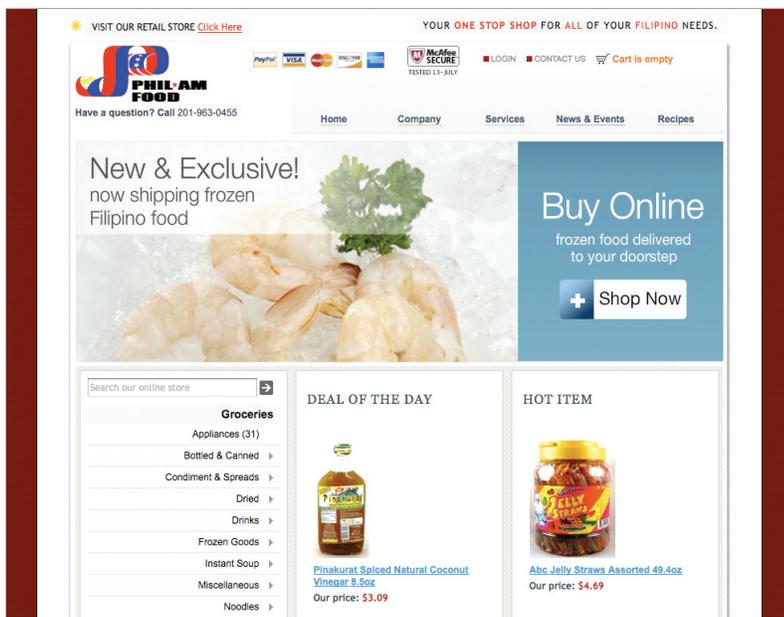


## Ecommerce Case Study

# Phil-Am Food





**“In the first month alone our sales almost doubled. Since then, we’ve experienced a 15 percent increase in sales every month over the last three months.”**

–Erwin Santos, Owner  
Phil-Am Food

**Solution**

- Ecommerce Integration
- Point of Sale Integration with Microsoft Dynamics RMS
- Web Design
- Custom Development

**Company**

Phil-Am Food  
[www.philamfood.com](http://www.philamfood.com)

**Contact**

Erwin Santos  
Owner

**The Situation**

Phil-Am Food is an Asian/ Filipino specialty supermarket located in Jersey City, NJ that specializes in authentic Filipino-based foods products. The company has been in business for over 38 years, having grown from a small business based out of the founder’s garage to the largest online Filipino grocery store on the East Coast.

Although Phil-Am Food has a strong customer base and ships products to numerous locations across the U.S. as well as internationally, owner Erwin Santos was not satisfied with his website’s online functionality. “Our old online platform was very rigid and did not allow for much customization,” Santos said. “We were unable to perform simple functions such as showing our own shipping rates or updating our inventory more frequently. Customers also couldn’t check out from the website without first having to create a user account.”

Because his online business needs were not being met, Santos left his previous RMS ecommerce solution provider and retained the services of Kosmos to resolve the company’s web-related issues.

**The Execution**

Kosmos implemented a new ecommerce solution that involved using X-Cart and the Web Store Integration to run the Phi-Am Food online shopping cart. The solution effectively gave Santos much greater control of the back end of the Web Store. “Now I can show my discounted rates for shipping and pass those savings to my customers,” Santos said. “The store now updates much more frequently so there’s less of a chance of an item being out of stock. This is very important since the physical supermarket and the Web Store share the same inventory.”



**“Working with the Kosmos team has been and continues to be great. We’re always adding new features to the website. Also, now I know how much my hosting fees will be every month. With the previous solution I never knew what I was going to be charged.”**

–Erwin Santos, Owner  
Phil-Am Food

## **The Results**

Within four months of implementing the new web design and ecommerce system, traffic at philamfood.com nearly doubled, resulting in sales increasing at a very substantial rate. “In the first month alone our sales almost doubled,” Santos said. “Since then, we have experienced a 15 percent increase in sales every month over the last three months.”

The Kosmos solution has also added more efficiency to the business’s online operations. “Since our back end is much more efficient we are able to do more things with our website and no longer need to deal with other minor problems,” Santos said. “Now I can control what I want the site to do and any new features I want, can be implemented. It just takes some design as well as creating the functionality.”