

### PROBLEM

- Five eCommerce orders in three years
- No eCommerce team
- Limited investment for eCommerce
- Not selling on Amazon, eBay, etc.
- Manual, siloed, traditional-sales-based operational processes
- Online buyers needed detailed technical specifications and fitment
- Needed to reach new B2B buyers nationwide and create a new direct-to-customer channel
- eCommerce must integrate with NetSuite for order processing, fulfillment, inventory synch

### SOLUTION

- HATCH developed a four-year strategy and operational roadmap for growing a \$3-5M eCommerce business.
- Digital Commerce as a Service™ – entered a four-year profit-sharing partnership – with **no agency fees** – to define digital strategy AND execute all eCommerce operations ranging product data enhancement/organization, new website, multi-marketplace stores, pricing, market sizing and inventory management.
- HATCH invests 100% in ecommerce strategy and operations: platforms, website, product assortment, product data, pricing, marketplaces, inventory, advertising, and promotions.



NETSUITE

### HATCH APPROACH

- Implemented BigCommerce as the website and multichannel platform.
- Developed pricing and analyzed market size to develop a four-year forecast.
- Established online channels: Amazon, eBay, Walmart, NewEgg, and Zoro.
- Relunched the website to include hundreds of items with detailed descriptions, technical specifications, images, videos, downloads, and pricing. Photographed hundreds of items without stock photography.
- Trained Finance, Customer Service, Supply Chain and Warehouse teams, and provided job aids, supervision, and second-level support.

### RESULTS

- First Amazon revenue in first 30 days.
- \$1M digital revenue from 4200+ orders in the first 10 months of operation
- \$1.0M annual sales run rate in 6 months
- \$1.5M annual sales run rate in Year 1
- Averaging 700-800 online orders/month
- Average order value grew 3x in 12 months
- \$1M Amazon business in Year 1
- Higher margin website revenue became sustainable 20% in Year 1
- Google Search page ranks improved from page 40 to Page 1
- 77% of website sales from organic search (not ad-driven)