



COMPANY

Tifa Chocolate & Gelato
Agoura Hills, CA
Westlake Village, CA
tifachocolate.com



ESTABLISHED

2008



MARKET SEGMENT

Retail—Sweets



ONLINE STOREFRONT

Clover



ACCOUNTING SOFTWARE

Xero

"I used to spend hours on my books. Thanks to Commerce Sync, I now spend that time with my customers."

Tifa Chocolate & Gelato serves up delectable treats at multiple locations while Commerce Sync saves them sweet time over manual data entry.

Chocolate is the answer. Whether you're having a bad day or want to celebrate a milestone, a few moments of just desserts can be the perfect way to compliment your day. Serving up artisan chocolate from around the world, gelato, pastries, brownies, cookies and scones, the Ashamalla family has built a dual-location mecca for chocolate lovers in Agoura Hills and Westlake Village, California.



By integrating Clover and Xero, Mike can avoid late night data entry and errors that come with fatigue.



Transferring Sales by Category gives Mike a clear picture of what items are selling the best each day.

BACKGROUND

When Chef Candace Orr, her brother Shawn, and parents Denise and Mike began an online chocolate education venture, they stumbled upon a sweet business model. Starting as worldwide chocolate importers, the foursome grew their passion for cocoa when they realized California consumers had an appreciation for more than just milk chocolate. A year later, Tifa Chocolate & Gelato was born in Agoura Hills, where they opened their first of two locations in April 2008. The family began by telling the story of chocolate – how its aroma, notes and flavors are as nuanced as those of a fine bottle of wine. And just like wine, weather, soil and plants affect the complex characteristics of a fine chocolate. Today, the entire family welcomes chocolate lovers to learn and indulge in flavor combinations unlike any other – guilt free, of course.

CHALLENGE

One of Mike Ashamalla's favorite things about managing Tifa Chocolate & Gelato is experiencing the touchstone moments of his customers' lives. Whether celebrating a birthday, graduation or wedding, chocolate is often a cornerstone of these experiences. Even when someone is having a bad day, chocolate evokes a smile and can help turn things around. Yet, the cumbersome task of inputting daily sales information into his accounting software meant that he was losing time he could spend with his customers and family. Mike spent at least an hour and a half each day – more than 10 hours a week – on the books manually entering data into Xero from a spreadsheet each night.

SOLUTION

As Tifa Chocolate & Gelato became more successful, Mike knew that he wanted a Point of Sale (POS) system that could grow with the business, so he decided to switch to Clover. He discovered Commerce Sync in the Clover App Market and things changed. Suddenly, the hours Mike was spending each week tracking daily sales were freed. He could quickly determine profits and losses with the financial information at his fingertips and he appreciated the responsive customer experience team at Commerce Sync when he had questions.

RESULTS

With the time he saves each week, Mike can focus his energy on successfully running Tifa's two stores. Mike knows that by automating a task that used to consume his time, he can instead focus on the delicious aspects of the family business. With Commerce Sync automatically transferring daily sales information from Clover to Xero, there's no longer a possibility for manual errors in data entry that come with late-night fatigue. Plus, Mike is confident that when he submits his numbers to his accountant each month, they are complete and accurate.



ADVICE ON STARTING YOUR OWN BUSINESS

Keep your day job. Make sure you have enough money to get through your day-to-day expenses without overburdening your start-up.

ABOUT COMMERCE SYNC

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

Learn more at commercesync.com

