

PACIFIC VALLEY DAIRY



EXECUTIVE SUMMARY

COMPANY:

Pacific Valley Dairy
www.pvdairy.com/

INDUSTRY:

Production and distribution
of dairy products

BUSINESS CHALLENGE:

- Manage and track raw materials and finished products
- Distribution network with over 400 locations
- QuickBooks accounting integration

SOLUTION:

- Fishbowl Inventory

RESULTS:

- Streamline management of production and distribution
- Easily and efficiently track inventory across hundreds of locations
- Timely and accurate invoice management
- Advanced QuickBooks software integration

Fishbowl Inventory® production management and distribution solution helps Pacific Valley Dairy deliver sweet treats.

Pacific Valley Dairy in Pacific, Missouri makes summer a little sweeter for its clients and customers—with ice cream! As a producer and distributor of ice cream mixes, cones, toppings, sundae dishes, and a variety of other supplies needed to run an ice cream parlor, things can get a little sticky without a way to keep track of everything needed to run the business successfully

Business Challenge

With 400 locations throughout the Midwest, and as far south as Florida, a way to manage and track the company's raw materials, finished product, and distribution to those locations was a logistical problem they needed to solve to efficiently manage their business. Pacific Valley Dairy needed an inventory management solution to enhance its QuickBooks® accounting system which couldn't solve the problem alone.

Since the company's inception three years ago, the company has used QuickBooks to manage its day-to-day business. They quickly realized however, it didn't have the capabilities to manage the company's inventory and distribution requirements.

"When we acquired the business, QuickBooks was already in place," said Randy Schiefer, accounting manager for Pacific Valley Dairy. "At first, everyone thought it would be enough, but as it turned out, when we started getting into the operations of the business, it wasn't. We needed something stronger that would integrate well with QuickBooks."

The Solution

To solve the problem, Pacific Valley Dairy called on Fishbowl Inventory to streamline the business process and manage the inventory control of raw materials, production, finished goods, distribution, and sales. The company utilizes 12 Fishbowl users.



Yummy products from Pacific Valley Dairy

“Fishbowl Inventory pretty much runs our whole business,” said Schiefer. “You can’t spend hundreds of thousands of dollars on a new system. A small company like ours can get Fishbowl Inventory to do a lot of the important stuff for us.”

Pacific Valley Dairy deals with a large number of different raw ingredients needed for the production of the ice cream mixes. With Fishbowl Inventory, they have been able to create separate categories for the raw ingredients, which makes it easier to track the use of each ingredient for finished products.

“On the production end, we have a list of raw ingredients and a bill of materials in Fishbowl Inventory for each different ice cream mix we produce. On each production date, we create a work order for each batch we are producing,” said Schiefer. “The raw ingredients are tracked and released to production and when completed the finished mixed product is added to the inventory as a finished good. Fishbowl Inventory keeps track of everything for us. It actually works real slick.”

Business Benefits

For the distribution end of the business, Fishbowl Inventory makes getting the company’s finished products to its store locations efficient and easy.

“One of the things we do is distribute a lot of product on

our own trucks. Each truck goes on specific routes with anywhere from 20 to 25 store stops,” said Schiefer. “With Fishbowl Inventory, we’ve been able to generate pick labels from our warehouse. The pick labels are printed out in the order of each stop—the last stop is printed first so the product is pulled first and packed in the back of the truck. This continues until the truck is loaded back to front, or first stop to last. This makes loading and unloading the trucks very easy.”

Dealing with multiple locations and different business types also created problems with invoicing. Pacific Valley Dairy uses Fishbowl Inventory to create separate categories for its different pricing structures, making it easier to properly invoice each business, and manage account receivables for each.

“We have a lot of different pricing structures for our customers, and each chain has its own pricing scheme,” said Schiefer. “With six to eight different pricing structures, we’re able to manage the different stores and locations with the pricing structure they are using. This has worked well.

“Fishbowl Inventory has really been great in helping us manage our business, and I would recommend it to anyone looking for an enterprise level inventory management solution.”

With Fishbowl Inventory, Pacific Valley Dairy has been able to take control of its business by efficiently managing its raw ingredients, production of finished goods, improving and streamlining distribution to its 400 + stores, and making sure invoices are correct and timely. Something they couldn’t have done with QuickBooks alone.

About Pacific Valley Dairy

Located in Pacific, Missouri, Pacific Valley Dairy has a proven history in the dairy mix industry. Pacific Valley Dairy's mission is to provide its customers with the highest quality dairy mix products coupled with uncompromising service at a fair price. Unlike traditional dairies, PVD is 100 percent dedicated to manufacturing mix for the frozen dessert treat industry. PVD supplies everything needed to run a successful business, from cones to cups to virtually any topping imaginable. For more information, visit PVDairy.com.

A private company based in Orem, Utah, Fishbowl and its cornerstone product, Fishbowl inventory, make it possible for every small to mid-size company to have the level of flexible and mobile inventory control solutions large organizations enjoy. Since 2001, Fishbowl has become the #1 requested inventory solution for QuickBooks. For QuickBooks users, the flexible and cost-effective combination of QuickBooks and Fishbowl can grow along with you as your company grows. Fishbowl Inventory 2010 is available from www.fishbowlinventory.com and from a growing network of VARs and online channel partners throughout the U.S. and Canada

Sign up for a demo by going to our web site at www.fishbowlinventory.com or call 1.800.774.7085 ext. 2.



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