

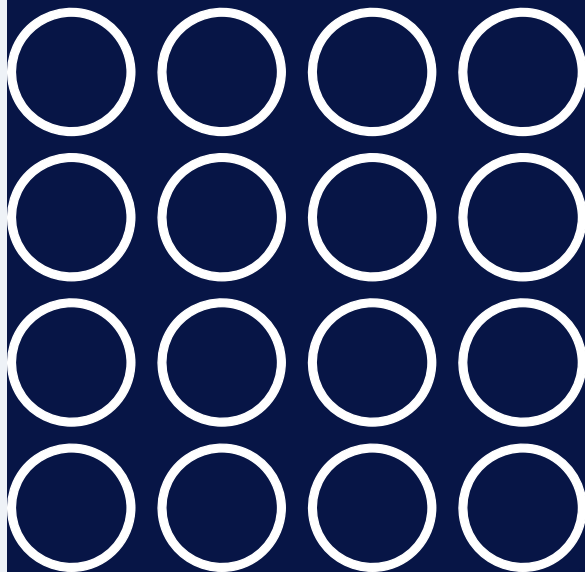
Runway Fashion Exchange

Replacing Location-Specific Systems With One Operating Standard



CASE STUDY

Industry	Clothing resale, buying used apparel directly from customers for immediate resale
Model	Franchise, DevSquad's client is the franchisor, not an individual store owner
Network	15+ locations across the western US, still adding franchisees
The Build	Custom retail operations platform for in-store use, spanning employee workstation and customer-facing tablet
Engagement Length	2.5+ years



SECTION 1: THE PROBLEM

Pricing Knowledge That Lived in a Few People's Heads

Every buy transaction requires two pricing decisions: what the store pays the customer, and what the store will list the item for. Both decisions were being made by individual employees, **from scratch, on judgment alone**. If they set the buy price too low, the customer might take their clothes elsewhere. But if they set it too high, the margin disappears. This was the issue the owners raised most often and the one they had the hardest time operationalizing.

Multiple Stores Operating With No Shared Foundation

Because most Runway Fashion Exchange locations are owned by a franchisee, everyone had developed **their own rules** for how their store operated. The franchisor could advise, but they had no mechanism to standardize anything.

- Some stores had bought POS software, and different stores had bought different products
- Some stores had no software at all
- Customer text messaging ran through a separate paid service, disconnected from any transaction data
- Pricing was set by individual judgment, item by item and employee by employee
- The franchisor had no visibility into any store's sales, buying volume, or performance

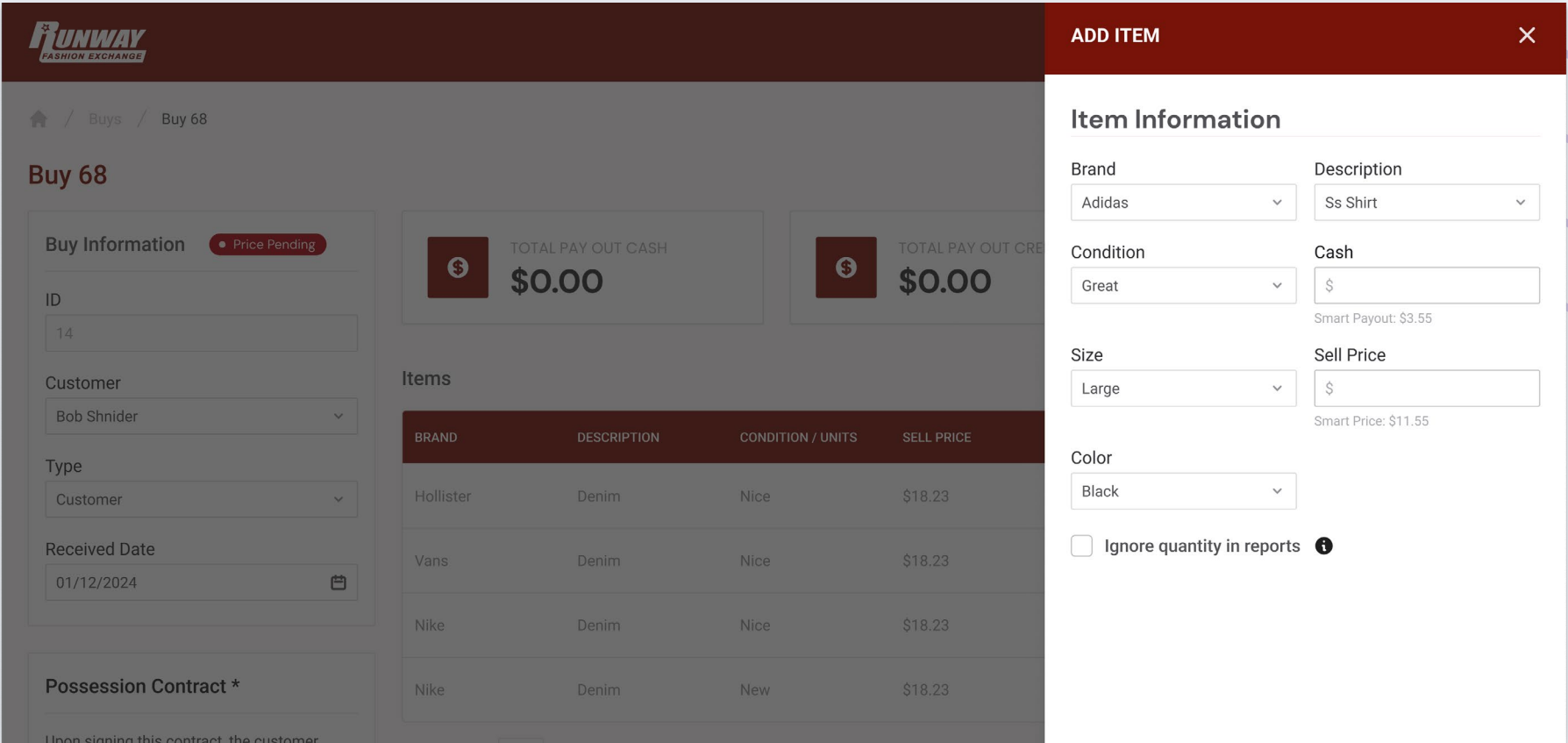
That last point mattered more than it might appear. Runway Fashion Exchange's core offering—the thing franchisees are actually paying for—is operational guidance. The franchisor was advising over a dozen businesses without any ability to see how those businesses were performing.

