

eCOMMERCE



BACKGROUND

Jill Foucré, owner of Marcel’s Culinary Experience, a highly successful cooking school and store in Glen Ellyn, Illinois, had been in business for four years, relying on foot traffic for sales of kitchen goods and eCommerce for the sale of her in-person cooking classes. The ability to purchase a class, and in some cases be put on a waiting list, was an extremely effective use of eCommerce, built in WooCommerce, connecting with her NCR-based POS system.

THE CHALLENGE

Given the success and growth of Marcel’s Culinary, Jill purchased a nearby building, built and opened a cheese and charcuterie shop, selling high end foods, wines and liquor to the same clientele as Marcel’s Culinary.

This shop, Marché, saw tremendous foot traffic - and orders for ‘Charcuterie Boards’ of meats and cheeses, in various sizes and price points for entertaining from 2 to 20.

Demand for these boards increased - and Jill decided to create an eCommerce portal for the boards - with a few unique challenges to overcome. Selling expensive meats and cheeses, in ounce proportions, while accounting for inventory was extremely important, as was a scheduling system which allowed customers to order boards 24/7/365 - but with a catch: boards had to be picked up in the store 6 of 7 days a week (closed Monday) and the ordering system had to time order capture, board prep and pick up with the precision required of keeping food fresh.

THE SOLUTION

CDI built an eCommerce website upon a framework of the powerful, open-source eCommerce platform: WooCommerce in WordPress. CDI worked to tie the inventory control for Marché into the NCR POS connector.

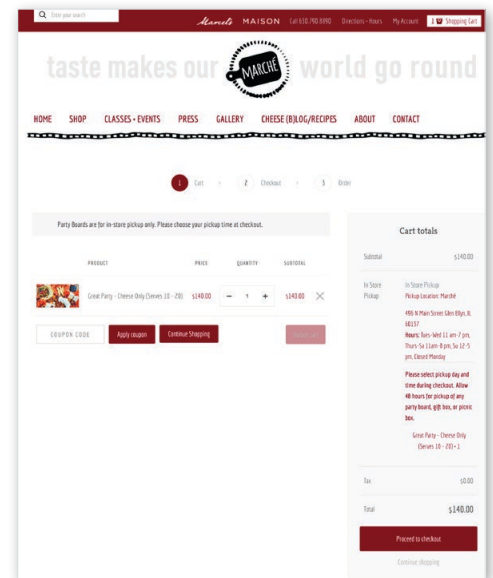
WooCommerce excels at product organization and the ability to offer an extensive variety of multiple-choice options, allowing end-users to customize products to meet their exact needs. Once a product is customized, the order can be placed through the end-user’s distributor.



IMPACTS

*A conversation with
Jill Foucré, Founder,
Marcel's Culinary Experience and Marché.*

"Starting simply as a retail operation at the store without eCommerce allowed us to build a clientele and foot traffic for the new location. Working with CDI we researched the various options available to meet the needs of this unique business, launching an ecommerce site within 6 months of first opening."



"Seven years on we've built a business in excess of
\$1 million in annual sales.

eCommerce represents approximately **12%**,
or \$120,000 in sales and growing."

A SIGNIFICANT INCREASE IN TICKET SIZE

"One of the most beneficial aspects of the eCommerce component is that it allows our customers access to a broad cross-section of our products including cheese and charcuterie boards, picnic boxes, gift boxes, wine and cheese club memberships, classes, and specialty seasonal items such as holiday quiches."

"In addition, we have recently included add-ons to our cheese and charcuterie boards so customers can upgrade to different cheeses or include additional items with their boards which increases our ticket size and gives customers more options."

eCOMMERCE IS DRIVING FOOT TRAFFIC

"We've also seen the ecommerce platform as a gateway to bringing more customers into the store because the majority of our eCommerce offerings need to be picked up, so the transaction introduces the customer to the store and all of the offerings that are available only in the shop."

CLIENT OVERVIEW

Located in the heart of historic downtown Glen Ellyn, Marcel's Culinary Experience is a kitchenware, houseware, home decor and gourmet food retailer with cooking classes and private event space combining the best of all things entertaining and cooking.

Opening in September 2011 at 490 North Main Street, Marcel's garnered several awards including 2014 U.S. Kitchenware Retailer of the Year, receiving international recognition as the recipient of the U.S. Global Innovator Award.

In 2016 Marcel's Culinary Experience opened Marché, a tasty gateway to all the treasures of downtown Glen Ellyn, packed to the brim with venerable, old world classics and new wave local standouts. From cheese and charcuterie, to housemade goodies and not-so-basic essentials, wines, craft beers, spirits and a distinctive array of complements, there is always something new to taste and sip.



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Very often, the best way to get results is to just get started.

That said, you'll want to avoid moving ahead with a mix of wishful thinking combined with disconnected tactics and goals not shared by all, which may seem as if you're 'doing something'. Yet... the act of taking the necessary time and steps to follow a process designed to help you set, achieve and even surpass your goals, has proven to be much more effective than simply performing 'random acts of marketing'.

It's assumed that eCommerce in the manufacturing sector means providing online cart functionality within your website. Not as well known, however, is that eCommerce can also refer to configurator RFQs, otherwise known as conditional logic RFQs. Both of these eCommerce functionality options work exceptionally well independently, or together, in bringing your customers and prospects through your sales funnel to close deals.

Consider these eCommerce facts:

- the fastest growing sales channel in manufacturing
- provides 24-hour sales
- easy to scale for your growing product line
- creates greater brand awareness through SEO-rich product detail content
- reaches broader audiences through improved search results
- builds your company's credibility within the industry, and in search engine algorithms
- eCommerce functionality for your industrial business can be a straightforward process with our proven Blueprint for Success in the development of your newCommerce website.

