

MERCHSTORE

Case History # 2

CONSTRUCTION COMPANY

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Problem

Twice a year, in the spring and fall, the company would give each employee an amount to spend on corporate apparel. The apparel was frequently updated, and switched according to season. For the employees it was difficult to know exactly which products and colors were available. During the ordering process a form was passed around the office and the employees were responsible to hand select which products, colors and sizes they needed with the assistance of catalogs which were frequently lost or misplaced. In addition some employees ordered by email which created a further strain on the marketing manager to manage and keep track of all the emails and orders. The process was complicated and frequently led to errors in the ordering process. When an employee ordered more than \$108 a layer of complexity was added to the accounting, as the employee had to reimburse the company for anything over \$108.

Solution

A new customized webstore was set-up for client with clients own branding to provide a centralized location for purchasing corporate apparel. Twice each year the marketing manager communicates with B&W about what new products are available and to update the webstore with any selected new products. Occasionally some older products, or products that have not sold well are removed. After the webstore is updated an email is sent to office staff informing them that the store has been updated with a cash balance and they can purchase corporate apparel by logging into their account on the webstore. If they exceed the amount of their balance they can pay the difference with their own credit card. Only one invoice is issued by B&W to the accounting department.

When an order is placed B&W and client receive copies of the e-mail order.

Efficiencies

- Marketing manager minimizes their workload. Only need to select products and send out email.
- A centralized location for all branded corporate apparel and swag. Can see exactly what products and colors are available.
- Employee takes responsibility for his/her order and there is no need for further communication once order is placed.
- Accounting work is streamlined. B&W only issues one invoice to the client's accounting department even though there are dozens of individual orders.