

Wholesale & Distribution Service: Growth Consultancy

PROBLEM

A prominent UK wholesaler and distributor was facing margin pressure. They wanted to decrease reliance on third party stock and establish their own brand to improve margins and secure inventory supply. After a detailed review we helped them create a new product offering in the Homeware & Gifting space.

SOLUTION

Brand Development: We conducted comprehensive market research and created a new product line in the Homeware and Gifting space. The new product line was based on detailed customer research and solved a specific pain point in the market.

Cost Management: We were able to use the clients significant buying power to secure low COGS, ensuring attractive gross margins in a sector usually populated by niche players.

Market Penetration: Identifying the right acquisition channels allowed for aggressive, yet profitable customer acquisition strategies, backed by detailed unit economic analysis.

OUTCOME

The new brand achieved a remarkable milestone, generating seven-figure revenue in its first year with projections to increase by 50% next year. Efforts are now channelled towards product line expansion and operational enhancements, particularly automating packaging and dispatch to reduce peak-period casual labour dependency.

AT A GLANCE

Challenges

- Brand Differentiation
- Margin Improvement
- Operational Efficiency

Benefits

- 7 Figure Income Stream
- 50% YoY Growth
- Full Supply Chain Control



The volume of orders we come into some mornings. It's hard to believe we didn't have this product line 18 months ago.

J White

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