

Digital Transformation of Flenjorfoods by ScanTranx

How Flenjorfoods Increase its sales by over 30% in just 6 months during the COVID-19 Pandemic.

The Client – Flenjorfoods

[Flenjorfoods](#) is a Nova Scotia (Canada) based specialty grocery store offering wide array of African foods in wholesale and retail. They also sell beauty products such as wig, weaves, and beautiful ready-to-wear African fabrics. As a fast-growing business, there is a need for Flenjorfoods to digitize its processes and expand its business online to increase sales, productivity as well as improve its customers' experience. This expansion would mean that Flenjorfoods require a more robust omnichannel Retail software suite that can drive business growth, such as a powerful cloud-based Inventory solution, eCommerce, payment services, Point of Sales (POS) software, Customer Loyalty solutions and a robust reporting tool that is affordable and flexible.

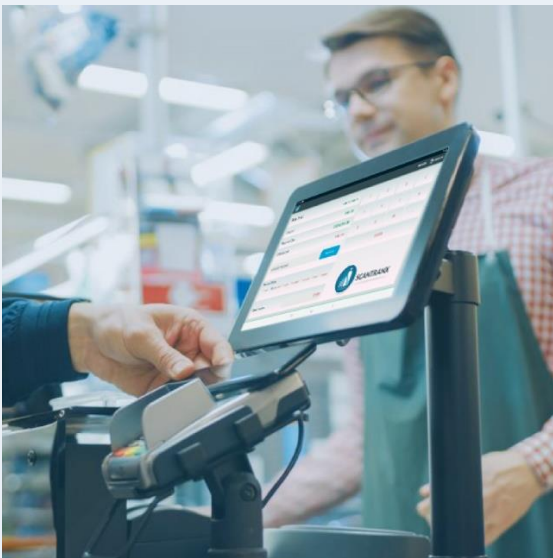


The Challenge – Reduce Manual Processes to Increase Sales & Productivity

Currently, Flenjorfoods is using an outdated software solution that is not robust and easy to use. One major challenge is difficulty of generating reports and analytics to measure business growth. Managing inventory is also complicated and difficult, as data is not centralized – Flenjorfoods operates two (2) locations (Halifax & Dartmouth) and a Warehouse with separate databases & software.

There is a lot of manual process involved in the current operational structure which leads to loss of sales and productivity. In response to the COVID-19 pandemic, Flenjorfoods need to setup eCommerce and digitize its process by adopting a modern cloud based omnichannel retail solution for managing inventory across multiple locations and eCommerce channel seamlessly.

The Solution – Deployment of Omnichannel Retail Software for Digital Transformation



Flenjorfoods engaged Scantrax for the deployment of Modern and Robust Retail Software solution. The scope of the project includes:

1. Development and deployment of an online (eCommerce) grocery store.
2. Deployment of a Modern Cloud-Based Inventory Management Software.
3. Creating a Customer Loyalty program to increase customer retention.
4. Supply and Installation of a Modern Point of Sales (POS) Software and Hardware components.
5. Provision of expert support and best practices required to achieve the Digital Transformation Process.

Why Flenjorfoods chose Scantranx solution?

Flenjorfoods had engaged in lots of research to discover what solutions are available in the market that would be a perfect fit for its digital transformation project. During the research, they came across Scantranx, and it seems like a perfect solution at a glance.

Scantranx is a perfect solution because of the great features it provides out of the box, robustness, affordability, ease of use and a well-integrated reporting and analytics tool. Flenjorfoods saw Scantranx as software solution that would supports its business growth initiative without any hassle.

The Results

The project had a great impact on the operations and services of Flenjorfoods, most manual processes were eliminated and digitally transformed.

Scantranx deployed modern omnichannel retail solutions and eCommerce to enhance Flenjorfood's services to it customers which in turn increased their sales, enhanced productivity and reduce operational costs.

Key results include:

- *Reduction/ Elimination of Manual processes.*
- *Increased Customer Retention.*
- *Increased Employee/Staff Productivity.*
- *Improved Customer Experience.*
- *Increased Sales by over 30% within 6months.*

“We needed a solution that could give us our key performance reports on a single dashboard and Scantranx was able to do that. The staff are quite knowledgeable, and the support is top-notch.”



Oladiwura Fakiyesi – CEO, Flenjorfoods (Canada).

Want to Transform your Retail Business to Increase Sales & Productivity?



Scantranx Technologies is an award-winning IT company with focus on Mobile Innovations, and customized software applications for the retail sector. We pride ourselves in bringing innovative solutions for better and more effective business process across domains.

Our platform helps retailers to increase sales, reduce operational costs and improve customer experience by adopting Omnichannel retail in a simple and effective model. For more information, please visit

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