

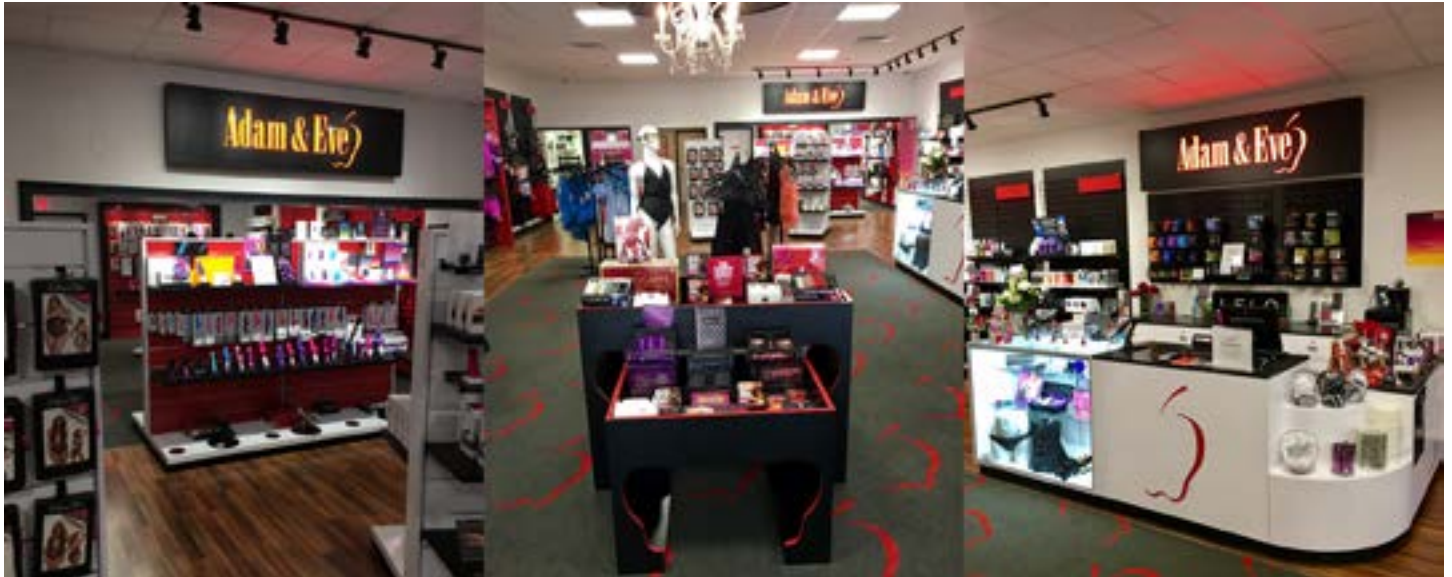


ELDORADO

Case Study

Adam & Eve

Wichita Falls



COMPANY INFO

Adam & Eve Wichita Falls
Wichita Falls, TX
wichitafalls.adamevestores.com

ESTABLISHED

July 2016

MARKET SEGMENT

Brick and mortar

OVERVIEW

Adam & Eve Wichita Falls places orders with Eldorado so they can receive products in a timely manner to meet the demand of their store.

BACKGROUND

The Adam & Eve Wichita Falls adult store is owned by couples Shonda and Marcus Cleveland and Shona and Justin Jones who are strong believers that a healthy sex life leads to a healthy and flourishing relationship. They wanted to bring to Wichita Falls a safe, friendly environment for men, women and couples who are looking to shop, explore and experiment their sexual preferences in an upscale, boutique environment. Before opening the brick and mortar Adam & Eve store, the owners came into contact with Eldorado at an industry trade show when they had an online adult store and started a fulfillment account with the well-known distributor. The business partners then decided to transition into the brick and mortar side of the business and open up a high-end boutique. They opened an Adam & Eve franchise because it is the biggest brand in the adult industry and the company's values aligned with their own.

CHALLENGE

Since opening the brick and mortar store, Adam & Eve Wichita Falls has worked with other distributors and manufacturers, but had difficulty getting some of the products to their store in a timely manner to meet the weekend rush. On the brick and mortar side of the adult business, they found that it can sometimes be hard to predict what will be popular and trendy. Due to the unpredictability of what products customers would ask for when they walked into the store, they found it challenging to stock their shelves with the appropriate inventory levels to meet their demands. They have found greater success when their shelves are always full with a good mix of product at varying price points. They also found that their store had to remain well stocked with add-on products like lubricant and toy cleaner because they sold so quickly. And, if on the off chance they did not carry something, the Wichita Falls team needed to be able to respond quickly by placing an order to get products in the store.

SOLUTION

Because of Eldorado's great reputation in the industry for quick turnaround time from order placement to arrival, Adam & Eve Wichita Falls decided to work more closely with the distributor in order to meet their needs. When choosing a business partner, the owners had a set of criteria that needed to be met. They only deal with reputable, established and trustworthy companies and only buy the highest quality products that have been tried and tested to make customers happy. They also place importance on service and building relationships with their business partners.

After talking with other Adam & Eve store owners and based on their previous fulfillment account experience, the Wichita Falls store decided to work with Eldorado in addition to their existing distributors and place orders. The primary factor for choosing Eldorado was the same-day shipping that expedited the turn-around time from ordering to delivery of product to their store.

RESULTS

By placing orders with Eldorado to fulfill part of their inventory needs, Adam & Eve Wichita Falls has saved noticeable time with the ordering process and has improved their inventory management. The Eldorado website has made ordering quick and easy and the fast shipping ensures they get their deliveries on time. They now have peace of mind that if they place an order on Monday, they will receive the products by Wednesday with enough time to spare to prepare for the weekend rush. With on-time shipping, they are able to have product in store assuring that when a customer walks in with a request, they are able to fulfill their needs and make the sale.

They also received the added benefit of Eldorado's vast selection of over 19,000 products. The Eldorado purchasing team has done the research and legwork of curating all the best products in the marketplace to bring to customers. Shona commented, "Eldorado's product selection is great. We were able to find new products through the website and emails that we ultimately picked up for our store and customers have loved." Also by being a valued Eldorado customer, they were invited to Eldorado's in-house customer event where they were able to gain exposure to the latest on-trend products, network with manufacturers and fellow store owners, as well as learn from several sex educators.

Additionally, they have taken advantage of Eldorado's award-winning and industry leading e-learning program, Elevate U that is available to active Eldorado customers. Elevate U is a free 16-lesson sexual health certification series designed to empower adult retailers with the knowledge to better serve their customers. Shona says it's been great for employees to help them transition from being strictly product sales personnel to informed sexual health educators. "We find it really is a program that can help set us apart from our competition and enable us to be a knowledgeable resource for our customers."

To learn more about the Adam & Eve Wichita Falls store, visit or follow them on [Facebook.com/AEWichitaFalls/](https://www.facebook.com/AEWichitaFalls/)

CONCLUSION

Adam & Eve Wichita Falls will continue their partnership with Eldorado. Through Eldorado's easy to use website and same-day shipping, they are able to quickly and predictably receive their orders, saving them time and making it easier to manage their inventory to meet customer demand. Because of Eldorado's impressive product selection, they have been able to find new products to sell in their store that customers like. With access to Eldorado's free Elevate U e-learning program, they have been able to start transitioning their sales staff to sex educators to better meet the needs of their customers. By partnering with Eldorado, the Wichita Falls store has been able to improve their business functions and profitability of their store.



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