

# National Resource Management CASE STUDY

## CoolTrol® Cooler Control Systems – Grocery Store, Bay Area, California

Ken Patel owns and operates five small grocery stores under the Kumud flag name in Cupertino, San Jose, Sunnyvale, Santa Clara and Newark, California. Ken focuses on serving the Indian population with specialized fresh, dry, and frozen products. Multiple operators competing for thin profit margins characterize this industry. Price competition is fierce with little room for increases. As a result, Ken looked to NRM to help decrease his utility expense and brighten his bottom line.

### STORE DESCRIPTION

- Kumud Grocery, 5 locations in the Bay Area
- Each location has up to 2,500 Sq. Ft.
- Each location has Multiple Walk-in (low temp and medium) and Reach-in Units

### OUTCOME

“The Indian grocery store business is **very** competitive — we have low profit margins on items sold and extremely price-conscious customers. Since installing the system, my stores’ electric bills have decreased an average of 20%. This has allowed me to be highly competitive with my pricing without affecting my bottom line. *CoolTrol®* has been a great investment and NRM delivers what they promise. Their controls will substantially lower your PG&E bill.\* I would highly recommend this to anyone looking to decrease their overhead expenses.”



Owner Ken Patel (left) is shown with several Kumud Grocery customers.

— Ken Patel, Owner, Kumud Grocery Stores

\*Savings, paybacks and incentives vary based on utility.

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