

ProStores Check List

IS AN ONLINE COMPANY STORE RIGHT FOR YOUR BUSINESS?

An online company store is an excellent way to streamline processes, save money and time, and maintain brand integrity. But it's not for every business. The checklist below will help you decide if pursuing an online company store makes sense. Mark the ones that apply to you now.

☐ YOU HAVE 10 OR MORE LOCATIONS.

Significance: Online company stores make a lot of sense for businesses with multiple locations. Why? Well, the online store centralizes and streamlines all purchasing. Instead of having one person in each location investing his or her time in researching vendors, placing orders, tracking shipments, reconciling spending, and so forth, everything takes place at a central online hub. Products and vendors have already been vetted, the best pricing has already been identified, and ordering can be done (and monitored) with a few easy clicks.

☐ YOUR REVENUE EXCEEDS \$25 MILLION.

Significance: An online company store is an investment. It's not right for every business. For example, a local courier service with three vans doesn't need its own online company store. But an LTL trucking company with terminals in multiple states and sales revenue north of \$100 million will benefit greatly in money and time savings.

On average, we have helped our clients achieve 18 – 23% workflow process reduction by centralizing their programs. Procurement transactions take time. Time cost money; you could save up to 20% in labor cost alone.

☐ YOUR COMPANY IS IN A GROWTH CYCLE.

Significance. Fast-growing companies don't have time to mess with things that should be "no brainers"—e.g. having ready access to properly branded apparel and uniforms, approved promo items, marketing collateral, forms and documents, etc.

Let's say you plan on opening five new locations next year. Think of how much easier it will be to simply send a link to each location manager with the directive, "You'll find everything that you and your staff will need in our online company store."

☐ YOUR BRAND IS INCONSISTENT ACROSS DIFFERENT LOCATIONS AND EVEN ACROSS DIFFERENT PRODUCTS.

Significance: What is your brand worth? No doubt, it's the most important element of your business since it is, essentially, the essence of your business. What happens if that essence becomes tarnished? Or misrepresented? How can you police and constantly protect your brand?

Don't have a system in place that can effectively manage the brand. Suddenly, the brand's look and feel is different from one location to the next, one employee to another. Even the promotional products seem to have differing messages since there's no central control.

An online company store can solve this important problem.



THE COSTS OF SEEMINGLY STRAIGHT FORWARD THINGS ARE OUT OF CONTROL.

Significance: Location A has spent a ton of money on t-shirts that aren't even the right color. Location B doesn't have as many employees as the rest of your locations, and, as a result, doesn't get volume savings from the vendor it uses. Location C is still waiting on an order it placed from its vendor six weeks ago and the location's manager has had to spend an obscene amount of time chasing the shipment.

Scattered systems and processes are always messy. But when all purchasing happens under one online roof, everyone can benefit from volume discounts, pre-approved vendors who've proven their worth, and branding that's consistent across the board.

REVIEWING YOUR RESULTS

If you checked three or more of the items outlined above, then your business would likely benefit from an online company store.

Contact us today and let's chat; Even if you're not sure, we still welcome the opportunity to discuss your current situation and specific needs.