

**BIG HAIRY DOG**



800-377-7776

BigHairyDog.com



Footwear / Apparel  
17 Stores

*“Retail Pro is a very powerful software package, and as we continue to grow, the system expands accordingly, to meet our increasing inventory and reporting needs.”*

**Sneaker Villa** is more than your average retailer. It is indeed a Movement; a smart retailer in the urban areas of Pennsylvania’s major cities. They prefer to serve those in inner city and urban neighborhoods, where they are serious about giving back to the communities they serve.

Designed as neighborhood hubs, the Sneaker Villa stores provide premier head-to-toe fashion, flat-screen TVs for entertainment, concert tickets and customers can even listen to the spin of live DJs.

But the retail aspect of Sneaker Villa is only a part of their mission. On staff is a full-time Community Director who was recently awarded the annual Humanitarian Award by the Mayor of Philadelphia. Some of Sneaker Villa’s community events include:

- Annual winter coat drives
- Ongoing Gun Drop, rewarded with a \$25 gift certificate for each gun taken off the street
- Community Days involving neighborhood cleanup and sports events.

Big Hairy Dog admires the financial and volunteer support Sneaker Villa provides to Pennsylvania’s major urban areas and is proud to have them as one of our valued customers.



*Sneaker Villa stores provide premier head-to-toe fashion*

John Goy is the IT Manager at Sneaker Villa. We recently spoke with John about their use of Retail Pro:

**BHD: How long has Sneaker Villa been in business?**

**John:** We opened our first store in 1989 in Exeter, PA in a small 1200 sq. ft. store. We now have 17 stores, each averaging 3500-4000 sq. ft.

**BHD: How would you describe your customer base?**

**John:** We serve the neighborhoods most retailers have forgotten about. Our customers are primarily young, and come by foot, bicycle or public transportation. We are a vital part of their community.

**BHD:** *What POS system did you use before Retail Pro?*

**John:** We were using CamData's Retail Star system and it gave us problems from the installation. It did not poll correctly and CamData was unable and unwilling to resolve the problem. We were really struggling with the system and knew we had to make a change.

**BHD:** *How did you come to the decision to purchase Retail Pro?*

**John:** It was actually a CamData tech who (on the QT) recommended Retail Pro to our owners, Ruth and Chris Lutz. They went to Magic in Las Vegas, met with Karen, saw the product and were sold.

**BHD:** *What features are most used by Sneaker Villa?*

**John:** At this point in time, we use Retail Pro primarily for POS, but we know we're using only about 50% of its functionality. Retail Pro is a very powerful software package, and as we continue to grow, the system expands accordingly, to meet our increasing inventory and reporting needs.

**BHD:** *Why did you choose Big Hairy Dog as your service provider?*

(Ruth): We were looking at a number of POS systems at MAGIC, and walked into the BHD booth. Karen answered our questions, gave us a demo, and we loved



**BHD:** *Are you satisfied with the service you are getting from BHD?*

**John:** Big Hairy Dog has always given us good service, but after spending time training with them in California, I have a completely new appreciation for the entire staff. They have a remarkable dedication to serve their customers.

Colt has given me some of the best training in my entire IT career. Karen, Buddy, Paul, Stephen, Cynthia - the whole staff is great!

