

And Then Some

Overview of Services & Specialties

Merchandising and Retail Partnerships

- Establish strategic partnerships with approved retail accounts, leveraging opportunities for both branded and private label products across e-commerce and brick-and-mortar channels.
- Perform in-depth market analyses to uncover assortment gaps and identify new growth opportunities for retailers.
- Collaborate closely with manufacturers to develop and deliver cohesive Line Review presentations that align with retailer goals.
- Represent manufacturers in retailer meetings and line reviews, ensuring consistent communication and strategy alignment.
- Oversee vendor setup with each retailer, ensuring seamless onboarding and compliance with account standards.
- Negotiate favorable vendor terms and allowances to safeguard manufacturer profitability while fostering long-term retailer relationships.
- Utilize advanced technologies, including AI/ChatGPT, to optimize product listings for SEO and enhance content for better visibility and engagement.
- Regularly analyze sales performance, providing data-driven insights to help manufacturers and retailers optimize sales, promotions, and inventory management.

Dedicated, Experienced Team

- Our team is composed of seasoned retail professionals with extensive experience across various retail sectors, including e-commerce, brick-and-mortar, and omnichannel strategies.
- We are strategically located across key markets, with team members in Chicago, Austin, Atlanta, and internationally in India, enabling us to offer comprehensive, around-the-clock support for our clients.
- Our hands-on approach ensures that our clients receive personalized service, with a team dedicated to driving business growth at every stage of the retail process.
- Our team has extensive experience and fluency in navigating key retailer systems such as Amazon Seller and Vendor Central, Wayfair Partner Portal, Walmart's Retail Link, Lowe's Vendor Gateway, and Home Depot's Supplier Portal, ensuring efficient product setup, inventory management, and sales tracking.

Marketing Strategy and Optimization

- Work hand-in-hand with manufacturers to create and execute tailored promotional and marketing strategies.
- Collaborate with retailers' internal marketing teams to drive both short-term promotional initiatives and long-term branding campaigns that maximize consumer engagement.
- Leverage cutting-edge tools such as Helium10 to optimize Return on Ad Spend (RoAS) for Amazon and Walmart campaigns, ensuring high visibility and sales growth.

- Conduct ongoing keyword research to enhance SEO performance, boosting product visibility and sales across all online platforms.

Inventory Planning and Forecasting

- Partner with Operations and Supply Chain teams to guarantee smooth and efficient inventory management across all retail channels.
- Proactively address operational challenges, ensuring uninterrupted inventory flow and meeting stock availability targets.
- Collaborate with Inventory Planning Teams to maintain optimal in-stock rates, preventing stockouts and maximizing sales opportunities.
- Deliver accurate, forward-looking sales forecasts that enable retailers and manufacturers to plan inventory effectively and scale their business.

Why Choose Us?

- With a distributed and highly experienced team across multiple locations, we offer agile, on-demand support tailored to each retailer's specific needs.
- Our team members are well-versed in navigating the complexities of the retail landscape, ensuring that manufacturers can seamlessly expand their product reach while maintaining profitability.
- By combining human expertise with the latest technologies, we deliver comprehensive, end-to-end retail solutions that drive sustainable growth for our clients.