SECTION 2: THE SOLUTION

Software That Prices Items, Manages Inventory, and Communicates With Customers

DevSquad built a platform that supplies the pricing decision rather than waiting for it. When staff buys an item, the item’s brand, condition, and description generate a suggested buy price and a suggested sale price, and both fields arrive already filled in. Staff can override either value, but they never begin from a blank field.

That single mechanic **addresses three problems at once**. It removes guesswork from every transaction, it creates pricing consistency across a network the franchisor doesn’t manage day to day, and it allows a new hire to price a rack of clothing on their first shift, which matters considerably in an industry where staff turnover is constant.



Suggested pricing at item entry

80%
Time Savings

DevSquad estimates that the pricing step now takes roughly 80% less time per item, turning a judgment call that could run a minute or more per garment into a confirmation that takes seconds. At the same time, pricing consistency has dramatically shifted for the better, creating a better experience for customers.

INCLUDED FEATURES

What Runway Fashion Exchange ended up with is not a point-of-sale system with features attached to it. It covers **the full operating surface of a resale business in a single platform**: the buy side, the sell side, the cash drawer, the customer relationship, the messaging, and the reporting layer.

All of it runs on a real store floor, where the employee's workstation and the customer's iPad operate as two live views of the same transaction.

Buying from customers.

A digital contract is signed on a customer-facing iPad, with bag count captured and items priced and entered on the employee's screen.

Automatic resolution.

If a customer never returns within the window, the payout converts to store credit and the items move into sellable inventory without anyone having to intervene.

Tag and label printing.

Items are tagged immediately after purchase, in two physical formats suited to different product types.

Customer records.

Everything bought from and sold to a customer in one view, alongside reward balances and gift card balances with expiration dates.

The drop-off workflow.

Customers can leave their bags and go, and an automated text notifies them once the offer is ready.

Point of sale.

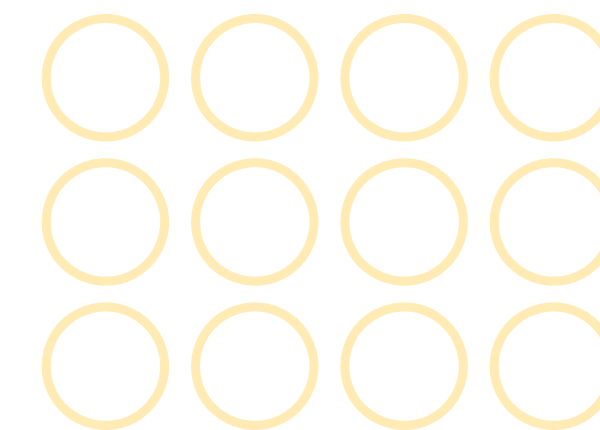
Barcode scanning, discounts by fixed amount or percentage, multiple payment types, change due, and receipt printing.

Cash control.

