



PROBLEM

With an extremely unique and seasonally focused product mix, it was a challenge for this supplier to stay on top of the demand from a large top-tier retail trading partner for locally and regionally-relevant products.



HOW REPOSITRAK SOLVED IT

MarketPlace

We created an digital catalog and added 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.

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.



RESULTS

- 80% sales growth over same time frame last year
- Increases product visibility across a diverse product selection
- Enables expansion of a powerful new sales channel

