



PROBLEM

This top-tier retailer wanted to replace a manual print catalog and enable individual store managers to select and place orders for seasonal and locally relevant products from a private electronic marketplace curated and controlled by the corporate category management team. However, onboarding the manufacturers of the products was slow, tedious and time consuming.



HOW REPOSITRAK SOLVED IT

Vendor of Record

Park City Group (PCG) became the vendor of record (VOR) with this top tier retailer to avoid onboarding each individual manufacturer. The corporate category management team provided PCG's VOR team specifications for the products they desired in their seasonal event. PCG's VOR team located, curated and secured commitment for the products and added them to the ReposiTrak MarketPlace.

MarketPlace

As the distributor, PCG obtained the products specified by the category management team and added the items to the MarketPlace making it easy for the retail buying team to quickly view and approve products they wished to make eligible for their individual store managers to order.

MarketPlace Store Ordering

Selected items were added to the retailer's privately curated digital catalog and made eligible to order by the managers at the store. 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

- \$1.1 million in incremental sales
- Tightly controls ordering to ensure store managers operate within guidelines while providing regionally-relevant products that drive traffic and shopper loyalty
- Removes supplier onboarding roadblocks

www.repositrak.com | sales@repositrak.com

QUESTIONS?

KEITH WYPYSZYNSKI
VP Member Services, GMDC
kwyp@gmdc.org
719.576.4260

