



CUSTOMER CASE STUDY

# BARGAIN WHOLESALE



How a Distributor Increased Sales  
by 50% with eCommerce





# BARGAIN WHOLESALE

**BARGAIN WHOLESALE PARTNERED WITH QAD WEBJAGUAR DIGITAL COMMERCE, WHICH IMPLEMENTED ITS COMPLETE ECOMMERCE AND MARKETING AUTOMATION PLATFORM, ALONG WITH ERP INTEGRATION.**

## HIGHLIGHTS

|                           |                                  |
|---------------------------|----------------------------------|
| <b>Company</b>            | Bargain Wholesale                |
| <b>Headquarters</b>       | Los Angeles, CA                  |
| <b>Industry</b>           | Wholesale Distribution           |
| <b>Products</b>           | More than 4,000 dollar item SKUs |
| <b>Solutions Utilized</b> | QAD WebJaguar Digital Commerce*  |

## THE COMPANY

Dollar products distributor Bargain Wholesale, a division of the 99 Cents Only Stores, began as a small business selling low cost food and merchandise to the Los Angeles retail market more than 30 years ago. It has since grown into a massive distribution company, selling dollar items to retailers around the world. Bargain Wholesale currently has more than 4,000 SKUs under one dollar, and it adds new items every day—regularly offering its customers discounts and markdowns.

Providing an easy, seamless shopping experience to its customers while effectively managing its constantly changing and rapidly growing business is among Bargain Wholesale’s top priorities. And in today’s digital age, the company understands the important role robust B2B eCommerce solutions play in delivering on that promise.

## THE CHALLENGE

Dollar products distributor Bargain Wholesale was on a basic e-commerce platform that was not mobile optimized and had a low adoption rate from its customers. The company needed to implement a more robust platform that offered an easy online shopping experience to drive more customers to the site and ultimately boost sales.



“ WebJaguar\* platform has an abundance of features that have allowed for increased customization and efficiency. We’re able to create a better shopping experience online than in our showroom..”

Claudia Rodriguez Marketing Manager, Bargain Wholesale

As a 30-year-old company, Bargain Wholesale had an established client base in and around Los Angeles, and it was growing substantially. The company had a basic eCommerce platform in place, but it was old, not mobile optimized and didn’t offer the capabilities of more modern solutions.

Bargain Wholesale’s customers found it difficult to understand and navigate.

As a result, most of them didn't use it.

Most Bargain Wholesale customers preferred to continue ordering the old way—which often meant writing orders down on a piece of paper and faxing them to the Bargain Wholesale office to be fulfilled.

Recognizing that a robust B2B eCommerce solution would help the company provide customers an easy, seamless shopping experience, drive more sales and stand out against its competitors, Bargain Wholesale decided to transform its existing eCommerce presence to offer a more modern experience to its customers. It partnered with QAD WebJaguar Digital Commerce to implement its highly flexible B2B commerce and marketing automation platform.

“The WebJaguar\* platform has an abundance of features that have allowed for increased customization and efficiency,” says Claudia Rodriguez, marketing manager at Bargain Wholesale. “We're able to create a better shopping experience online and translate that into our showroom.”



Bargain Wholesale knew that replacing its old platform with a more modern digital commerce solution would be better for everyone. For customers, it would allow them 24-7 access to their accounts, their previous order history, current order status, as well as inventory visibility. It would also offer them the ability to order anytime, anywhere and from any device. For Bargain Wholesale, it provided an opportunity to better serve their customers by giving them the tools they need to easily make purchases. It also meant Bargain Wholesale could easily stay in contact with customers through automated email marketing campaigns. As a result, sales were likely to increase.

Recognizing the potential that a modern and robust eCommerce platform meant for the company's continued growth and success, Bargain Wholesale partnered with QAD WebJaguar Digital Commerce.

“We needed to improve our online ordering experience,” Rodriguez says. “Customers couldn't figure out how to use the site, which led to a low adoption rate of current customers and a low volume of new customers.”

## THE SOLUTION

QAD WebJaguar Digital Commerce worked closely with Bargain Wholesale to implement a complete eCommerce and marketing automation platform, along with ERP integration. The new platform is highly flexible, which allowed Bargain Wholesale

to implement the features specific to its business needs and goals.

### Order Management

The new QAD WebJaguar Digital Commerce solution allows Bargain Wholesale customers to order online when, where and how they want.

And because Bargain Wholesale customers are often owners of multiple convenience stores or gas stations, the new platform provides a smart “myList” feature. This tool allows customers to create lists of products—based on previous orders and customer-selected products—that they can order or reorder for all or only specific store locations. The list serves as a quick order form, making the ordering process fast and easy.

### Customizable Website Pages

The platform provided Bargain Wholesale the ability to quickly create new landing pages for products. All of these pages can be fully customized with new functionality, styles and optimized for search.

### Sales Representative and Catalog Builder Tool

The sales representative tool is another important feature in Bargain Wholesale's new platform. The tool is mobile-optimized and allows sales representatives to place orders on behalf of their customers. The special dashboard lets sales reps view their customers' accounts and their purchase levels, see their order histories and add new customers.



The platform also provides sales representatives the ability to create highly customized catalogs for their customers based on product lines or categories in minutes. Traditional methods for creating these types of catalogs are time consuming and expensive—often taking days and requiring specialized tools such as Photoshop or InDesign. With QAD WebJaguar Digital Commerce, sales reps can create a catalog and generate a PDF to distribute to customers in minutes.

### **Warehouse Management**

Bargain Wholesale has two primary warehouses—one in California and one in Texas. So QAD WebJaguar Digital Commerce implemented warehouse management capabilities into Bargain Wholesale's new platform, allowing customers to see product inventory and pricing in both warehouses—regardless of where that customer is located.

### **Marketing Automation**

The platform also allows Bargain Wholesale to schedule recurring cart abandonment emails, as well as target customers who are most likely to make a purchase after receiving a personalized email. Additionally, the platform gives Bargain Wholesale personalization and intelligent product recommendations capabilities. Customers can quickly see their most ordered items, as well as similar items that they are more likely to order.



## RESULTS

Bargain Wholesale partnered with QAD WebJaguar Digital Commerce, which implemented its complete eCommerce and marketing automation platform, along with ERP integration.

Since it began using the platform, Bargain Wholesale has experienced:

- **50% year-over-year increase in sales**
- **200% increase in organic traffic**

## BENEFITS

Since it began using the QAD WebJaguar Digital Commerce, Bargain Wholesale has experienced a 50% year-over-year increase in sales and 200% increase in organic traffic. Rodriguez attributes these increases to the robust capabilities of the new platform. Because the platform is so flexible, Rodriguez says it allowed Bargain Wholesale to easily customize it to address their business objectives. And it has allowed the company to create new opportunities for promotions and organic search traffic that drives sales.

“We have been able to capitalize on more opportunities for branding and engaging customer experiences. The platform has also significantly improved website search, helping customers find the products they are looking for quickly.”

Claudia Rodriguez Marketing Manager,  
Bargain Wholesale

### ABOUT QAD WEBJAGUAR DIGITAL COMMERCE

QAD WebJaguar Digital Commerce is a leading eCommerce platform for medium to large-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. QAD WebJaguar Digital Commerce is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers. For more details see [www.webjaguar.com](http://www.webjaguar.com).

\*WebJaguar was acquired by QAD in 2021.

