



## Logan Trading Company

### Company Facts

- Location: Raleigh, North Carolina
- Industry: Lawn and garden
- Number of Employees: 50
- Web site: [www.loganrd.com](http://www.loganrd.com)

**"With so many customers in our loyalty card program, we have a better understanding of their buying patterns and can implement highly targeted promotions."**

Joshua Logan, Operations Manager | Logan Trading Company

Logan Trading Company (Logan's), a retail garden center in Raleigh, North Carolina, has been harnessing the power of the Epicor Eagle system since 2004. Automating their inventory management has allowed Logan's staff to be more efficient and accomplish tasks more quickly. Logan's has also successfully implemented a loyalty card program and has accumulated a sales information database with more than 7,000 customers. Logan's now better tailors their inventory to fit the needs of their customers, making them a favorite in the Raleigh, North Carolina area.

### **"One stop garden shop" Plants the seeds of growth with robust system**

Logan's is an urban garden center located in a revitalized 1940s-era train station. They provide everything a garden-lover would need to make their yard a paradise. Voted "Best in the Triangle" by Spectator Magazine, Logan's offers their customers exactly what they need—the freshest plants, rewards for buying at Logan's, and an efficient point of sale (POS) checkout experience—all by using the Eagle system.

Before Logan's chose Epicor Eagle, they were managing their inventory using paper and pencil, like many of their garden center peers. But what they needed was a robust technology solution to gain a larger competitive advantage. They needed a system capable of automating their business operations from point of sale and accounting to inventory and receiving. Most importantly, they wanted to be better equipped to deliver their most important value—"customer service first."

### **Business is blooming with real-time inventory management**

With over 22,000 SKUs, seasonal/perishable stock, and consumer trends to consider, accurately managing inventory on paper was nearly impossible. Having Epicor Eagle has enabled Logan's to get more accurate inventory data. "Eagle offers us a better

real-time view of our inventory. We can see more clearly where our margins are slipping or where we have shrinkage issues," explains Joshua Logan, operations manager. "It also gives our buyers the ability to check their work more easily and efficiently."

With a three and a half acre facility, keeping track of inventory requires vigilance on the part of Logan's staff members. They lean on Eagle to ensure the best selection of plants are available for their customers. "We're in the business of selling beauty. We need to keep the nicest, freshest plants we can have in our inventory," notes Joshua. Not only does Eagle make managing perishable inventory easier, it has increased the efficiency of the employees as well. "The buyers are able to keep track of a very large amount of inventory. They can accomplish their work much faster than with the older methods we were using," continues Joshua. "We're confident that as we progress and get more familiar with the system, we will be able to do everything we're doing now with even less labor hours."

### Logan's reward program garners additional sales

In June 2007, Logan's implemented a loyalty card program where customers could sign up to accrue points and redeem them each year for gift cards. The customer signs up at the register with a card that has a perforated information sheet on it. They fill in their information, which is later entered in the Eagle loyalty card program, and the card is immediately ready for use. With each checkout, customers use their card to earn points, and Eagle tracks their purchases. "The program is both a way to motivate customers to return to the store and a way for us to get some useful information on direct marketing to our customers," asserts Joshua.

E-mail marketing to Logan's loyalty program customers has been quite effective. "We have seen a tremendous response from direct marketing we've done via e-mail. After an e-mail campaign, specific calls to our store increase dramatically. We're seeing a 30% to 40% return on e-mails," explains Joshua.

The sales information collected from the loyalty program has also yielded impressive results. "Probably the most valuable component

of the loyalty program is the information that we've harvested from our customers," describes Joshua. "It's also been very insightful to see where our sales come from, especially the large percentage of sales from repeat customers. Then, even within the repeat customers, the program has revealed to us that a small percentage of customers are responsible for a great number of purchases."

Logan's increased the number of new customers added to its loyalty program from 7,000 to over 11,000 customers by the first anniversary of the program. "The business benefits of the program have been very worthwhile," says Joshua. "With so many customers in our loyalty card program, we have a better understanding of their buying patterns and can implement highly targeted promotions."

### Gaining business clarity

With Logan's loyalty program in full swing and their business processes streamlined, the company has been able to reap new levels of service, efficiency, and cost savings previously unattainable. "It's very worthwhile to transition from the old ways into an electronic point of sale and inventory system. The best benefit in working with Epicor is having a greater clarity about what's going on in our business," continues Joshua. "You think you know your business, but with Eagle information, you know so much more. Our business has grown since we implemented Eagle. We're confident that we will continue to grow. In the end, Eagle was the best solution for us."

### About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



### Contact us for more information on Epicor Products and Services

+1.888.463.4700 eagle@epicor.com www.epicor.com

#### Worldwide Headquarters

San Francisco Bay Area  
4120 Dublin Boulevard, Suite 300  
Dublin, CA 94568 USA  
Toll Free: +1.888.448.2636  
Direct: +1.925.361.9900  
Fax: +1.925.361.9999

#### Latin America and Caribbean

Blvd. Antonio L. Rodriguez #1882 Int. 104  
Plaza Central, Col. Santa María  
Monterrey, Nuevo Leon, CP 64650  
Mexico

#### Europe, Middle East and Africa

No. 1 The Arena  
Downshire Way  
Bracknell, Berkshire RG12 1PU  
United Kingdom

#### Asia

238A Thomson Road #23-06  
Novena Square Tower A  
Singapore 307684  
Singapore

#### Australia and New Zealand

Level 34  
101 Miller Street  
North Sydney NSW 2060  
Australia