

More competitive, more efficient

Interview with Johanna Martínez,
Manager, La Pinza

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Industry

Textiles

Location

Ourense, Spain

Company

La Pinza

URL

www.lapinza.com

Description

La Pinza is a company that imports and distributes fashion accessories, bags, watches, hair accessories, fashion jewelry, etc.

E-marketplace

CanalTextil

URL

<http://canaltextil.solostocks.com>

Description

CanalTextil is an online wholesale market for companies that trade textile products, footwear, accessories etc. CanalTextil was created in 2000 and belongs to www.solostocks.com, the leading B2B market from Grupo INTERCOM. INTERCOM currently runs nine B2B internet markets: SoloStocks, solomoviles.com, almacenpc.com, SoloAlimentacion.com, SoloVending.com, SoloPlasticos.com, Subproductos.net, CanalMetal.com and CanalTextil.com, and all of them are leaders in their specialist areas.

Lessons Learned:

“The internet is now our principal market. We have automated many of our processes which make us more efficient in terms of working hours and have brought a reduction in staff errors. We are now more competitive, more efficient and our outlook is increasingly global in terms of new projects to undertake. Electronic markets allow you to get to know the competition, to identify opportunities and they help you to constantly improve your supply, your product and to capture new clients” says Johanna Martínez, Manager of La Pinza.

La Pinza is a wholesaler of fashion accessories which specialises in importing and distributing bags, watches, hair accessories, fashion jewelry, etc. The three main reasons behind our decision to begin using electronic markets were to increase our client portfolio, to expand into EU markets and to reduce the cost of catalogues and point of purchase material.

They chose the e-Market CanalTextil for two main reasons. Firstly due to its position on the internet and secondly because it is an electronic market that reaches the target market they are looking for.

What were your first steps when you began to use the electronic market? Did you have any concerns or were you initially reluctant to use e-marketplaces?

In the beginning we were totally unaware about how to work in these sorts of markets, but after making some long term plans and undertaking plenty of research and support we overcame our initial concerns because the benefits were immediate. At the start it wasn't easy. We had to learn to use terms such as JPG, Tif and pixels, as well as learning everything related to uploading photographs - and preparing a catalogue was a little tricky. The advantage is that these markets usually have support services which help you to upload your photos, although if you want to manage your own catalogue you need to have a basic knowledge of a photo editing program.

How does the canaltextil.solostocks.com electronic market work and what sort of commercial functionality do you use?

We believe that the canaltextil.solostocks.com electronic market is highly effective. It provides any business or company with everything necessary to be able to sell and understand the internet. The main commercial functions that we use are:

- * Web page.
- * Offers with shopping baskets (buy now).
- * Sending HTML files from our own website in order to automatically update the catalogue on a daily basis.
- * Automated commercial relationships (instantaneous e-mails from purchasing contacts).
- * Excellent product display.

When choosing these functions, we take into account our two core objectives: price-quality ratio and delivery service. The price-quality ratio is particularly important. We clearly want to capture and keep new clients. If you offer a poor product, clients don't return. In terms of the service we offer to clients, deliveries must be made within 48 hours and we subcontract this to a logistics and distribution company. Completing these two objectives defines the success of our company.

In relation to the channels that we use, internet is now our principal channel. We also use commission based salespeople but this creates conflict when we have to update them with a CD catalogue so that they can show it to clients but which is not automated in the same way as the orders that we receive over the internet.

What are the most important practical aspects when beginning to use an electronic market?

You need basic computer knowledge, for example, you need to know how to use a mouse, how to send and receive e-mails, and to be able to identify different types of computer file (Word and Excel are the most important). Technically we had to invest in a new invoicing program which can send invoices, quotes and *pro formas* to clients by e-mail.

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We had to go through a process of adaptation in order to learn to serve our clients better, since you physically don't meet them, but who have many more doubts, fears and comments than those clients that you deal with in person.

In terms of security and our data transmission, we are beginning to use an anti-spam, anti-piracy and anti-intrusion program. CanalTextil, the wholesale market, uses a method to channel client e-mail addresses so that they are not visible, or that at least give clients the choice.

What advantages are there from using the platform?

We have automated many of our processes which make us more efficient in terms of working hours and have brought a reduction in staff errors. This platform allows us to offer our products at a better price and internationally we are very optimistic about capturing clients from both inside and outside the European Union.

Have electronic markets and electronic commerce in general changed your view about the world of business?

Yes. It has made us more competitive, more efficient and our outlook is increasingly global in terms of new projects to undertake, which we are already beginning to implement.

After your experience, will you continue to use electronic markets as business tools and would you recommend the use of e-marketplaces to other companies?

Yes, of course we will continue to use them. Electronic markets allow you to get to know the competition, to identify opportunities and they help you to constantly improve your supply, your product and to capture new clients.

We also wholly endorse the use of these markets for financial reasons in terms of the benefits that they offer and generate, and they are efficient and easy to use. Increasingly more companies and professionals prefer this media for doing business. Electronic markets guarantee you a strong position on the internet and allow you to make international contacts.