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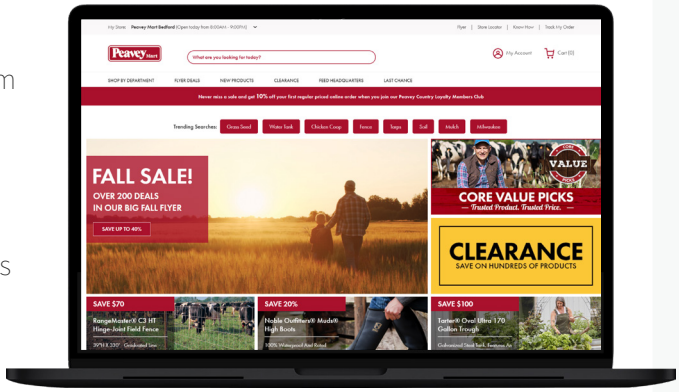
Peavey Mart

CASE STUDY

Peavey Mart Overcomes the Challenges of Selling Chicks Online with **Kibo**

COMPANY OVERVIEW

Peavey Mart, a 100% Canadian-owned farm and ranch retailer, operates 95 stores across Canada, serving rural communities with an extensive product assortment. In 2023, Peavey Mart embarked on a digital transformation to streamline its operations and enhance the online shopping experience for customers.



THE CHALLENGE

Peavey Mart's key challenge was managing its growing digital commerce needs, particularly in the rural markets it serves. The company wanted to capitalize on niche opportunities, such as selling chicks through its annual "Chick Days" event. However, its existing technology stack, including legacy systems like JDA (now Blue Yonder), hindered the company's ability to scale effectively.

Peavey Mart needed a solution that could:

- Handle a complex, multi-phase product delivery process (such as managing live chicks)
- Seamlessly integrate with its existing order management system (OMS) for efficient fulfillment
- Offer an easy-to-navigate, customizable e-commerce platform
- Manage microsites to enhance SEO and customer engagement for specific campaigns

> **Our partnership with Kibo has enabled us to streamline both our back-end systems and our customer-facing experience. We were able to go to market faster and deliver a better online shopping experience, particularly with our Chick Days campaign. The integration of Kibo's storefront and order management system has been a game-changer for us.**
>
> ***Shaun Guthrie***
> SVP of Technology and eCommerce at Peavey Mart

THE SOLUTION

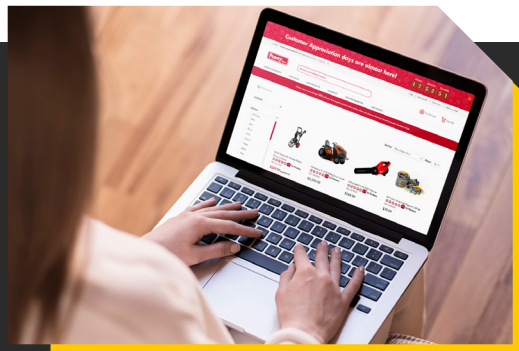
Peavey Mart first invested in Kibo Order Management to streamline fulfillment across their retail network. This allowed the retailer to centralize and simplify the management of orders from different locations and ensure that customers had clear, reliable information about product availability and pickup options. Building on the success of Kibo OMS, Peavey Mart made a significant pivot in their eCommerce strategy and adopted the Kibo Storefront Accelerator.

Key features of the Kibo solution:

- **Pre-Built Integrations:** Peavey Mart moved away from Shopify, where the system had limited integration with OMS and was becoming cumbersome. Instead, they adopted the Kibo Storefront Accelerator to manage their Chick Days campaign. This allowed Peavey Mart to launch a microsite dedicated to Chick Days, taking full advantage of Kibo's pre-built headless commerce integrations and Next.js and React storefront technology.
- **Seamless OMS + eCommerce Integration:** WIth Kibo OMS + eCommerce, Peavey Mart consolidated customer orders, ensuring lower minimum quantities for suppliers and providing customers the option to select pickup dates for their orders. The automated OMS integration eliminated the need for manual, custom development, which had been a bottleneck with previous technology.
- **Extensible Solution:** While the solution used out-of-the-box capabilities, Peavey Mart extended the platform to enhance the user experience. For example, the team developed a custom date selector for customers to choose pickup dates for live chick orders, a critical feature for coordinating deliveries from hatcheries.
- **Scalable eCommerce Infrastructure:** By switching from its initial Shopify setup to Kibo's platform, Peavey Mart retired custom integrations and manual processes, allowing for a more efficient and scalable solution. This transition enabled Peavey Mart to expand its chick sales from 49 stores in Eastern Canada to 85 stores across the country.

THE RESULTS

Peavey Mart's transition from Shopify to Kibo Storefront Accelerator, supported by Kibo's Order Management System, demonstrates how the right technology can accelerate digital transformation in retail. By unifying its eCommerce and order management on a single platform, Peavey Mart has optimized operations, improved customer satisfaction, and positioned itself for continued growth in the digital age.



- **Faster Time to Market:** With Kibo's Storefront Accelerator, Peavey Mart launched their Chick Days microsite in just two months.
- **Improved Customer Experience:** Customers could now select preferred pickup dates for their chicks, ensuring smoother operations and higher satisfaction.
- **Significant Growth:** In the first week alone, the Chick Days microsite attracted over 6,000 daily site visits. The retailer doubled expected average daily page views and has sold over 60,000 chicks in 2024.