

MERCHSTORE

Case History # 1

775-856-3522

SALES@BW-WHOLESALE.COM

Problem

Truck Drivers and Office Personnel ordered customized apparel with a written order form and then submitted the order form to an executive assistant. The orders were then scanned into PDF's and forwarded to B&W Wholesale. The process was complicated, lengthy, and prone to errors. In addition, with employees working from different locations in the United States and even different facilities in the Reno area, it was time consuming to collect the orders. After production all orders were shipped to main office for distribution to employees.

Solution

A customized web based corporate apparel store was set-up for the client with the clients own branding. Client selected which products to be sold on the web store. The minimum order size is one piece, while discounts for bulk orders are allowed. Now employees of the company can purchase customized apparel from the store no matter their location. Each employee's account is given a cash balance which is theirs to spend once they log-in. If they exceed the amount of their balance, they can pay the difference with their own credit card. Employees also can order apparel at any time with a credit card.

When an order is placed B&W and client receive copies of the e-mail order. Order will be shipped directly to customer's house or office location, usually in about 7-10 working days, depending on current production.

B&W then issues invoice to the accounting department.

Efficiencies

- Improved workflow. Employees enter their own order and can see exactly what products and colors are available and can order anytime they prefer. The store is fully compatible with mobile phones.
- A centralized location to browse and purchase all branded corporate apparel, which can easily be updated with new products or remove existing products.
- Minimizes mistakes by cutting out extra steps in ordering process. Employee takes responsibility for his/her own ordering, and if amount exceeds their balance, they pay the difference with credit card.
- Accounting work is streamlined. B&W only invoices client for the amount up to \$100. Anything over was paid at time of purchase by employee with credit card.