

# BULL MOOSE

## Using software to stay ahead in a changing category



### SPECS

**CATEGORY:** Entertainment

**STORES:** 11

**OMNICHANNEL:** Webstore,  
3 Marketplaces (Amazon, eBay  
and Half.com)

**SKU COUNT:** 507,000

**OPENED:** 1989

**FieldStack™ powered since 2013**



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### CHALLENGE

Bull Moose is an entertainment retailer with 11 locations in New Hampshire and Maine that sell books, movies, video games, and music. A judgment-free zone, Bull Moose seeks to create a fun retail experience and values customers whether they buy a new product or a \$1 used VHS tape. With more than 500,000 unique items available, Bull Moose's greatest challenge is keeping track of inventory. Deciding what to keep in stock, how to price items, when and how much to reorder, and knowing what's available in different locations in real time requires sophisticated software. Though web giants like Amazon.com threaten to swallow up chains like Bull Moose, Bull Moose believes that customers prefer to make final purchases at brick-and-mortar stores. That means Bull Moose needs a webstore that can guarantee the items customers see in stock will be in the store when they arrive.

### SOLUTION

Bull Moose identified the need to apply the principles of lean retail to survive in a changing marketplace, and searched for end-to-end retail management software that would help them do so. The company sought software that could meet all of their unique inventory, catalog and service needs. They wanted inventory data between all their locations and their webstore easily visible so customers and staff always knew where to find the product they're looking for. Keeping prices consistent, streamlining special orders and inter-store transfers were top priorities. They found all of these traits in the FieldStack Lean Retail Engine™. Today, Bull Moose has implemented every facet of FieldStack's solution. "From reorders to POS to webstore to identifying tastemakers, Fieldstack saves us time and money in every aspect of management," said Bull Moose retail Director of Operations Chad Verrill.

### BENEFITS

Because of FieldStack, each Bull Moose store sees high single-digit growth each year, all in a category that is shifting dramatically. Instead of closing stores, they're adding square footage and have new locations underway. Some other FieldStack benefits include:

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### **Reorders**

Because FieldStack's algorithm creates purchase orders and reorders automatically, staff never need to spend time counting or thinking about what they need to reorder. Buying went from 10-15 employees to a few. With time and money saved, Bull Moose salespeople spend more time with customers and less in the back office.

### **Tastemakers**

FieldStack's lean retail algorithm predicts the sales of individual items based on who's buying. For example, if the system identifies a tastemaker who orders the new Macklemore album, the store may decide to keep additional copies in stock. If two different people in different stores buy the new Nicki Minaj, the system may decide to order multiple copies for each store. By identifying tastemakers, FieldStack is able to keep popular items in stock, even if store employees aren't aware of a sudden new interest in Grateful Dead albums.

### **Special Orders**

FieldStack software allows for seamless special orders. That means no index cards or spreadsheets. But more than helping employees, Bull Moose customers know that if a location doesn't have what they're looking for, they can get it quickly and easily from an in-chain transfer or special order.

### **POS Software**

The FieldStack POS software, known as Store™, is easy to learn and use. It provides full product details as well as in-store, in-chain and supplier inventory at their fingertips, helping Bull Moose employees to better serve customers.

### **Webstore**

The sophisticated webstore, powered by FieldStack, benefits Bull Moose in two key ways. First, the real-time in-store inventory tracking helps customers shop online and buy in-store. Second, beyond their core customer base, Bull Moose's webstore found a niche in the US market for vinyl LPs, allowing them to serve customers nationwide.

### **Conclusion**

Because of FieldStack's omnichannel lean retail solution, Bull Moose can grow business and compete with the giant online retailers. "If not for FieldStack, Bull Moose would be closing stores instead of opening new ones. Before, we had been sitting on inventory that we couldn't move. Today, we don't carry inventory we don't need," Chad Verrill said. Using Fieldstack to its fullest potential, Bull Moose experiences retail benefits on every level.