



CASE STUDY

Rastelli Market Fresh

How a Leading Grocery Retailer Optimized Operations with a Seamless Technology Solution

CHALLENGE

As a full-service grocer, Rastelli Market Fresh needed a solution that could seamlessly integrate all facets of its operations—from point-of-sale (POS) to inventory management, pricing, and customer loyalty programs. The goal was to replace fragmented systems with a unified platform that would improve efficiency, reduce manual processes, and provide actionable insights for business growth.

SOLUTION

Rastelli Market Fresh partnered with STCR to deploy LOC Software’s industry-leading retail management system. STCR provided expertise and hands-on support to ensure a smooth transition and maximize the benefits of the new system. The solution included:

- **Integrated POS System:** A seamless checkout experience with advanced features, including digital payments and promotions.
- **Inventory and Supply Chain Management:** Real-time tracking and automated inventory updates, ensuring continuous product availability and reducing waste.
- **Customer Loyalty and Personalization:** Enhanced engagement through targeted promotions and rewards programs.
- **Data-Driven Decision Making:** Actionable insights powered by real-time data analytics to optimize store wide pricing, staffing, and merchandising.

ABOUT STCR

Since 1967, 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, STCR delivers comprehensive solutions tailored to businesses of all sizes.

RESULTS

Since implementing LOC Software with STCR’s expertise, Rastelli Market Fresh has achieved significant improvements in efficiency and customer satisfaction:

- **Increased Operational Efficiency:** Automating manual processes has reduced errors and improved workflow across departments.
- **Enhanced Customer Experience:** Faster checkouts, personalized promotions, and better-stocked shelves have led to higher customer satisfaction and retention.
- **Improved Inventory Control:** Real-time data allows for proactive inventory management, minimizing stockouts and overstock situations.
- **Data-Driven Growth:** Insights from the software enable better decision-making, helping Rastelli Market Fresh stay ahead of retail competitors.



AT A GLANCE

Company: Rastelli Market Fresh
Industry: Grocery Retail
Solution: LOC Software

Rastelli Market Fresh is a unique one-stop grocery store. Offering fresh products, made to order food and the best meat and seafood available.