

Align E-Commerce with Traditional Retail



situation



A leading consumer products company was struggling to balance its presence in brick-and-mortar and e-commerce channels for a fast-growing product following a string of acquisitions.

approach



Fuld + Company conducted benchmarking research and analysis to identify best practices related to a diversified channel strategy that accommodates both physical and online retail channel presence.

analysis



Fuld + Company recommended a channel management strategy that emphasized how a presence in each channel reinforced the other and refuted the client's beliefs that a dual-channel strategy would lead to cannibalization.

value



The client re-oriented its product assortment in each channel to enable cross-channel cohesion.