



Corporate Strategy

Our client a major wholesaler in the crafts industry wanted to control the whole supply chain. That is they wanted to control their retailers and also the end user consumers, with the ultimate desire being to actually tell the consumers when and where to spend.

Where as a normal wholesaler sells to retailers and waits for the retailers to sell and maybe helps with some of the marketing.

Our client wanted to be the driving force behind marketing their brand and driving consumer demand. Once consumer demand had been boosted the wholesaler could drive retailer adoption and sales.

Within 5 years we had built an online consumer base of 300,000 consumers with around 100,000,000 web hits a month, exceeding Disney Europe and many of the major brands.

We developed and implemented eCommerce, supply chain, ERP strategies that drove the business from a minor player to the dominant force in the industry.

All the business systems from front end web user and consumer communications to retailer ordering to fulfilment were integrated into one seamless system.

The company was latterly sold at a massive premium to investors.