Brown’s New Balance

The case study proposal I will attempt to do is Brown’s New Balance, the shoe retail store company. New Balance also makes other sport apparel but their main product is shoes. I am specifically working on Brown’s New Balance which is a New Balance retail stores in the Midwest. They were an established brick and mortar company that needed a complete online store to complement their already established mail order department. I pulled a web page of the Internet for my company this will be the base info I will be starting from.

Case Study: Brown's New Balance Catalog

Brown's New Balance Concept Stores are New Balance retailers with several locations throughout the Midwest. They are now one of the leading online retailers of New Balance shoes.

The Problem

Brown's New Balance, an established "brick and mortar” company, needed a complete online store to take orders and complement their already established mail order department.

A complete site had to be built from the ground up. It had to be visually attractive as well as 100% secure to accept online orders.

In addition, a complete line of shoes, apparel, and accessories needed to be photographed and optimized to be placed online.

The Goals

We knew exactly what needed to be done:

- Design a site with large numbers of products that were well organized and easy to find.
- Photograph each product from all possible angles and provide photos at various resolutions.
- Provide a secure online shopping cart.
- Inventory must be updateable in real time by Brown's staff.
- Launch an aggressive marketing campaign.
- Provide detailed ROI tracking for advertisement campaigns.
- Encourage customer involvement and interaction throughout the site.
The Solution

A large SQL database was designed to hold their product base. ASP pages were designed to pull the products from the database. The TJC Shopping Cart system was integrated into the site to provide an easy interface for customers to place orders. A pleasing graphic design was laid over the entire system.

A system was put in place for photographing the products from six different angles. A system was also put in place which gives Brown's complete control over the inventory on the site.

Finally a constantly evolving advertising strategy was put into place and detailed ROI figures were tracked.

The Results

Today Brown's is one of the most successful online New Balance retailers and still growing. We continue to work closely with them and are constantly providing additional solutions for them whenever they ask.

The Testimonial

"The Joseph Company has been responsible for the development of our web site since 1999. Their staff goes the extra mile to meet regularly with us in an effort to tailor our web site to meet our needs. In addition to helping us market and advertise on the web, their staff also assists in the creative process, offering suggestions of unique things for us to do. They are true partners. For example, they put together an elaborate proposal and traveled to Boston to present it to our key vendor. Yes, our sales figures continue to grow under their leadership!"

Randy L. Brown
Owner, Certified Pedorthist
New Balance Catalog Center