



MATADOR
Meat & Wine

Taking the IT out of his online food business

As a small retail business owner for 7 years, Matt Peterson could see the huge opportunity that online selling could open up for Matador Meat and Wine. Being able to ship his meats to the lower 48 states of the US would greatly expand his market.

Challenge

Like many small to medium business owners, Matt was great at running his business, but his business wasn't about software and IT. If he was going to take his retail business online, he would need help. As he says, "I need a system that's easy to operate, easy to amend, easy to add to, easy to change. I needed ease."

Solution

System allowed Matt to reduce the software needed to manage his business. With its integrated approach to everything from order to shipment, to marketing and business intelligence, Matt is spending a lot more time at building and growing his business.

"As a business owner there are only so many hours in the day to get things done," says Matt.

Matt and Colleen Peterson,
Matador Meat & Wine



“If you can find a tool to manage your e-commerce side of things that helps you eliminate – whether it be 30 minutes or 3 hours of your day – to help you do something else that will help you grow your business, that tool is invaluable.”

“System has given us that ability to puncture the social media side of things, the email side of things. I don’t have to worry about shipping zones; I don’t have to worry if I’m charging someone enough to cover that cost.”

“The amount of free time that System has allowed me to focus on the more important things – not the back of office stuff – has been a tremendous help.”

Having time is important to this father of three. Between soccer practices and dance recitals, he especially appreciates the ability to see everything going on with the online side of his business, MatadorPrimeSteak.com, right from his mobile phone or tablet. He has also enjoyed the support from the System team and recommends System to “anybody who’s looking to free up time for their people to do what’s really important. System will help you with that for sure.”

System solution provided:

- Smooth transition from brick-and-mortar to e-commerce
- Automate his entire order process from fulfillment, packing, shipping and inventory management
- Launch social media selling and promotions easily
- Remove complexity of managing multiple software to run business



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