

CounterPoint Success Story

Fountain of Vitality

Fountain of Vitality has been offering healthy food since 1974. Founders and partners, Joe Eorio and John Giuliano, operate four stores in New Jersey, the most recent one having opened in 1990. Joe and John's quest to provide their customers superior service and to maximize the efficiency of their operations brought them to CounterPoint.

Joe and John don't just sell fruits and grains! Their product selection includes groceries, fruits and vegetables, health and beauty aids, and vitamins and supplements. Carrying a diverse product selection is fundamental to their business, but merchandise planning and ordering for the four stores can be a challenge. The four stores typically carry 20,000 products supplied by more than 150 vendors.



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Joe and John know that to keep their prices competitive, they need to buy the right products at the right prices from the right vendors. Before implementing CounterPoint, Joe and John had no point-of-sale system. John would spend 20 to 30 hours every month organizing, inputting, and analyzing supplier pricing information to plan orders. Retail Business Management Systems of East Rutherford, New Jersey, a Synchronics Authorized Dealer, put together a system that really helped streamline operations. Vendor pricing is now brought directly into CounterPoint, and the system automatically creates recommended purchase orders for the suppliers who currently offer the lowest costs.

The stores use CounterPoint's Multi-Site capabilities so that each store can operate independently during the day, and then share its information with the others automatically, overnight. Current inventory and sales information is brought into the main store each night, so that all purchasing can be controlled and issued from a single location.

"CounterPoint has allowed me to gain control of all of my stores. I have instant access to vital information such as sales, prices, and vendors. And I am able to identify hot-sellers and use the auto-replenish feature to ensure optimum stock levels. Most importantly, the advanced ordering capabilities have made a once complex ordering process easy and efficient," explained Joe.

CounterPoint gives Fountain of Vitality the power of information, ease of use, and the strategies to utilize that information—the keys to a healthy business.