

Puerto Plata Seafood

Streamlines Order Entry, Eliminates Inaccurate Inventory Picks and Shipment Errors

Industry

Food & Beverage

Challenge

Reduce mis-picks, eliminate wrong customer shipments and inaccurate inventory counts

Solution

Food Connex ERP software

Results

Inventory organized so everyone knows what's for sale
Eliminate paper-based purchasing
Monitor margins on every sale

Located in the heart of Brooklyn, NY, Puerto Plata Seafood Market operates a busy wholesale operation providing fresh seafood to many white-linen restaurants and other retail establishments. The company also has a successful 24/7 retail market and operates a food truck featuring local and imported seafood.

“To better serve our customers, we needed to organize our inventory so that we know what we have in stock. With Food Connex, we’re able to do just that.”

Soribel Paulino, Manager, Puerto Plata Seafood

Challenge

Puerto Plata Seafood needed a more efficient method of tracking inventory as well as managing margins. They turned to Food Connex based on the following key capabilities:

Improved Inventory Control

Fewer cooler mis-picks and discrepancies in inventory counts

Fast QuickBooks Integration

Puerto Plata was already using QuickBooks so Food Connex was simple to integrate

Track Product and Deliveries

Accurately track product and identify which customer took delivery

Solution

To simplify monitoring and tracking, the Food Connex team helped Puerto Plata assign item codes to each inventory item and worked closely with them to sort the inventory into logical groupings. With Food Connex, only orders and inventory transfers that reference a specific item code are processed. Puerto Plata can view every item in multiple freezer and warehouse locations and is able to trace product back to each customer who took delivery of product.



“Even as two new warehouse locations were being brought online, we were able to take orders, track product through the facility and accurately manage inventory—within 90 days. We couldn’t be any happier.”

**Soribel Paulino, Manager
Puerto Plata Seafood**

Results

Organized inventory with item codes improves product picking accuracy

Easily access real-time information about every item in multiple freezer and warehouse locations

Changes to orders and inventory are immediate for 100% accuracy