




## COMPANY

Banana Box Market  
Spartanburg, SC  
 BananaBoxMarket



## ESTABLISHED

2014



## MARKET SEGMENT

Retail/Grocery



## POINT OF SALE

Clover



## ACCOUNTING SOFTWARE

QuickBooks Online

*"I'm grateful that we have Commerce Sync. It works seamlessly and it's the best part of our accounting."*

## Commerce Sync is a good deal when it comes to helping Banana Box Market with their accounting.

Banana Box Market is a mecca for bargain-hunters who want to stretch dollars without compromising healthy living. Owner Scott Carden knew there were thousands of products that went to waste each month from typical grocery stores and was inspired to help the community. In December 2014, Scott, along with his wife Cathy, opened Banana Box Market, a bargain grocery outlet, in Spartanburg, South Carolina and business took off. The clean, bright grocery offers organic and local produce, healthy food and name brand products at a fraction of retail prices. Customers love the products offered and the Carden's can focus their time on finding the best deals to keep them coming back.



With the accounting running smoothly, Cathy is able to dedicate more time to what matters most—being there for the customers.



Scott uses the *Sales by Category* feature to keep track of items that are most popular—plus, this gives him additional insight into the financial health of the business.

## BACKGROUND

These are prices you thought were long gone. Ten-cent banana peppers, 50-cent sauces and local produce and beauty goods at half their retail prices. Not only are the prices divine, but Banana Box Market carries garden-fresh produce, gluten-free breads and lots of healthy, organic choices. As a former merchandiser, Cathy knew the waste that occurs in stores across the country. Coupled with a desire to help those that are struggling and a rolodex of business contacts, Scott and Cathy spent a year figuring out how to bring Banana Box Market to life. Located at a former Dollar General location, they used Cathy's merchandizing contacts to get the store started. They hand pick what they sell—from food to personal care goods—and often receive calls when new merchandise is available.

## CHALLENGE

A single mother was shopping in Banana Box Market this year and approached Cathy to thank her—she had been saving as much as she had been spending. Plenty of people in Scott and Cathy's community, and around the U.S., struggle to make ends meet. The Carden's saw the struggle and utilized their network to create a store with the community's most basic needs, plus natural and organic foods they may not have had access to otherwise. To keep prices low, they often handpick the merchandise and spend hours in the car driving from one warehouse to another instead of relying on a delivery service. Out of all the tasks that they do each day, one thing was for sure—they didn't want to spend the remainder of their time crunching numbers and manually entering information into QuickBooks.

## SOLUTION

In the formative months of Banana Box Market, Scott met with a Bank of America consultant, who immediately told him about Commerce Sync. It seemed like a simple application since it automatically synced with Clover and QuickBooks. A time saver, indeed? He was sold. The first day they opened the doors to Banana Box Market, customers checked out with Clover. The sleek look and easy transactions gave them confidence in the grocery store. As a bonus, Scott can track merchandise by categories, which hardly any of his competitors do today. That gives Scott a leg up in order forecasting—reducing waste and overhead.

## RESULTS

Because Scott and Cathy aren't spending hours each week manually entering sales information into QuickBooks, they have more time to focus on their goals. They both want to let employees take over shifts and spend the extra time with their family. They are also planning on opening another Banana Box Market in a nearby town to give residents there an opportunity for fresh, healthy and discounted food—because their only option for groceries today is a Rite Aid. With the time they save over manual data entry, Scott and Cathy are able to devote resources to making sure the community has access to good food. And that's exactly what they set out to do.



## ADVICE ON STARTING YOUR OWN BUSINESS

Do as much research as you can. Don't give up. Do what you love—if you encounter a part you don't love, find someone else to help you.

## ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

**Learn more at**  
**[commercesync.com](https://commercesync.com)**