Register open and close with attribution, cash added or removed with a required reason, transfers between registers, and logged discrepancies.

Messaging.

Automated transactional texts, plus marketing sends to a single customer, a filtered segment, or the full list.





Ogden Utah - Test2

4005 S Riverdale Rd
Ogden, UT
801-334-0555

Possession Contract

Monday, August 17, 2026 - 09:03 PM

Customer Number: #7

Buy: #68

First Name

Bob

Last Name

Shnider

Driver License

1234567890

Address

Address

City

New York

State

NY

Zipcode

10282

Email

bob.shnider@email.com

Phone

(801) 472-6480

Birthday

mm/dd/yyyy



Number or bag / containers brought in today:

By signing below I acknowledge that I am the owner of these items and therefore have the right to sell them. I am aware that Runway Fashion Exchange is not liable for any lost or stolen items. I also give Runway Fashion Exchange permission to take possession of my items to sell or donate if I leave them for more than 24 hour period. I have read and accept the above statements. I consent to receive text updates regarding my Buy. I understand standard message and data rates apply.

Customer signs here

The customer signs on their own screen

Knowing What Not to Build

Every store needed to migrate its item data out of whatever software it had been using, and the obvious solution was to ship a self-service import tool and hand it over.

After reviewing the incoming data, DevSquad concluded it was inconsistent enough that self-service imports would fail quietly and leave stores with unreliable catalogs. The team handled the migration store by store instead, normalizing each dataset before loading it.

Visibility That Turned Runway Fashion Exchange's Advice Into A Product

Franchisor admins can now pull reports for any store in the network, covering net sales, number of sales, tax collected, item counts, and credit card totals across any date range they choose.

Runway Fashion Exchange sells **operational guidance** to its franchisees, and before the platform existed, that guidance was given without easy access to a single store's numbers. The franchisor can now identify a store trending downward, reach out early, and work on the problem while it is still solvable. Since a franchisee who stays open continues paying, the reporting layer is what makes the advice worth buying in the first place.

The platform also generates revenue for the franchisor. Stores pay a monthly fee to use the system, and because SMS allowances are metered, stores that want to send more buy additional credits.

Ogden Utah - Test2

Home / Reports / Texting Summary

Texting Summary Report

Employee

All

Type

All

Status

All

Date Range

8/2/2024 - 12/4/2024

TEXTS SENT

12

TEXTS CREDIT (MONTH)

100

BALANCE (MONTH)

100

DATE	TYPE	CUSTOMER	MARKDOWN	STATUS
05/20/2025 07:54 PM	Marketing	Mary Blue Voice (801) 252-5406	Owner2 Doe	Delivered
05/20/2025 07:53 PM	Custom	Mary Blue Voice (801) 252-5406	Owner2 Doe	Delivered
05/20/2025 07:51 PM	Custom	Mary Blue Voice (801) 252-5406	Owner2 Doe	Sent
04/28/2025 12:09 PM	Buy	Mary Blue Voice (801) 252-5406	Owner2 Doe	Delivered
04/28/2025 05:31PM	Custom	Bob Shnider (801) 472-6480	Owner2 Doe	Delivered
04/25/2025 06:55PM	Custom	Mary Blue Voice (801) 252-5406	Owner2 Doe	Sent

Inventory turnover report

Receipts, Tags, and Labels

The platform drives every piece of physical output a store needs: receipts at checkout, tags sized for items like shirts, labels for shoes, and bag labels for customers’ drop-offs. Each one prints from the hardware already sitting on the counter.

