



## PROBLEM

This small supplier was struggling with how to get in touch with store managers at the local level to provide local and regionally-relevant products and at the same time build a relationship with the corporate buying group of a large top-tier retail trading partner.



## HOW REPOSITRAK SOLVED IT

### MarketPlace

Acting as the vendor of record, we contracted with this smaller supplier and created a digital catalog including the supplier's products and product profiles. This made it easy for the retail buying team to quickly view, curate and decide on products they wished to make available for their individual store managers to order without the typically tedious supplier vetting process followed by lengthy onboarding.

### MarketPlace Store Ordering


Selected items were made eligible to order from the retailer's privately curated digital catalog. The retailer's corporate category management team controlled the ordering guidelines enabling individual store managers to make ordering decisions based on local product desires. Placed orders are communicated directly to the manufacturer. Fulfillment, delivery, payment and reconciliation data is managed through ReposiTrak.



## RESULTS

- Enjoying 100% sales increase over projection due to expansion in new channel
- Removes roadblocks to gaining distribution with a large tier-one retailer
- Continues to expand retailer relationships and portfolio

### QUESTIONS?

  
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