



From Manual Ordering to Record Sales: How Homeland Stores Transformed Inventory



\$50k

inventory reduction
per store

>90%

reduction in dairy
out-of-stocks

3-5%

sales increase from
reduced out-of-stocks

The Customer

Homeland Stores is an employee-owned grocery chain headquartered in Oklahoma, operating 75 full-service supermarkets across Oklahoma, Kansas, Georgia, and Texas. With a focus on fresh departments, local products, and neighborhood service, Homeland has built a reputation for being a community-first grocer. From fresh foods to everyday essentials—including pharmacies and fuel centers in select locations—Homeland offers a full-service shopping experience tailored to the needs of the communities it serves.



The Challenge

Prior to Upshop, Homeland relied on a manual ordering system that still left most decisions up to experience and gut feel. Associates would scan shelf tags, estimate what was needed, and place orders without visibility into current inventory, incoming deliveries, or actual consumer demand.



This often led to over-ordering, inconsistent execution, and large amounts of backroom inventory that didn't match demand.

Homeland's ordering process had several key pain points:

- **Manual decision-making** with no consistent structure across stores.
- **Blind ordering**, with no record of what was already on order or in transit.
- **Excess backstock**, tying up capital and cluttering backrooms.
- **High shrink** in perishable departments like dairy and packaged produce.
- **Limited ability** to scale or replicate performance across locations.



To gain control, Homeland needed more than just automation. They needed a connected, data-driven system that could structure the entire ordering process—from initial shelf counts to ongoing daily replenishment—and work across multiple departments.

The Solution

Homeland began its transformation in spring 2023 with a pilot of **Upshop's Computer Generated Ordering (CGO)** platform, which has since evolved into **Total Store Ordering**, in select stores. The pilot focused on high-impact categories like dairy and packaged produce—where shrink was high and availability was critical.



To prepare for launch, Homeland's team conducted physical inventories and manual shelf capacity scans to build accurate starting data. Key foundational components of Total Store Ordering included:

- **Captured shelf capacity**—loaded from planogram systems or manually.
- **Current baseline inventory by UPC**—loaded from 3rd party inventory counts.
- **Presentation values**—aligned with how full they wanted shelves to look.

Once live, Total Store Ordering took over the replenishment process—using sales trends, inventory data, forecast inputs, and store-level business rules to generate accurate, demand-based orders. It factored in:

- **Forecasted daily demand**
- **On-hand and on-order quantities**
- **Days of supply targets**
- **Shelf presentation standards**



Full 75 Store Rollout

As results came in, Homeland leadership expanded the solution to 20 stores, then accelerated rollout to all 75 locations by October—just ahead of the Q4 holiday retail season.



The Results

With Total Store Ordering in place, Homeland saw immediate improvements across availability, inventory levels, and store execution—delivering both financial impact and operational consistency at scale.

\$50K

average inventory reduction per store.

The switch to automated ordering helped eliminate excess inventory and freed up capital at the store level across the chain.

3-5% sales increase

from significant drop in out-of-stocks.

In dairy alone, stores went from consistently high out-of-stock counts to 97%+ availability.

- **Chainwide rollout completed before Q4.** Homeland launched Total Store Ordering across all stores by October 1—avoiding disruption during the critical holiday season.
- **Improved on-shelf availability and sales.** With fewer gaps and more accurate replenishment, stores hit record sales during the rollout period.
- **Shrink as a percent of sales declined.** With less over-ordering and tighter inventory control, stores reduced waste and increased margin.
- **True visibility into supply gaps.** With Total Store Ordering, store teams could now distinguish between store-level execution gaps and supplier-level issues.

These results marked a turning point for Homeland's store operations—demonstrating the power of structured, data-driven ordering at scale. While the rollout began with Upshop's CGO solution, today's Total Store Ordering platform builds on that success with expanded capabilities, a more intuitive experience, and a unified system for managing all departments, suppliers, and item types in one place.



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Upshop is a global leader in total store operations technology. Our platform streamlines forecasting, ordering, production, and inventory optimization for food retailers. Serving over 450 retailers and 50,000 stores, we enhance operations across Fresh, Inventory, Waste, and eCommerce, driving improvements in sales, shrink reduction, food safety, and sustainability. With a focus on simplifying tasks and connecting teams, our technology empowers retailers to operate smarter and more efficiently.