

Phantom Fireworks | Powered by VAI



The Company

Phantom Fireworks is America's #1 Fireworks Retailer, lighting up backyards of America for over 40 years. With over 80 showrooms in 15 states open all year round, and nearly 2,000 temporary locations in 17 states, Phantom Fireworks has become America's Premier Fireworks destination. Consumers throughout the United States recognize its exclusive Phantom Brand® Fireworks as the most innovative in performance on the market. Phantom Fireworks brings professional display firework performance and converts it to safe, powerful consumer products, resulting in one of the most highly demandable product lines in America. Phantom Fireworks' philosophy for success is clear: integrity and hard work pay off with satisfied customers, repeat business, and significant growth year after year.

Industry
Retailer, Durable Goods,
Fireworks

Requirements
Retail Point-of-Sale, WMS,
Demand Planning, Customer
Service, Inventory

The Solution

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Phantom Fireworks' philosophy

for success is clear: integrity and hard work pay off with satisfied customers, repeat business, and significant growth year after year. As one of the nation's largest importers of fireworks and sparklers, 90% of Phantom Fireworks' business is generated in the six weeks leading up to the July 4th holiday—with 75% of this business coming in the final two weeks—making uptime at stores critical. As part of this, business escalates beginning on Mother's Day each year, making it essential for Phantom Fireworks to process each sale in an efficient and timely manner. To ensure it is keeping pace with increased demand during this time and leading up to July 4th, Phantom Fireworks needed a reliable back-up system that delivered up-to-the-minute information.

The Results

Modernization is increasingly important for business continuity, but it's just as important to choose your software partners carefully. The [baking] industry looks very different from even other food and beverage companies in space, which is why having an ERP solution designed for food safety needs has been crucial to Inter-County's success.

"All of VAI's software and technical capabilities were instrumental to

our growth and VAI has exceeded our expectations of what an ERP solution can do for a business like ours," said Tony Lotito. "On top of that, the VAI team has created a comprehensive interface that allows us to run multiple applications at once that integrate with each other, providing data insights that can be used by warehouse executives, sales representatives, marketing teams, and the C-suite. VAI's S2K Enterprise for Food has



The Results continued:

transformed our business operations, and we look forward to continued modernization efforts with their ERP solution," concluded Lotito.

Since the launch, Inter-County has been using VAI's ERP software to:

- View data in real-time
- Make more informed business decisions across departments
- Streamline the supply chain
- Analyze high-level trends and department metrics
- Handle complexities of warehouse operations and purchasing needs

“With VAI ERP, we’ve significantly enhanced our inventory accuracy, enabling us to increase sales and improve uptime across all retail stores during the busiest—and most important—time of year. VAI S2K is helping to streamline our business and sales cycles more efficiently with its easy-to-use modules.”

- Mike Koocher, CIO, Phantom Fireworks