



SOLUTION PROFILE HEALTH FOOD



CounterPoint is a complete retail management solution that gives you power and control over every aspect of your health food store.

Whether you have one store or hundreds of stores, CounterPoint runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—it's all built into CounterPoint.

CounterPoint will meet your needs now and is flexible enough to grow with you into the future.



POINT OF SALE CHECKOUT

Fast, easy to use, and easy to learn. Includes optional touchscreen, fast (2-second!) credit card authorizations, bottle deposits, and offline checkout.

SCALES AND WEIGHTS

Supports scales at checkout – including random weight barcodes for pre-weighed items and tare weight handling.

INVENTORY CONTROL

Your inventory picture is “up-to-the-minute.” You’ll always know what’s in-stock, on-order, and in-transit. Define multiple price levels, substitute items, multiple barcodes, and alternate units.

CUSTOMER LOYALTY

Track retail and wholesale customers, and charge different prices and taxes for each. Set up A/R charge accounts. Know who your customers are and what they’re buying. Keep them coming back for more with frequent shopper programs, gift cards, gift certificates, contract pricing, and more.

AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO’s.

BARCODE LABELING

Print labels on-demand or with receivings.

REPORTING

Monitor trends with six-week sales analysis. Print activity reports for specified periods. Daily exception reports monitor your voids, price overrides, etc. Analyze item sales history and know what’s hot (and what’s not).

PRICING

Define multiple price levels, contract prices, employee and quantity discounts, markdowns, group pricing, and promotional pricing.

ECOMMERCE

Upload inventory, customers, and prices to your CPOne store and download customer orders into CounterPoint for fulfillment.

ACCOUNTING INTERFACE

Update financial statements and payables and exchange the data with accounting packages.



Success Story: Fountain of Vitality

Fountain of Vitality has been offering healthy food since 1974. Founders and partners, Joe Eorio and John Giuliano, operate four stores in New Jersey, the most recent one having opened in 1990. Joe and John's quest to provide their customers superior service and to maximize the efficiency of their operations brought them to CounterPoint.

Joe and John don't just sell fruits and grains. Their product selection includes groceries, fruits and vegetables, health and beauty aids, and vitamins and supplements. Carrying a diverse product selection is fundamental to their business, but merchandise planning and ordering for the four stores can be a challenge. The four stores typically carry 20,000 products supplied by more than 150 vendors.

Joe and John know that to keep their prices competitive, they need to buy the right products at the right prices from the right vendors. Before implementing CounterPoint, Joe and John had no point-of-sale system. John would spend 20 to 30 hours every month organizing, inputting, and analyzing supplier pricing information to plan orders. Retail Business Management Systems of East Rutherford, New Jersey, a local CounterPoint Business Partner, put together a system that really helped streamline operations. Vendor pricing is now brought directly into CounterPoint, and the system automatically creates recommended purchase orders for the suppliers who currently offer the lowest costs.

The stores use CounterPoint's Multi-Site capabilities so that each store can operate independently during the day, and then share its information with the others automatically, overnight. Current inventory and sales information is brought into the main store each night, so that all purchasing can be controlled and issued from a single location.

"CounterPoint has allowed me to gain control of all of my stores. I have instant access to vital information such as sales, prices, and vendors. And I am able to identify hot-sellers and use the auto-replenish feature to ensure optimum stock levels. Most importantly, the advanced ordering capabilities have made a once complex ordering process easy and efficient," explained Joe.

CounterPoint gives Fountain of Vitality the power of information, ease of use, and the strategies to utilize that information – the keys to a healthy business.

Selected Users

Advanced Nutrition
 Allergy Relief Store
 Bristol Bay Area Health
 Caribbean Healthways, Inc.
 Dean's Natural Food
 Eastern Health Systems
 Elizabeth Blackwell Center
 Fountain of Vitality
 Harmonia
 Health by Choice
 Health Food Center
 Health Nut Hut
 Healthquest
 Healthy Eden
 Homesteaders Health Food
 House of Health
 HSU
 International Self Heal
 Life Nutritionale's
 Living Tree Health Foods
 Mariposa Botanicals
 Metabolic Research Center
 Natural Provisions
 Nutricentro
 Roch's Fresh Foods
 Sunrise Health Foods
 Supplement Warehouse
 Systemic Formulas, Inc.
 Vim N Vigor
 Women's Health & Resource Center



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