

# VILLA

JOIN THE MOVEMENT

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Business Partner



VILLA is not a typical retailer. Not in any way.

A charitable and forward-looking mission gives Villa the ability to be an asset to every urban area they enter. With a typical demographic of inner-city youth, this retailer reaches a unique and often forgotten niche. Villa stores bring energy and stability to communities they serve, acting as an epicenter for the area's young urban residents. Simply put, it's *the* place to be.

VILLA has become, without question, the premier fashion retailer by fusing the best of fashion, music, entertainment and education into the high energy shopping experience for which their customers are seeking. Villa stores, websites and social media channels serve as hubs for the sharing of information, teaching high-risk youth, through participation in volunteer services, how to be empowered to shape their own communities. Through partnership with schools, local governments, community groups, and individuals, Villa stores strengthen their communities and create a safe place, reminiscent of the 20th century Barbershop, where teens can learn, socialize and have fun in a safe and clean environment.



Villa promotes educational initiatives that increase the rate of high school graduation, increase access to information and technology, and increase exposure to multi-cultural activities and teen role models.

*Education has the power to unlock a path to a better future for inner city youth.*

With anti-violence programs which take guns off the streets, and neighborhood cleanup programs, Villa helps youth take part in revitalizing and renewing their own neighborhoods. Employment at each store location consists of local young residents who not only have a genuine understanding of the area's dynamics, but also get to directly benefit from the programs they support and promote.



*'Join The Movement' is VILLA'S initiative to revitalize urban communities.*

We recently spoke to John Goy, Villa's IT Manager about Villa and their use of Retail Pro:

**Big Hairy Dog:** Since Villa opened their first store in 1989 in Exeter, PA, they have grown to 93 stores. That is nearly 4 new stores per year. With the weakened economy, many retailers have hunkered down and looked for ways to just keep their doors open. To what do you attribute Villa's success and ability to enjoy this fast paced growth?

**John:** *We have partnered with Nike to provide our customers with the products they want, and that has played a critical role in our ability to grow. We also have re-designed our retail stores, which provide room in a safe environment for our customers to enjoy entertainment and companionship.*

**Big Hairy Dog:** You recently upgraded your stores to Retail Pro v9. How has upgrading improved your business operations? What has it allowed you to do that you were not able to on v8?

**John:** *To me, the trickle polling is the best feature of v9. This feature reduces and nearly eliminates polling issues, resulting in significantly less tech support time for my team.*

**Big Hairy Dog:** Big Hairy Dog has provided Villa with training and tech support for over 10 years. Over the past few years, they have supported you during Villa's POS system upgrade and rollout of many new locations. How would you describe the service you receive from Big Hairy Dog?

**John:** *Big Hairy Dog is considered a valued partner of Villa. They have always supported our needs and were onsite at most of our locations during our expansion and upgrade to Retail Pro v9. We would definitely recommend Big Hairy Dog to other retailers.*



*Villa's employees and community partners build long-lasting relationships.*



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*"We break every rule to take care of our customers!"*

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