 5 months of using DigiTally"

The Results with DigiTally

Feedback from their store managers has been very positive with the main benefits as follows:



Complete control & accuracy on counting



Department results received & acted on quickly



Stocktaking labour hours have reduced significantly



Improved operational efficiency across all sites



Profit margins have increased dramatically



Better understanding of KPI's and Deli GP



"It is a no-brainer having DigiTally and we wouldn't be without it"
Brendan Lee, Managing Director

The Journey with DigiTally

A concern Lee's Centra Group had with data was that customer-facing store management was spending too much time updating information onto excel sheets and taking them away from the shop floor. In addition, managers had little control of data collection, accuracy, price changes, or actual gross margins being achieved which led to inconsistencies in the business.

Since installing DigiTally, Lee's Centra Group now has inventory results an hour after the stock count is complete. This allows them to communicate any issues to the team and start working on improvements immediately. Achieving a higher profit margin is now much more efficient and less time-consuming.

**Key
Metrics**

**Increase in gross profit
margin between 3-4%**

+

**Saved 5 labour
hours per week**

Completing the Journey with DigiTally

A key benefit of introducing DigiTally is the simplicity in using the software and now Lee's Centra Group can manage food waste more efficiently and identify any data-entry errors instantly. Since using DigiTally it has increased operational efficiency across both sites. This provides the team with more accurate, automated gross profit reports across all food departments.

With a central product file, the management team no longer worries about incorrect pricing being an issue and the deli manager feels much more in control of the department since using DigiTally. Team morale and effort to achieve gross profit have increased hugely and the deli team has a better understanding of KPI's and how their actions impact gross profit.

"Simplify your Stocktaking..."

