



## ⚠ CHALLENGE

Located in Seymour, IN, The Fitted Foot was opened in 2006 by Dr. Walter Warren in conjunction with his podiatry practice. His clients come into his office for their appointments and leave through the retail store, driving business to the store and enabling his clients to purchase pedorthic solutions in the same convenient location.

The business has three components:

1. **Retail:** Anyone driving by can come buy a pair of shoes
2. **Medical:** Clients who are in need of pedorthic shoes can be treated and purchase shoes in the same place
3. **Factory Truck:** Fitted Foot employees drive a truck to factory sites to sell steel toed boots to workers

Due to these diverse business needs, The Fitted Foot required a retail software solution that would enable them to ring sales, generate purchase orders, and run reports within the same platform. This way, they could ensure that their data would be accurate and synchronized. In addition, the “factory truck” arm of the retail operation required the ability for store employees to update inventory data remotely when traveling to different factories.



*“They give us exactly what we need to do our ordering.”*

— Terry Nicholson, Manager, The Fitted Foot

## 🔧 SOLUTION

The Fitted Foot uses RICS to manage inventory, ring sales, and analyze data. The store manager, Terry Nicholson, regularly uses the POS Journal, POS Special Orders, and Salesperson Analysis reports to meet sales goals, organize order data, and manage six full-time and five part-time employees.

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Terry uses the reporting functionalities to check for steady sales and manage special orders in an organized way. The reports help her find any red flags and adjust her business strategy accordingly. When hiring new team members, Terri uses data from the Salesperson Analysis report to track sales goals for the first 90 days of employment. After that benchmark, she continues to collect and use the data for annual employee reviews.

Terry cites the RICS reporting features as crucial to operating The Fitted Foot effectively: “They [Grid Analysis and Sales Analysis reports] give us exactly what we need to do our ordering.” The team uses the data from these reports to make educated, data-driven decisions when planning ahead for demand. They compare the data to the same time frame during the previous year to guide future decision-making. Terry has evaluated other solutions, but has concluded that no other software can compete with the POS and reporting functionalities with RICS.

## RESULTS




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The Fitted Foot started using RICS 7.7 when the store opened for business in 2006, then upgraded to the latest version of RICS in 2010. Average growth per year has been steady at 10%. In 2013 the store doubled that average, with 20% growth.

By optimizing RICS and taking the time to learn how to use the system, Terry decreased the time it takes to complete purchasing from 2 or 3 days to ½ or 1 day. She recognizes the impact that this has had on The Fitted Foot’s business strategy, saying, “It’s made doing future orders so much nicer.” She also appreciates the way RICS enables her team to update inventory data off-site when they’re selling steel toe boots at factories: “It’s real-time so they just take their phones and sync everything immediately.”

The Fitted Foot is, however, experiencing one problem: they need a bigger store. Since the store keeps growing and expanding product offerings, the retail space doesn’t accommodate the variety of products they want to sell. As a solution, Dr. Warren will be opening another store in a nearby town, Columbus, within the next year. The store will utilize the same combined podiatry practice and retail store model, and Terry will split time between stores. Though opening a new store can be overwhelming, she’s confident that multi-store features in RICS like Balancing Transfers will make managing inventory in two locations a simple, straightforward process. “It’s very exciting.”

RICS offers a web-based, real-time solution that simplifies retail operations and provides the data retailers need to make profitable decisions.

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