

BETHANY

CASE STUDY : PRODUCT CATALOGUE



Although instinctively knowing what women want in body lotions and potions, Queen of Pampering, Bethany James, put her faith in BRW Fast 100 company the Vivid Group to guide her in the world of e-commerce.

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# “The ‘beauty’ of the website...”

- Bethany James, Managing Director

Today, she not only has a website which embraces all the femininity of her namesake product range, but also a highly effective marketing tool.

Perhaps best of all, her website and all its functions have been designed to grow with her business – which at this rate is indeed very fast!

Since entering the beauty industry almost two years ago, the young and ambitious Perth-based Bethany has attracted the attention of more than 100 retailers across Australia (including David Jones) who stock her luxurious, but competitively priced, pampering products.

By partnering with an industry leader like Vivid, Bethany could devote all her time to further developing her market presence which now includes Brunei, Singapore and Indonesia.

The first to admit she did not really know what she wanted in a website, Bethany looked to Vivid to guide her decision making process and educate her on the merits of a website presence and e-marketing.

A true believer in value for money – but without compromising quality – she appreciated the fact Vivid took a long term approach and incorporated features that she might not use today, but will definitely in the future.

The user-friendly website and back end also means that even e-commerce novices like Bethany can regularly update material it features – without compromising its professional and savvy presentation.

But it's not just Bethany who appreciates the easy-to-use applications of her website – her stockists are just as impressed; a product catalogue custom-made by Vivid means that now no matter what time of the day, or what day of the week, they can place their order for one of her body lotions, gels, scrubs or fragrant candles.

It was again with the development of the website-based product catalogue that Vivid's forward thinking played a vital role.

Rather than develop the catalogue system just to cater for Australian retailers, it has been tailor-made to ensure that as the international market takes greater interest in Bethany's much-acclaimed pampering range, those retailers will also be able to order on-line 24/7.

In between targeting new overseas markets within the next 12 months, Bethany hopes to get off the ground her e-newsletter – a marketing function she has not yet used but is eagerly anticipating.

Bethany's business philosophy has always been to follow your dream and concentrate on what you enjoy. She believes she is fortunate to have worked with a company like Vivid which prides itself on its innovation, hard work and ability to read what the marketplace wants.