

GOLLY GEEZ BABY E-COMMERCE CASE STUDY

www.GollyGeezBaby.com

ABOUT THE CLIENT

Golly Geez Baby

Melanie Hampson, the owner of GollyGeezBaby.com, is a talented marketer with very good skills in design and layout. She was about to become a young mom and recognized the baby and young parent market as a suitable niche to exploit.

Goals and Challenges:

Melanie Hampson is an ambitious individual who was employed at a manufacturing business and wanted to become an entrepreneur. She was looking to establish an online business targeting the baby, toddler and young parent market. When she was ready to start her online business, she approached WSI after a colleague told her about WSI's services.

This was a totally new venture for her, so she needed to work with somebody she could trust and who would provide a first-class solution at a very special price. She was looking for business advice and help to get started in her new business, as well as a Web solution.

Objectives:

The objectives of this project were to:

- Create a robust and full fledged e-commerce solution
- Ensure excellent navigation and ability to customize the look and feel
- Design a customized look to suit the target market
- Ensure the solution was price sensitive

The Solution:

WSI delivered a solution using the Small Business IIA (SBIIA) with an e-commerce functionality. WSI also worked with a graphic artist to tweak and improve the logo and design the concept draft at a special price for Melanie.

The site is a customized site and made fairly complex to suit ease of navigation and to get quickly to a product from different approaches. This project resulted in a wonderfully satisfied client.

ABOUT THE CONSULTANT

Mehboob Janmohamed, Alberta, CA

Mehboob Janmohamed became a WSI Consultant with a broad experience in business, consulting and management and therefore enjoys projects that have business driven objectives.

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Benefits to the Client:

The client realized a payback of a few months on her site, mainly because she has been very clever in promoting the site to her niche market. She has been a very happy client, and the successful execution of this project was due to a close working relationship during the build phase of the site.

Client Testimonial:

"I am very satisfied with the e-commerce website that WSI helped me create for Golly Geez Baby. My WSI Consultant was really easy to work with, made useful suggestions and gave valuable insight throughout the course of the project.

WSI continues to provide excellent service and has done a great job helping me generate website traffic and high search engine ratings. I receive positive feedback daily from my customers who shop online at Golly Geez Baby. Thank you for everything!" - Melanie Hampson, owner of Golly Geez Baby

Conclusion:

Before starting a Web solution, it is so important to take the time to understand a client's business and objectives. Because WSI worked closely to understand Melanie's goals, WSI was able to guide the client throughout the process.

In addition, WSI researched the competition in the market and was able to apply our expertise to help Melanie stand out and provide genuine value to her business.

