

Case study: Bertwistle Imports Pty Ltd

Website Consulting for a furniture importer & wholesaler

Highlights

Bertwistle Imports Pty Ltd is a family owned outdoor furniture wholesaler who was looking for a new web site that delivered results. Using our proven website consulting methodology, BDO Kendalls was able to provide Bertwistle Imports with a website that:

- was a low cost web solution;
- made it easy for customers to order online;
- looked professional;
- was self managed; and
- allowed contact with their entire customer base in an instant.

The challenge area

Bertwistle Imports Pty Ltd wanted a web presence with more flexibility and functionality. Their old website was difficult to edit (they couldn't make simple text changes on their own), customers could browse the product line but not order and there was no functionality to capture visitors details to the website.

How we helped

We provided the website consulting service to create a new website; this involved understanding Bertwistle Imports Pty Ltd's business model and needs, the design of their site, and the implementation of the site.

Now Bertwistle Imports:

- has a clean, stylish looking website that reflects their brand;
- can keep their website up-to-date by being able to add and edit the websites content when they want, how they want;
- customers are able to browse through the product lines and place orders online;
- can instantly reach their entire customer base through the e-newsletter functionality; and
- can grow their business by choosing to sell to retail customers online.

Client thoughts

“The new website is leaps and bounds ahead of where we were with our previous one! The ability for our users to view our full catalogue online, the newsletter capability and the online ordering functionality has meant we can service our customers in new and more efficient ways.

We were very impressed with the service and professionalism provided by the BDO Kendalls team. The project management methods meant we were always well informed with the project progress.

The expert advice provided by Sarah Tan and Scott Rowan was thorough and easy to understand, this meant that our decision making process was well-informed and the outcome was exactly what we wanted.”

Susan McGinley, Marketing Manager,
Bertwistle Imports Pty Ltd

For the future

BDO Kendalls continues to create a web presence for clients though their strategy led website consulting service.

“Using our Website Consulting Service, Bertwistle Imports has a new website that delivers results.”

Further information

For further information on website consulting advice for your business, please phone us on the numbers below, or visit our website.

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About Pulsevo

Strategic planning underpins the successful evolution of business. The development of a strategic plan doesn't only mean looking forward, it gives you an opportunity to look at where you are, where you've been and finally, what you need to do to evolve. At BDO Kendalls we know what makes business a success - implementing and executing the strategic plan. Through our Pulsevo strategic planning program we work with you to identify your business goals, strategies and execution approaches.

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