Understanding the Full Value of Runway Fashion Exchange’s Custom Software

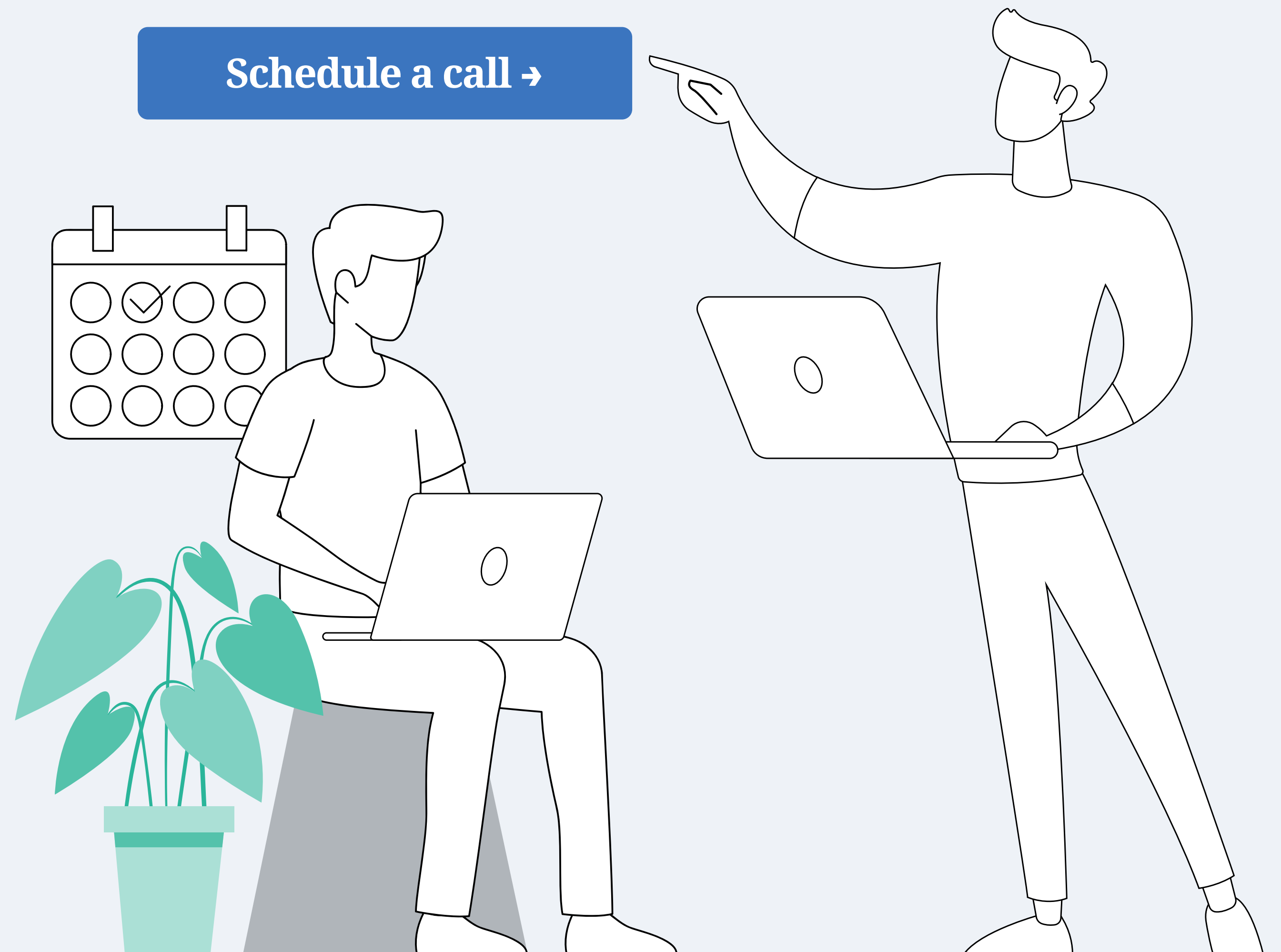
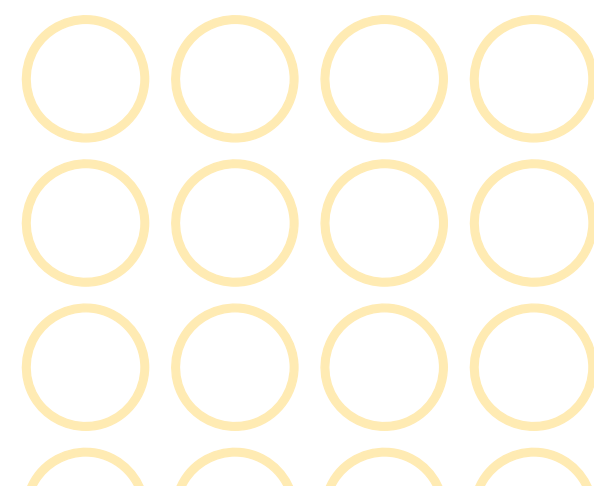
- One operating standard across a network of independently owned stores, enforced by the software rather than by instruction
- Roughly 80% less time spent pricing each item, with new hires able to handle it on their first shift
- Consistent buy and sale prices, which protects margin at every location
- Cash and gift card balances that are tracked, attributed, and reconciled
- Performance visibility that allows the franchisor to coach stores rather than guess
- A platform the franchisor charges franchisees to use, with metered SMS credits on top

SECTION 3: THE PATH FORWARD

Maintenance As The Franchise Grows

The platform is live across the network, including stores that opened during the rollout, and DevSquad continues to handle ongoing maintenance. New franchisees onboard onto the same system, which means the operating standard holds as the network grows.

Runway Fashion Exchange didn't need a better point-of-sale system. They needed a way to make 15+ independent stores run like one optimized business.

[Schedule a call →](#)