



Casestudy

tradeIT

Shore watersports

intro

Since Shore Watersports started in 1982, they have evolved from being a local supplier of water sports equipment, to one that exports all over the world, even as far a field as Australia and Japan. Between the two South Coast shops, they cover windsurfing, surfing, kite surfing, wakeboarding, snowboarding, body boarding, mountain biking and of course their legendary range of wetsuits, rumoured to be the biggest in the UK.

the problem

Shore Watersports started their business with a paper based mail order catalogue. Customers could fax, post an order form, or they place an order by telephone.

With the introduction of the internet to the consumer markets, Shore created a static web site, which in turn became their current ecommerce site.

the solution

Redtechnology.com suggested the intershop4 platform and developed a dynamic solution that enabled Shore to display their catalogue online. Self management of the site is key to Shore and the stability of the system provides the peace of mind for a business, which has already grown by more than 600%. Order volumes have now dictated the need for intergration into the mail order system, which Redtechnology.com are undertaking, to reduce paper work and streamline the fulfillment opertaion.

"Epages is an easy-to-use system that works very well. We are getting sales that we would juist not have had and it has paid for itself more than 10 times over"

Managing Director

Shore Watersports

Architecture: Epages 4.5 Merchant hosted on Windows 2003

