

Cardinal's Sport Centers



Synopsis

When we first met with the owner of Cardinal's Sport Centers, he was experiencing frustration working with an advertising agency that was making an unsuccessful attempt to build an e-commerce website based on an out-dated shopping cart solution. We were charged with the objective of building a fully functional e-commerce shopping cart solution that allowed for specific customer groups with distinct prices and visual aesthetics for each.

Building an Online Sales Division

Cardinal's is successfully using the new website as a powerful tool to sell athletic apparel and equipment to schools and corporate groups around the region. Our development allows Cardinal's to build seemingly new storefronts for each school or group so that end-users may login with a customized code and be presented with a visual storefront that matches them to their customer group and provides them with special pricing for their group. The addition of the website sales ability has dramatically increased revenues for Cardinal's.

Lasting Partnership for Success

The next milestone in our business relationship with Cardinal's is to integrate their current offline accounting and inventory management system (MVS SportzPak) with the online storefront, allowing Cardinal's to build their retail division out to their web presence. Upon completion of this key milestone, the next step will be Search Engine Optimization and Marketing, and several key Online Advertising campaigns.

Client Work Highlights

- ▶ Web Design
- ▶ E-Commerce Development
- ▶ Custom Store Colors Selector
- ▶ Custom Group Access Codes
- ▶ Graphic Design
- ▶ Inventory System Integration
- ▶ Accounting Integration
- ▶ Dynamic Color Rendering