



## Online Storefront Is Perfect Fit for Corporate Apparel Purchasing Program



**Challenge:** A property management company that owns and manages several apartment complexes across a tri-state area provides apparel for more than 200 sales, management and maintenance employees. The manager at each complex was responsible for purchasing the apparel for his/her employees by using a local vendor that was given general production guidelines developed by the corporate office. The process of producing these materials locally through different vendors resulted in inconsistent quality, lack of logo/ brand integrity, color inconsistencies, and difficulty managing multiple vendors. The corporate office needed help with this process to ensure that the company's image of professionalism and quality was being perceived consistently throughout all of their locations.

**Solution:** After learning about this challenge, our promotional products services were combined with an online ordering tool to greatly improve this corporate apparel-purchasing program. Our partnership with top apparel vendors helps ensure all products are professionally made and managed for quality and brand integrity. The custom online storefront allowed this property management company to store images of all of their apparel items into an online catalog so that all location managers could order whatever they needed at any time. By using the system they were able to better track expenditures for the entire corporation as well as for each individual location, monitor inventory levels for all items, and determine when to discontinue items or add new ones.

**Results:** By using Sir Speedy to purchase all of their promotional products and apparel, the company was able to meet their budgeting and branding objectives. Costs were reduced due to volume discount purchasing. Vendor management improved due to the use of just one company to service all locations. Additionally, the ordering process became much more simplified for the location managers who were now using the online storefront.

