

Celebrating 25 Years as a BWG Foods Retailer in 2021, Managing Director of **Byrnes Spar Tralee**, Louis Byrne currently has 2 Spar stores in Tralee, including a Top Oil service station with strong fresh food participation in addition to an Apache Pizza Franchise.

**Louis Byrne, Managing Director**



## Case Study - Byrnes Spar Tralee

### Before using DigiTally

Both Spar stores in Tralee always undertook weekly fresh food stocktakes, the reality was that it was a labour-intensive and time-consuming process using stock cards, excel sheets, waste sheets, baking sheets, and other various important bits of paper.

Both stores needed to replace pen and paper with easy to use software to get a stronger grip on their actual achieved margins across their deli and fresh food areas so they could maximise profitability.

**"Our fresh food team no longer "dread" stocktaking day and love the ease of use of the app."**

### The Results with DigiTally

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



**Easy to use App with informative online dashboards**



**Counting is paper free and more accurate**



**Ability to share actual results with the team quickly**



**Huge profit margin increase**



**Stocktaking labour hours have reduced significantly**



**Errors are easily identified & corrected**



**"I would highly recommend the DigiTally software to any retailer who is serious about improving the margins that are actually being achieved in their fresh food areas." Louis Byrne, Managing Director**

### **The Journey with DigiTally**

Byrnes Spar Tralee started using DigiTally in an effort to get a stronger grip on their actual achieved margins across their Deli and fresh food areas and complete a very quick and accurate count.

Since they started using DigiTally, they have reduced their stocktaking labour hours by almost 12 hours per site and have increased their fresh food profit margin by just over 2% already with incremental increases continuing most weeks.

**Key  
Metrics**

**Labour hours on  
stocktaking reduced  
by 12 hours per site**

**+**

**Fresh food profit  
margin increased  
by over 2%**

### **Completing the Journey with DigiTally**

A key benefit of Louis introducing DigiTally to his Spar stores was understanding actual achieved margins across the Deli and fresh food areas. Deli and fresh food staff now spend less time on paperwork and data entry (which was prone to error) and more time selling to customers.

They can share the results back to the team much quicker than previously which makes them more receptive to improving sales and margin each week while reducing waste. With seamless links to an online dashboard that quickly produces up to date answers to the important questions, sales and margin improve each week, maximising profitability. The transition to using DigiTally was helped hugely by the excellent support the team in their stores received.

*"Simplify your Stocktaking..."*

