

Ascend 7 Case Study

Statewide Food Distributors: adding eCommerce functionality



Ascend 7 helped get us up and running quickly when we first took over the business. They not only provided great web advice but also helped sort our business processes and systems. We are looking forward to working with Ascend 7 to continue to grow our business.

Mike Dunleavy, Owner

About Statewide Food Distributors

Statewide Food Distributors are wholesalers specialising in cake decorating supplies for the Western Australian market.

The challenge

After a change of owners, Statewide's challenge was to continue servicing existing customers, while implementing a plan to grow the business. The new owners wished to introduce online retailing via their existing website in order to improve their business processes.

The solution

Ascend 7's solution was to transfer Statewide's website to the A7SHOP—a powerful eCommerce content management system. The Statewide A7SHOP was built with modules that enabled staff to easily manage product attributes and images, inventory levels, prices and special offers, customer data, billing, shipping and freight, and workflows.

The result

After the online shop was introduced, monthly turnover increased by 55% whilst still maintaining the business's desired margins.

Because of the more streamlined online ordering processes, staff have been better utilised within the business. Customer communications and order management is also faster, easier and more responsive.



Ascend 7 can build you an online shop with fully functioning eCommerce capabilities. Contact us for more info on A7SHOP.

Web www.ascend7.com.au

Email info@ascend7.com.au

Phone 08 9200 4277