

YELLOW DOG INVENTORY

CASE STUDY



Ocean Breeze Waterpark is a seasonal, Caribbean-themed waterpark located two miles south of the Virginia Beach, Virginia, Oceanfront. It features more than thirty attractions, including a one-million-gallon wave pool, a quarter-mile tubing river, several dining locations, and a large retail store. As the only full-scale waterpark in the Hampton Roads region, the park experiences intense seasonal spikes that require efficient retail and food and beverage operations to maintain strong guest service and profitability.

Ocean Breeze Waterpark
Modernizes Retail and Food
& Beverage Inventory with
Yellow Dog Software



Top Challenges Before Yellow Dog Software



Before implementing Yellow Dog Software, Ocean Breeze faced several operational challenges:

- Physical inventories were time-consuming and produced unreliable results
- More than eight hundred sixty retail items were not properly entered into the system, or did not scan
- Significant manual effort was required to match items to costs and locate old invoices
- Label creation was slow, labor-intensive, and often left items unpriced
- Limited visibility into what was selling, what needed to be reordered, and which cashier processed certain transactions
- Food and beverage count, costing, and transfers were not automated or fully reliable
- Shrinkage and waste were difficult to track due to limited item-level accuracy



Operations Before Yellow Dog Software

Retail Processes

- Annual physical inventories took approximately three weeks and used Excel spreadsheets.
- Staff searched for item descriptions and costs manually, sometimes locating invoices from as far back as six years.
- Many SKUs were missing from the system, creating inaccurate on-hand quantities and limited purchasing insight.
- Labeling required Avery templates and manual typing, which made it difficult to produce small batches of price tags.
- Many items on the sales floor had no visible price, which slowed checkout and created friction for guests.

Food and Beverage Processes

- Counts used paper sheets and item names without barcodes.
- Recipe coverage was incomplete, limiting accurate food costing.
- Transfers between storerooms and outlets were recorded manually.
- Monthly inventories were taken but often did not produce correct cost data.

Reporting and Decision Making

- Buyers had limited insight into size and color performance.
- Management had little ability to track transaction-level issues or identify shrinkage.
- Re-orders were based on experience rather than accurate data, increasing the risk of stockouts.

Operations After Implementing Yellow Dog Software



Retail Improvements

- Integration with the Coretech POS allows sales to flow into Yellow Dog in real time, maintaining perpetual on-hand quantities.
- Negative on-hand alerts help identify issues immediately.
- The first physical inventory using Yellow Dog took approximately one week rather than three and was described as the most accurate inventory ever completed.
- More than eight hundred sixty previously unscannable or missing items were corrected.
- Yellow Dog label printing allows fast creation of barcoded price tags in any batch size.
- Buyers now use clear reporting to support buying shows and in-season reorders.
- Managers can quickly investigate specific transactions and identify which cashier completed them.

Food and Beverage Improvements

- Monthly F&B counts are now entered into Yellow Dog, saving time and improving consistency.
- Recipes are being expanded during the off-season to support more accurate auto depletion and costing.
- Transfers can be tracked reliably, setting the stage for more automated requisition workflows.

Quantified Results and Impact

1. Retail End-of-Season Physical Inventory Labor Savings
Hours saved: 90 hours
2. Food and Beverage Monthly Physical Inventory Labor Savings
8 hours saved per month
3. Retail Label Printing Efficiency
Hours saved: 60 hours
4. Improved Reordering and Recovered Sales
Better visibility prevented stockouts and reduced missed sales by \$5,000
5. Reduction in Shrinkage
Shrink was reduced by 1% totaling \$8,000
6. Lower Cost of Goods Sold
Annual COGS impact: 15,000 dollars in savings



Total First Season Financial Impact:

\$35,380 in combined savings and recovered revenue

This total represents hard measurable gains from the first season alone and does not include future benefits expected once recipes, transfers, and full costing workflows are fully implemented.

Retail physical inventory savings:	\$3,600
F&B physical inventory savings:	\$1,280
Retail label printing savings:	\$2,500
Reduction in missed sales:	\$5,000
Shrink Reduction:	\$8,000
Lower COGS:	\$15,000
Total Year 1 Savings:	\$35,380



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SUMMARY



By replacing manual processes with an integrated, accurate, and efficient inventory system, Ocean Breeze Waterpark achieved significant operational improvements in both retail and food and beverage. The park reduced labor hours, increased pricing consistency, strengthened reordering decisions, reduced shrinkage, and lowered the cost of goods sold. With just over \$35,000 in measurable first-season impact, Ocean Breeze now has a stronger operational foundation and a clear path to even larger gains in future seasons.

“Yellow Dog gave us structure and visibility where we previously had gaps. What used to take days now takes hours, and we finally trust the numbers we are making decisions on.”

