



CASE STUDY

City Market

*Empowering Community-Centric
Retail through Advanced
Technology Solutions*

CHALLENGE

Originally a buying club, City Market, Onion River Co-op, evolved into a full-scale retail operation, but with that growth came significant challenges. The store needed to manage a diverse product offering, balancing conventional and organic goods to meet the needs of its broad customer base. Additionally, coordinating with over 400 local vendors supplying more than 3,000 products required an efficient inventory and supplier management system. As a community-focused organization, City Market faced the challenge of integrating modern technology without losing its unique, people-first identity.

SOLUTION

To address these challenges, City Market partnered with Ravyx, utilizing LOC Software solutions, to implement a comprehensive retail management system. This partnership included:

- **Customized Software Integration:** LOC Software's adaptable platform allowed City Market to tailor the system to its unique hybrid co-op model, ensuring seamless operations across various departments.
- **Enhanced Vendor Coordination:** The system facilitated efficient management of the extensive local vendor network, improving inventory tracking, and supplier communications.
- **Improved Customer Experience:** Advanced point of sale and back-office functionalities enabled City Market to offer a more efficient and confident shopping experience to its customers.

ABOUT RAVYX

Since 1967, Ravyx, *formally known as STCR*, has provided exceptional service and expertise in retail control systems. We help grocers implement cutting-edge technology, addressing their unique challenges. With decades of experience serving grocers, specialty food stores, and co-ops, Ravyx delivers comprehensive solutions tailored to businesses of all sizes.

RESULTS

Ravyx's implementation of LOC Software's solutions yielded significant positive outcomes:

- **Operational Efficiency:** Streamlined processes led to more effective inventory management and reduced administrative overhead.
- **Vendor Relationships:** Improved coordination with local vendors enhanced product availability and diversity, strengthening community ties.
- **Customer Satisfaction:** Shoppers experienced a more reliable and enjoyable shopping environment, reinforcing City Market's reputation as a trusted community resource.

By embracing Ravyx's technology solutions, City Market successfully navigated its operational challenges, ensuring continued growth and community engagement.



AT A GLANCE

Company: City Market | Onion River Co-op

Industry: Cooperative Grocery Retail

Solution: LOC Software

City Market, Onion River Co-op, has been a cornerstone of the Burlington, Vermont community since 1973. Originally a buying club, the co-op evolved into a full-scale retail operation.