A RETAILER'S BEST FRIEND.

BIGHAIRYDOG
RETAIL RELATIONSHIPS

CUSTOMER SPOTLIGHT

Someone's In The Kitchen

Rapid City, South Dakota | Ashley Berry, Owner | Retail Pro customer since 2002

Since 1988, Someone's In The Kitchen has been a fixture of downtown Rapid City - a destination for cookware, cutlery, small electrics, bakeware, textiles, tools, and thoughtfully curated gifts. The store's in-house espresso bar and bulk selection of olive oils, vinegars, coffee, and gourmet foods have made it as much a gathering place as a shop.

Ashley Berry and her husband purchased the business in 2012, inheriting a legacy they've worked hard to honor. "This store has long been a cherished part of the community," Ashley says, "and we've worked to honor that legacy by maintaining a high standard of service and quality." Her husband runs accounting, receiving, and day-to-day logistics behind the scenes, while Ashley leads the front end — inventory planning with the store's lead buyer, in-store cooking classes and events, marketing, and vendor relationships — all in service of one goal: helping customers find the right products for their lives.

Today the store carries more than **60,000 individual SKUs**, run by a close-knit team that Ashley describes as passionate about the brands they carry and the customers they serve.

"We're always working to improve the customer experience, and the team at Big Hairy Dog has been a great partner in helping us build and refine new ideas."

— ASHLEY BERRY, OWNER, SOMEONE'S IN THE KITCHEN

THE STORE, AT A GLANCE

Opened: October 1988

Ashley & family owners since: 2012

SKUs: 60,000+

Locations: Single store, Rapid City, SD

On Retail Pro since: 2002

Upgraded to Prism: 2025

Colorful bowls & tableware

Copper cookware display

Cutlery on the magnetic wall

Finding a System As Flexible As the Business

When the original owners set up Someone's In The Kitchen on Retail Pro v8, they built in a level of customization Ashley didn't fully appreciate until she went looking for an alternative. In early 2025, ready to modernize, she took her single-location store through demos of the mainstream small-business platforms. "I realized there was no true replacement for the level of customization we had with Retail Pro," she recalls. "What I had once taken for granted quickly became the benchmark." She ultimately chose to upgrade to **Prism** for its depth in inventory management and its flexibility to tailor the system to her business.

What can you do now that you couldn't before?

Prism brought new promotion tools and built-in import options that save time building adjustments and purchase orders. Ashley's team has also started building iPads into their workflow — building customer orders and checking stock right on the sales floor. One small but meaningful win: a Veteran's discount that now applies automatically when a customer enters their phone number at checkout. "That saves us asking every time," Ashley says, "and I believe it helps our customers to feel recognized and special when they visit."

How has the system been tailored to fit the store?

Big Hairy Dog guided Ashley's team through the setup with one-on-one sessions, letting them see how each setting would affect their workflow before going live. The store now runs a customized touchscreen with buttons for non-barcoded items, a checkout interface personalized with the store's own brand colors and background image, and a custom bridal registry confirmation document. Up next: exploring in-store signage templates that Ashley expects will be a big time saver.

BUILT FOR THEIR WORKFLOW

- Custom touchscreen buttons for non-barcoded items
- Branded checkout UI & background
- Custom bridal registry confirmation doc
- iPads on the sales floor for orders & stock checks
- Automatic Veteran's discount at checkout
- One-on-one setup sessions with Big Hairy Dog

OTHER POS/INVENTORY SOFTWARE RESEARCHED

Aptos	Clover
Counterpoint	Fishbowl
Heartland	Hike
Lightspeed	Material Retail
Odoo	Rain
Shopify POS	

Le Creuset

Bulk oils & vinegars

South Dakota textiles

Local scone mix

What's Next

Someone's In The Kitchen is in the planning stages of a second location built around events, classes, and a curated selection of products tied to the event schedule. The team has already modernized its bridal registry and checkout process with Prism, and is now looking to streamline and expand in-store pickup as well.

> ***"We care deeply about the brands we partner with, and our team is dedicated to helping customers find the right products for their lives."***
>
> **— ASHLEY BERRY, OWNER**

Want a retail system that grows with you?

See how Big Hairy Dog helps independent retailers like Someone's In The Kitchen.

800.377.7776 · info@bighairydog.com · www.bighairydog.com