

## Case Study: Perky Provisioning

*Perky Provisioning and NetBooks Deliver 4-Star Ingredients to Luxury Yacht Chefs*

### Introduction

Do you ever wonder where uber chefs aboard yachts of the fabulously wealthy get the fresh meat and fish, organic produce, and other artisan ingredients that keep their employers happy? If they're cruising the Caribbean, it's very likely from Carrie Feyn's Perky Provisioning.

On land or at sea, Carrie is an accomplished chef in her own right and has worked with renowned chefs like Jeremiah Tower and Ken Hom. She even did a stint as the chef on Rupert Murdoch's yacht. So in 2006 when she decided to launch Perky Provisioning, she knew exactly how demanding her clients would be—and how to satisfy them. Carrie works closely with chefs and their crews to make sure they get what they want, when they want it. And she stays involved at every step from order to delivery.

### Challenge

Carrie must maintain a constant supply of high quality ingredients from local wholesalers, grocers, farmers, and the mainland. For one client, she even imports Pakistani Pink Himalayan salt plates, which are ideal for sautéing, grilling, and curing. For shelf stable goods, Carrie maintains her own warehouse. In all, Carrie has thousands of different items which must be ordered, tracked, and delivered—without error—to her demanding clientele.

During the November to April yachting season, orders arrive at all hours of the day and night. A typical order ranges from \$5,000 to \$20,000, and she must deliver to as many as 3 clients in one day.

To support this kind of volume with just herself and one assistant in St. Croix, Carrie needed a business system that was powerful, easy to use, and accessible from anywhere.

### The NetBooks Advantage

With NetBooks, Carrie can:

- Meet complex customer needs under tight deadlines
- Run production efficiently while calculating cost of goods to the penny
- Run her entire operation from anywhere
- Manage her client relationships for profitability by keeping track of sales, open orders, billing requests, and outstanding invoices
- Extend her business online with an integrated Web store
- Collaborate with her assistant in St. Croix and her CPA
- Rest easy knowing her data is safe from even the fiercest storms

*"I can't be tied down to an office. My car is my office. With NetBooks, my business is wherever I am."*

## Solution

Carrie started using the NetBooks system as soon as it was available. She manages her orders and inventory, keeps detailed notes on customer preferences, analyzes sales history, and handles cash and credit payments with equal ease.

Carrie can access NetBooks from any computer with an internet connection, including the high speed links frequently found on board her client's yachts. She not only runs her business from wherever she is, she easily shares key business metrics with her CPA. And with hurricanes and tropical storms a constant threat, Carrie knows that her business data is always securely backed up and stored in NetBooks' state-of-the-art hosting facility.

*"In the year I've been using it, NetBooks has transformed my business."*

*"My next step will be adding a Web store so my clients can order directly from my catalog and the orders will automatically be captured in NetBooks. That's a huge convenience for my customers and it helps me build the business while reducing my workload."*