

# Case Study

Retail Ecommerce for the UK's premier sports nutrition brand.



Maxinutrition is Europe's number one sports nutrition brand and has grown at a phenomenal rate by focusing on highly effective, research-supported formulas that deliver what they promise. Their products are now available everywhere from specialised stores, gym chains across the country and high-street retailers like Argos, Tesco, Holland & Barrett and many more. With a large number of retailers now stocking their ranges, Maxinutrition products aren't hard to find. However, one of their largest sales channels remains selling directly to consumers via their website.

## Project Highlights



### Flexible product bundles

Flexible product bundles with discounts across groups of products when purchased together but with the flexibility to choose variations.



### Personalised sites

Private login for different sports, university and social clubs with personalised pricing and content.



### Loyalty scheme

Built-in loyalty scheme powering MaxiRewards program and enabling payment/part-payment of orders using accrued points.



### Call centre

Integrated Call Centre/MOTO functionality for handling offline orders.



### Seamless integrations

Integration with Maxinutrition's internal systems.



### Enhanced navigation

Enhanced primary navigation including both product and content.



### Multiple sites

Highly scalable to handle large customer volumes.

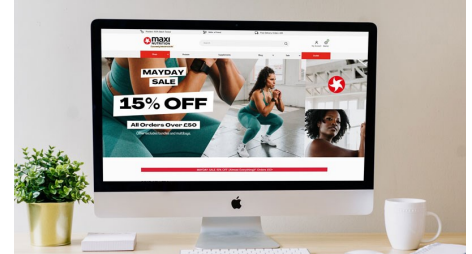
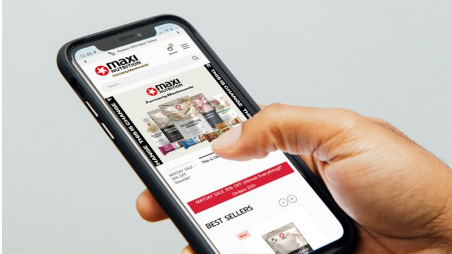


### Responsive design

Responsive design across four breakpoints.

# Project Overview

Due to the importance of this channel, they are always looking to ensure that their ecommerce site delivers best-in-class functionality and are continually updated to reflect both product and ecommerce innovations. Having been the very first customer of ours to implement a responsive design some years ago, they felt the need for a new design refresh as well as an upgrade to their tradeit platform installation to take advantage of the new features that have been introduced.



The site is now a feature-rich, responsive ecommerce solution that can be easily personalised to reflect the customer's identity, attract new users and encourage repeat purchases, taking advantage of tradeit's very own loyalty scheme to deliver their MaxiRewards program. Importantly it also allows their in-house team to fully manipulate and update the site content via tradeit's CMS and class-leading promotions engine.

One new feature they were particularly keen to take advantage of was the ability to create product bundles which offer users a discount when purchasing certain products together but still give them the flexibility to choose the product variations they want to make up their bundle (such as different flavours, sizes or colours). However, importantly for them, these bundles are still output from tradeit as individual lines, rather than a new SKU, making stock management,

ERP integration and returns as simple as if they were buying the items individually!

Another key feature of the site is the sophisticated primary navigation for both products and content helping users to connect with what they are looking for quickly and easily. Maxinutrition have many products aimed at different users with varying requirements and the new navigation is tailored to help users search for items by product type, product range, bundles, offers, goals (weight loss, muscle gain, endurance etc...), or sport, as well as great content like training plans, eating guides and much more.

The tradeit ecommerce platform has enabled Maxinutrition to grow their ecommerce business substantially and is testament to the robust and flexible nature of the platform.



*Managing the websites centrally, with the capability of local content input, branding and pricing structures gives us the flexibility we need to push ahead into global markets. Selecting Red Technology and tradeit is the best business decision I have ever made.*

**Ecommerce Director, Maxinutrition**

## Project Integrations



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