



COMPANY:
COWTOWN

COUNTRY:
Canada

4 Megastores

INDUSTRY:
Retail, Fashion, Pet
and animal supplies

WEBSITE:
www.cowtownonline.com

From fragmented retail chain operations to complete process visibility

About COWTOWN



COWTOWN is a premier retailer specializing in pet supplies, western wear, and animal health products. With 4 megastores and an expansive 10,000-square-foot facility, COWTOWN offers a comprehensive selection of high-quality pet food, toys, and supplies. COWTOWN operates multiple locations across Western Canada, including Regina SK, Weyburn SK, Swift Current SK, Saskatoon SK, Moose Jaw SK, and Brandon MB, ensuring convenient access for customers throughout the region.

In addition to its pet and animal health offerings, COWTOWN serves as a flagship store for Wrangler, including high-fashion options for women. The chain also provides a wide variety of boots, shirts, Carhartt workwear, and traditional western wear.

COWTOWN boasts Saskatchewan's widest range of western saddles and tack, offering everything from small replacement saddle pins to complete saddles and all necessary accessories.

The Challenge

Following 2 failed implementations with other vendors, COWTOWN faced several challenges in managing their business operations across the different locations

Before implementing Priority's Retail Management Solution, manual processes were prevalent, leading to inefficiencies and errors. Tasks such as calculating and analysing data required significant time and effort, hindering the ability to make informed decisions quickly, and lack of inventory visibility across the locations. The lack of flexibility in their previous systems made it difficult to manage sales, generate customized reports, and provided limited visibility into their operations, from the point of sale to the back office.

The Solutions

COWTOWN turned to Priority to streamline its Retail operations and enhance its business processes across all locations. Priority provided a comprehensive and flexible solution, including, POS Software, a Head Office and Back-Office applications, and ERP that replaced legacy systems as well as the manual work with automated processes. The Omnichannel functionality offered by Priority ensured seamless integration from the Point of Sale to the Back Office, providing complete visibility into their operations across all store locations. The ability to manage a centralized catalog, and create customized reports and automated business rules allowed COWTOWN to tailor the system to their specific needs, making sales, operations, and reporting to the Head Office much more efficient.

“I love priority’s Omnichannel functionality from the point of sale to the back office. It’s totally visible. The flexibility that it has with the data and with the ability to create your own reports, makes it much easier for me to provide reporting to our head office.”

Greg Porth, COWTOWN's Finance manager

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Additionally, Priority's mobile capabilities enabled COWTOWN's staff to access the system remotely, ensuring full office functionality regardless of their location.



“Since moving to priority, we have been able to eliminate a lot of our manual processes. Things we once had to manually calculate and analyze have been replaced by the click of a button.”

Rebecca Lamontagne, COWTOWN's Operations manager

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The Result

- ▶ Since implementing Priority's Retail Management Solution, COWTOWN has experienced significant improvements in its day-to-day workflow.
- ▶ The system's flexibility and ease of use have exceeded their expectations, providing a much more efficient and effective way to manage their operations across store locations. Automated processes freed up time for more strategic activities. The centralized visibility and reporting capabilities have enhanced decision-making and provided valuable insights into their business.
- ▶ The successful implementation of Priority's solution has opened up new opportunities for COWTOWN, allowing them to explore innovative ways to enhance the customer experience and improve operational efficiency.

“I think priority is just going to open up a lot of doors for us in the future.”

Randy Lamontagne, general manager at COWTOWN

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See How Priority Retail works for you

Book a demo today ▶

