

# bpi media group case study / storefront

## PROJECT: Royal Cup

### Problem:

Various departments were placing orders for printed items, causing color variations, pricing discrepancies, and branding issues with materials. Restructuring of the marketing department created a need for a more streamlined system to control all aspects of materials.

### Solution:

BPI Media Group's storefront solution allowed outside representatives to order POP and print materials through one portal. Coded logins for each department made certain that all orders would be tracked and department members would only see what they were allowed to order. This also allowed for branding and color consistency. Gang runs and volume discounts lead to reduced material prices. Sales teams could now order materials for stores via their tablets or phones while talking with customers. Sales team members were sent shipment tracking emails, reducing multiple phone calls and leading to quicker response time to customer questions. Full reporting provided department leaders with a means to budget spending by various sales zones and a way to track expenditures for a specified time frame.



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