MarketMan
Powered by meal ticket

How Balance Grille is Using MarketMan to Support Large-Scale Growth

balance.

Customer name
Balance Grille

Industry
Fast Casual

Website
balancegrille.com

Optimized Inventory Management

"Inventory management is crucial. It impacts every element of your business. It's at the core of the industry. MarketMan has allowed us to have complete control over our inventory."

Prakash Karamchandani, Co-Founder of Balance Grille

About Balance Grille

Toledo, Ohio's Balance Grille was conceived with an explicit prioritization of technological infrastructure. "A reliance on technology was always part of the idea," said Prakash Karamchandani of the original plans for the restaurant he and a former college classmate founded after graduating in 2008. Now, as Balance Grille prepares to open its fifth store this year, the brand's growth continues to revolve around a suite of tech platforms, at the center of which is inventory management system MarketMan.

The Challenges

- Need for software to help them scale quickly and with minimal inefficiencies
- Simultaneously running commissaries, a full-fledged distribution business, and a retail platform for their restaurants

MarketMan Solution

"There are a number of inventory management platforms out there, but we needed one that would merge with our POS and provide an all-in-one solution to manage our entire system, including distribution, and MarketMan has been able to do that for us," Karamchandani said.

- Software is instrumental in keeping multiple operations running in concert without any wasted expense
- Detailed tracking provides crucial insights into vendor contracts, menu item profitability, and possible food contamination
- Simple on-boarding process that covers every aspect of the product in a simple yet detailed way