

Case Study: Expanding Online Retail Opportunities With Technology

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

This is a cocktail supply retailer company that also has manufacturing and event-based operations.

Operating since 2019



SECTOR

Cocktail Supply Retailer, Small Manufacturer, and Bartending/Event Services



HOME BASE

Calgary, AB



CHALLENGES

The company aims to expand sales through enhanced acquisition marketing and loyalty-focused initiatives. Additionally, they plan to introduce new revenue streams through expansion efforts. With strategic technology adoption and CDAP funding, the retailer aspires to broaden their global customer base and provide exceptional services to local clients.

SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Inventory Management & Point-of-Sale Software



Enhanced Digital Marketing



Customer Relationship Management System

BENEFITS

1

Inventory Management System and supporting POS tool - Provide organization and management to large retail inventory supply through adoption and integration of an online cloud-based solution.

2

Build Awareness through Digital Marketing - Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

3

Customer Relationship Management (CRM) System - Improve collection and usage of customer data by adopting a system that will allow better customer experience and create marketing opportunities.