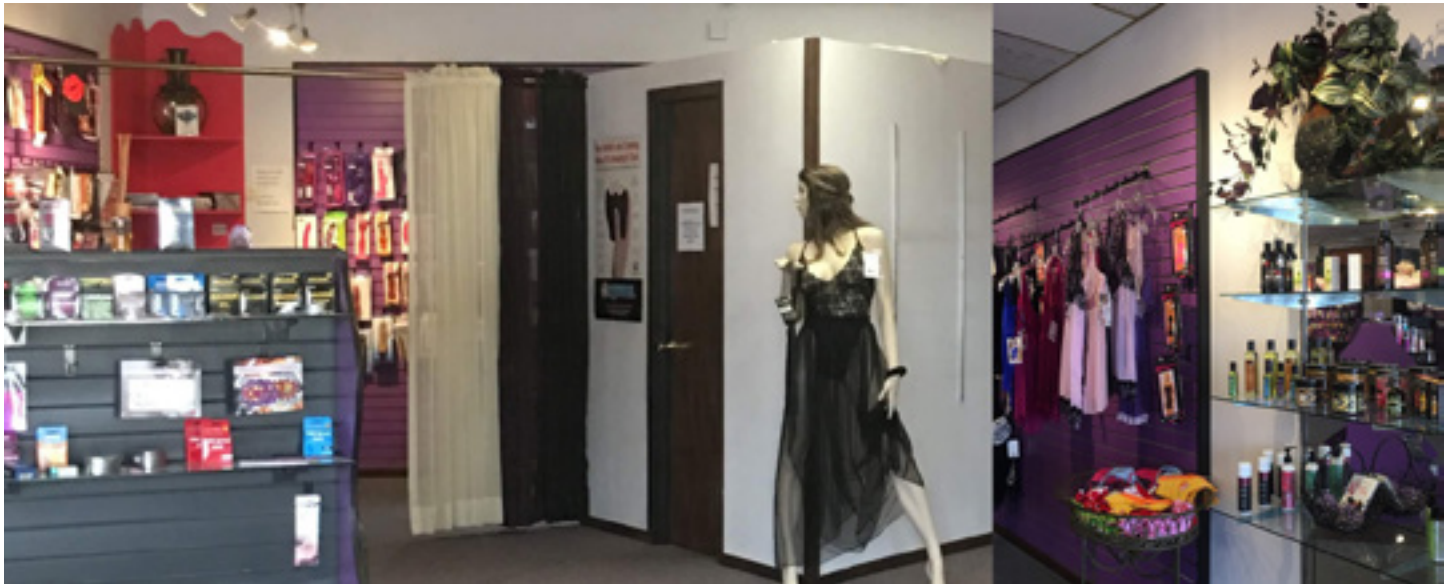




ELDORADO

Case Study



COMPANY INFO

Salomé Boutique
Rogers, AR
salomeboutique.com

ESTABLISHED

2008

MARKET SEGMENT

Brick and mortar

OVERVIEW

Eldorado works with Millé Watson, owner of Salomé Boutique, to give her the business attention she deserves regardless of the size of her store and helps take the hassle out of managing her online marketplace.

BACKGROUND

In the 1950's, Millé Watson's mother drew a picture titled "Salomé", named for the Dance of the Seven Veils mentioned in the Bible. "My mother passed when I was 16, so I've always treasured this drawing," said Watson. "When I started my own business, I used this drawing and its title as the inspiration for my store and our brand."

Watson opened the women-friendly Salomé Boutique in 2008 in Rogers, Arkansas, a very conservative southern town about 30 minutes south of Fayetteville. She is in a long-term, healthy relationship and she wants other conservative religious women like herself to embrace their sexuality. Watson explains that there is a lot of shame associated with sex, especially in her conservative community. "I want to help eliminate the sexual stigma by reaching women in my town and the surrounding area and spread the word that sex is not a bad thing. It's okay to be sexual! Many people don't realize this truth until they come into Salomé and hear me talk about God more than I talk about the sex business."

CHALLENGE

When Watson first opened her store, she worked with a distributor that was not very helpful. "To them, I was just a little fish," she said. "They didn't seem to care about the success of my business." After working with them for a few years, she asked for a better price on various products, but was refused. "Every time I talked to them, they acted like they didn't want my business and it was very frustrating." In addition, Watson set up a website to reach people who weren't yet ready to come into her store. Managing the site and shipping out all of the orders herself proved to be challenging and she realized she preferred to focus on the in-store experience rather than managing the website.

SOLUTION

Watson finally discovered Eldorado and made the decision to change distributors. Suddenly, she found she had a partner who wanted to build a relationship with her and prioritized the success of her business. As soon as she switched over, she immediately received better customer service. “Unlike the other distributor, I don’t get treated like a little fish anymore. Now I feel like I have as much pulling power as the next guy.”

RESULTS

Watson found a trusted partner in Jason McCoy, her account manager at Eldorado. “He’s just a wonderful guy,” says Watson. “He’s so good with product knowledge. Even if Eldorado doesn’t carry a specific product I’m looking for, he investigates it for me and finds a way for me to get it.” After working with Eldorado for a few years, she was able to receive better pricing and increase her credit with the distributor.

As for the Salomé website, Watson discovered Eldorado’s StoreExtender program. StoreExtender is a turnkey e-commerce platform that makes setting up and maintaining an online store simple and gives customers access to Eldorado’s entire inventory. She no longer has to focus so much time managing her website. “Eldorado essentially runs my website and fulfills all orders for my online customers, which saves me so much time and energy.” said Watson. “I have their entire inventory to work with, which is amazing! If I don’t have something in my physical store, I can direct them to my website!”

To learn more about Salomé Boutique, visit salomeboutique.com.



CONCLUSION

Watson feels that her store’s diverse merchandise selection and her extensive product knowledge (thanks to Jason) help her charm the conservative clientele. “Since I’ve opened my store, I feel like I’ve had a valuable impact on my local community,” declares Watson. “Every year, my sales increase 30 percent. This year will be my 10th anniversary. That’s 10 years of building a strong, growing customer base. The best part is that I hear from my customers every day and they tell me that it has been wonderful how comfortable I have made them feel.”

Watson truly feels that working with Eldorado was one of the best business decisions she has ever made. “There’s a new store opening down the street and they’re going to be my competition,” Watson said and then laughed. “I’m not telling them about ya’ll!”