

Storefloors Brand Audit Case Study

ABOUT THE BRAND:

Storefloors is a retail flooring procurement and logistics company that serves their clients, multi-location retail companies, by selecting the perfect flooring for their needs and style. Storefloors then handles the entire process for their customers by ordering flooring and coordinating all the logistics from factory to the installation site.

CHALLENGE:

Since coming out of the recent recession, Storefloors is growing again, and wants to capture as much market share as possible from a competitor with a similar business model. Additionally, they want to finish off two other competitors whose businesses are already heading downward. Most importantly, they wish to somehow overcome a direct challenge by several of their flooring manufacturers, who have begun to encroach on their space by adding sales and logistics teams to compete directly against them. Storefloors wanted an outside viewpoint of their branding, business viability and relevancy to help assist their marketing and business development team with positioning the company for success and growth as retail stores begin remodeling into the post-recession period.

SOLUTION:

The Brand Constructors completed a Brand Base Audit of Storefloors' brand, competitive market factors, and marketing toolkit. This review included surveys of all team members, an extended visit to their corporate office in Atlanta, personal interviews with team members, secret shopping assessment of them and their competition, a client survey, analysis of their marketing toolkit, and a competitive review.

RESULTS:

Through our audit, we found Storefloors was not focused on promoting, marketing,

communicating and selling their true value. This error was causing customers to focus more on price comparison than on considering the value Storefloors brings to their projects. Storefloors' competitors, including the flooring manufacturers, carry limited or select lines of flooring, and thus cannot offer clients the variety of product options that Storefloors offers. Not only does Storefloors offer more product options, but they have specialized high-traffic



s t o r e f l o o r s

and special-conditions flooring expertise to help customers choose the perfect flooring based on what their need are, unlike manufacturers sales reps who can only offer products from their limited lines.

We helped their sales team identify and overcome service-downsides in their sales process such as the increased time it takes them to get samples out. We also refocused their marketing away from the value of their time-savings in procurement, and positioned them as the experts in the field with more flooring options at their disposal; something their competition cannot do. To showcase their expertise, we are developing a robust website designed to include and maximize expert content, including: blogs, whitepapers, case studies, and examples of their work. To help them fine-tune their customer service experience, we are assisting them with identifying and improving their experience touch-points by using relevant case studies of recent and current projects, and developing "wow" packaging for their flooring samples.