

Case Study



Class-leading B2B ecommerce for the UK's Leading Sports Nutrition Distributor.



Founded in 1980, Tropicana Wholesale is the UK's leading sports supplement distributor, supplying thousands of gyms, websites, personal trainers, and sports supplements shops throughout Europe. With over 2000 sports nutrition products in stock, they are the authorised distributor of over 100 well known brands such as CNP, Grenade, High5, & USN.

Project Highlights



Business to Business

Heavyweight ecommerce functionality from a platform designed from the ground up to service complex B2B requirements.



Price list manager

Sophisticated price list manager calculates customer and product discounts from main pricelist meaning only two price lists (£/€) are needed across entire site and customer base.



Spend and save

Spend & save loyalty scheme designed to encourage users to spend x% more than during a previous time period to acquire a reward.



Sophisticated promotions

Automated promotions driven by expiry date and whether products have reached defined sales level within a certain period. Also includes advanced features such as selectable free gifts, cloning offers, alerts when close to qualifying for a discount, and countdown timers on each offer.



Simple re-ordering

Host of quick ordering tools such as saved baskets, saved quick order forms (with optional CSV upload), and back in stock notifications with direct add to basket links.



Call centre

Built-in call centre capabilities including pricing override at the basket, adding/removing promotions, adding free gifts, and much more.



Seamless integrations

Two-way integration with OrderWise ERP system for prices, stock, accounts, invoices/credits/payments, and orders.



Mobile friendly

Responsive design across four breakpoints - previous site was not optimised for mobile devices.



Email integration

Integration with Mailchimp ESP.

Project Overview

Whilst a small portion of their business is through retail channels, Tropicana Wholesale primarily trade B2B and could no longer grow their online business sufficiently using their old ecommerce platform. Like most platforms, its B2B ecommerce offering was basically just a tweaked retail site, rather than one built from the ground up to service the unique requirements of B2B ecommerce, so lacked a lot of the functionality they required to stay ahead of their competitors.



For example, their previous site had 13 different pricing levels for different customers all managed within their OrderWise system. Now, the new price list manager within tradeit allows them to have just two.

As most customers order daily and are short of time, a host of quick order tools were made available in the users' my account such as saved baskets, saved quick order forms (with optional CSV upload), and back in stock notifications with direct add to basket links. Previously, when customers ordered via telephone, staff would place these orders online but any price changes had to be applied to their order once it reached OrderWise, and then charged manually. Using tradeit's MOTO tools, this issue no longer exists as administrators are able to login as customers and override their pricing directly at the basket as well as adding/removing any offers and free gifts when processing orders on their behalf.

Despite selling B2B, the site is very heavy on promotions so having a class-leading promotions engine was another key reason for selecting tradeit. As well as a plethora of offer types, there are several other great tools available for them to use including countdown timers on each specific offer, the ability to clone offers, 'almost there' flags when near to meeting the conditions of an offer, and selectable & multiple free gift options.

Many products they sell carry expiry dates so a regular turnover of stock is important. To help they have created automatic processes, promotions and merchandising in tradeit, such as adding products to the clearance category based on their expiry date with a discount applied, set up products to move to the flash sale category if sales don't meet their specified level for a certain time period, and removing any free gifts from offers when they are not in stock.



Red offer a lot of what we needed as standard and added in some new features without overcomplicating the site from the customer point of view. They have great experience of building B2B sites and we're extremely happy with the new website.

CEO, Tropicana Wholesale

Project Integrations

ORDERWISE



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