



PACIFIC PÊCHE

In-Store Promotions and Warehouse Operations Optimized with the WORKABOUT PRO

Pacific Pêche offers almost every piece of equipment a fishing enthusiast’s heart can desire: rods, reels and nets, baits and lures, navigation systems, clothing, boats, engines and all sorts of accessories. With 29 stores located throughout France and a thriving online and mail order business, the company sees annual revenues of 20 million Euros (US\$28 million).

The Challenge

The 2000-square-meter (more than 6,500-square-foot) logistics hub in Ingres receives goods from Northern and Eastern Europe, China, India, Taiwan and Korea, as well as domestic product from within France. Products arrive in parcels, pallets and containers. From the logistics center, product is shipped to the 29 retail outlets on an as-needed basis.

On the store shelves, competitive pricing is a priority. Point-of-sale displays are constantly changing to reflect new promotions and new products.

Speed is required at all levels of operation for Pacific Pêche, but communications need to be clear to keep things running smoothly at all times.

The Solution

In 2000, Pacific Pêche updated its IT system to centralize orders, inventory and sales in near-real-time for optimized workflow and financial management. In 2005, the company chose to equip its logistics center and retail outlets with the rugged WORKABOUT PRO handheld computers from Psion Teklogix.

The WORKABOUT PRO is used at the warehouse to scan incoming and outgoing shipments to confirm that they are complete and upload the information to the central server.

At the store, incoming shipments are scanned and the latest product and pricing information is contained right in the portable computer terminal.

The Benefits

In-store promotions and price changes reacting to competitive advertising can be done quickly and painlessly for increased productivity and faster response times to customer needs. Store employees can now scan an item on the shelf and create new point-of-sale pricing and product information labels. The WORKABOUT PRO even plugs into the printer—just pick the label size and go.

Best of all, the WORKABOUT PRO units—both in the warehouse and in the stores—interface with the central IT system to keep the shipping records and inventory up-to-date at all times. Communication is crystal clear and accurate. Productivity is optimized and errors are reduced.





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