



Farmahorro is a Venezuelan pharmacy chain with 110 stores across 43 cities. It has more than 1,500 store employees that serve more than 20 million customers per year. The company has its own catalog of products for baby care and hygiene, personal care and household. 100% Venezuelan, Farmahorro contributes to the Venezuelan family welfare.

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www.farmahorro.com.ve

Improving Customer Service and Store Efficiency

The Challenge

To build unifying business processes that facilitate the adoption of worldwide best practices in retailing, Farmahorro initiated the 'Proyeto Crescer' in 2011. The project focus was to streamline and standardize store business processes through implementation of Oracle Retail Stores technology integrated with legacy ERP, merchandising and warehouse processes and technology. The business now enjoys fast, trustworthy and reliable results.

The Solution

Proyeto Crescer leveraged several Oracle Retail technologies, including:

- > Oracle Retail Store Inventory Management
- > Oracle Retail Point of Service
- > Oracle Retail Back Office
- > Oracle Retail Central Office

The solution deployed on a branded user interface with immediate benefits. Store system operations were streamlined and experienced faster stock receiving, more accurate sales information was available by end of day, all resulting in improved corporate level information supporting improved decision making. The solution also features specifics of a drugstore retailer: item search by active drug, real-time integration with insurance companies and corporate sales.

Retail Consult engaged Farmahorro with deep retail skilled professionals who led the business through workshops, arriving at the optimal solution. Global leading practices, tempered with pragmatic guidance, characterized the workshops and the results. The applications were then configured to meet solution expectations and seamlessly integrated across the whole organization.

The Benefits

Essential business capability were achieved:

- › Integrated with Insurance companies, enhancing the customer sale experience by eliminating insurance claim filing
- › Enhanced governmental compliance by Integrating and Certifying with fiscal printers
- › Access to company wide nearrealtime sales, coupled with accurate and detailed stock visibility enabled proper planning and replenishment and consequently improved customer satisfaction

The Project

Accomplished through various techniques, throughout Proyecto Crescer's ten month window, Retail Consult focused on enabling both business and IT to become self-sufficient with the new technology and business processes. This project has enabled business growth through improved decision making for supply chain, faster procedures in backstore and decreased average sales time, thus Increasing customer satisfaction.

“ Retail Consult brought highly talented retail professionals that provided a surprising amount of leadership through what could have been a risky and complex endeavor. I was impressed with their professionalism, business acumen, and dedication to our success. I would most certainly retain Retail Consult again. ”

—Lando Reyes, CIO, **Farmahorro**

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