

Petrol PLAZA

Case study from MICROS Systems UK Limited - Belle Vue Convenience Store



Belle Vue Convenience Store in Middlesbrough, UK, is owned and run by long standing and well known member of the community Bay Bashir. Mr Bashir set up the store 14 years ago and has developed it into a successful business and a respected independent community store. The Belle Vue store, one of three owned by Mr Bashir, is part of the Blakemore Wholesale Retail Club group of stores.

Although Belle Vue is a long established, well respected community store, Mr Bashir has faced increasing pressures from competitors moving to nearby locations. Multiples such as Tesco Express, takeaways, supermarkets and other independents have all moved to within the vicinity of his store, putting Belle Vue under increasing pressure.

Mr Bashir recognised that he needed to implement some changes within his store to provide customers with the service they desired and to retain clients who might be lured away by competitors. He called on the advice and support of Blakemore Wholesale who recommended the help of technology provider MICROS.

With the help of Blakemore Wholesale and MICROS, Mr Bashir implemented an EPoS system which he has now been using for the past seven months. He began to see results immediately, improving pricing, stock control, monitoring promotions and sales more effectively and improving interaction between staff and customers.

Mr Bashir commented, "The EPoS system has revolutionised my business. The accuracy it provides has enabled me to understand my business better, organising and planning more effectively. The EPoS has changed everything for me and my business and I feel confident that I can compete with the competition. The savings I make through the use of the EPoS far outweigh the cost of the overall service and I'm looking to implement EPoS systems in my two other stores."

To see Bay Bashir's MICROS system in action at Belle Vue Convenience Store, please

watch the case study video [here](#).

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