



# An-Jan Feed & Pet Supply

For 35 years, pet owners in the Santa Clara Valley have turned to An-Jan Feed & Pet Supply for all their animal companion's needs. With more than 7,100 square feet of retail space in their Main Super Store and another 27,000 square feet of warehouse space in the back, An-Jan provides food and supplies for a variety of animals ranging from dogs and cats to llama and emus.

With such a large volume of traffic and inventory, Vice President Laurie Allander knew An-Jan would need a point-of-sale system that did more than just ring up sales. After working with John Brook at Southland Associates, an Authorized Synchronics Dealer, Laurie decided that CounterPoint V7 was the right choice for An-Jan.

And she's shared that decision with others ever since.

"Over the years, I've recommended this system to everyone I know in the industry," Laurie says. "I've always enjoyed talking about the system and its great attributes. This software is very comprehensive and user friendly."

In addition to the wide number of attributes, CounterPoint's multi-site capabilities allow Laurie to keep an eye on inventory as well as selling patterns at all five locations. CounterPoint has also allowed Laurie to reduce the number of employees in the corporate office, further increasing the efficiency of her business.

"We use stock transfers, inventory the control, customer loyalty, purchasing, POS scanning, kits, bin locations, etc.," says Laurie. "I'll leave it up to your imagination as to what an asset these tools were in improving the profitability of our company!"

CounterPoint's customer loyalty tools and An-Jan's FBC (Frequent Buyer's Card) program have increased repeat business. After spending \$200 at An-Jan, customers are awarded \$10 on their next purchase, providing customers even more incentive to return to An-Jan for food and supplies for their four-legged friends.

With all its practical features and functions, there's no doubt in Laurie's mind that CounterPoint was the

right decision. Her customers love the speed in which they can get in and out of the store, her employees love its ease of use, and she loves the increased efficiency with which she can manage her inventory.

"CounterPoint is awesome," Laurie says. "The employees love the lookup function at POS that allows them to answer customer questions at the register or over the phone. Overall, it's difficult to articulate everything this system has done for this company!"



An-Jan's Frequent Buyer's Card works with CounterPoint's loyalty program to increase repeat business.

## companyoverview

**An-Jan Feed & Pet Supply**  
specialty: **animal food/supplies**

location: **San Jose, CA**

number of stores: **5**

year established: **1969**

using CounterPoint since: **1996**