

JOOR

The Power of a B2B Online Presence for Retailers

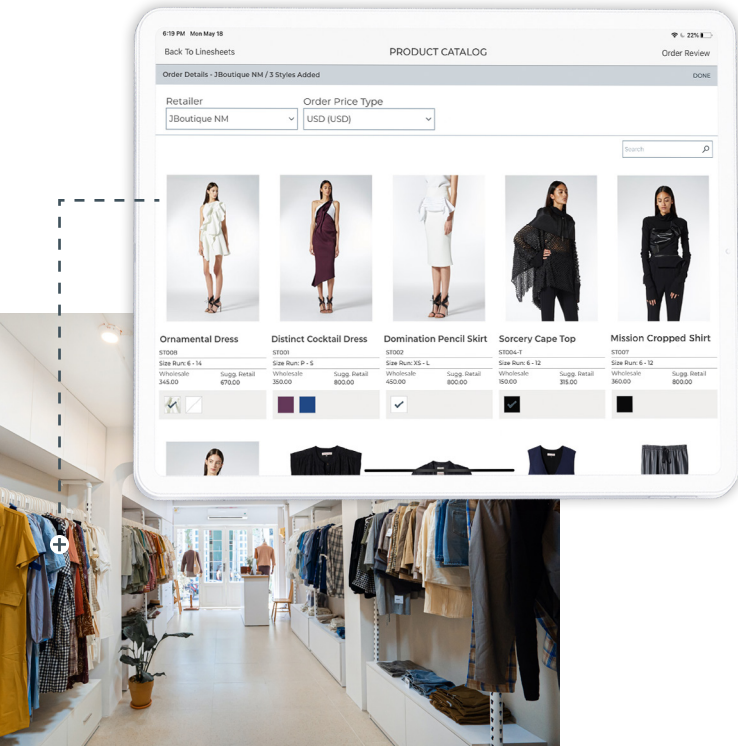


Having a strong online presence is crucial for B2B fashion companies to thrive in today's competitive and ever-evolving landscape. This whitepaper explores the numerous advantages for retailers of establishing and maintaining a professional B2B digital profile—one which potential future brand partners can use to identify and evaluate your business and you can leverage to transform your wholesale operations via digitalization. On JOOR, a retailer account and the ability to build a retailer profile is free and a vital gateway to growing your wholesale distribution channel. A digital online presence is a game-changer in the world of B2B commerce and soon you'll understand why it should be a priority for your business.

Enhance Visibility and Credibility

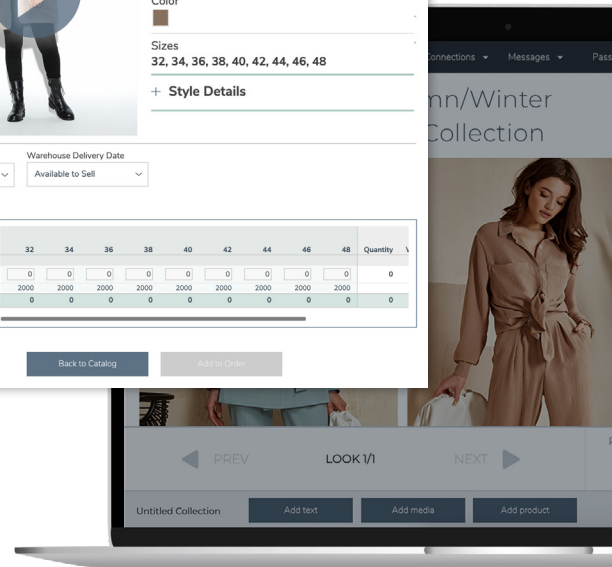
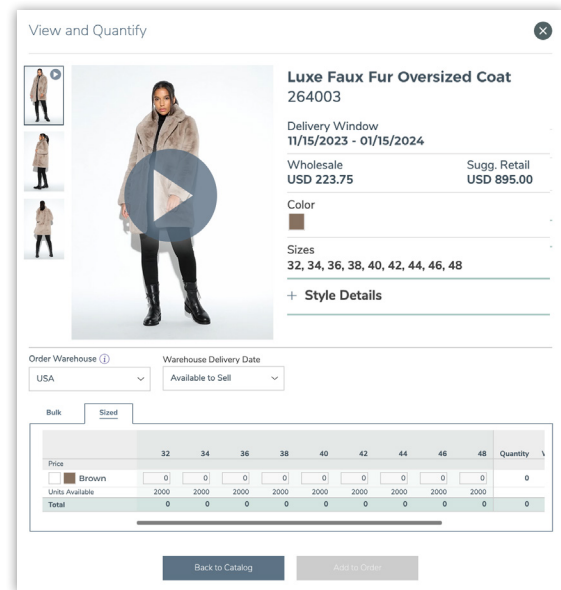
Creating a Positive Impression

In today's digital age, the first impression is often made online. A professional online presence, consisting of a well-designed website, a strong social media presence, and an informative company profile on JOOR, creates a lasting and positive impression on potential B2B partners. This impression extends beyond aesthetics and showcases a company's commitment to professionalism, trustworthiness, and innovation. Here, continuity is key—it's critical to ensure your potential brand partners have a consistent experience across digital touch points. JOOR's industry-leading B2B fashion wholesale platform makes it easy to create a company profile that links directly to your social media channels and website, allowing you to present your store to a global network, effortlessly.



New Avenues for Growth

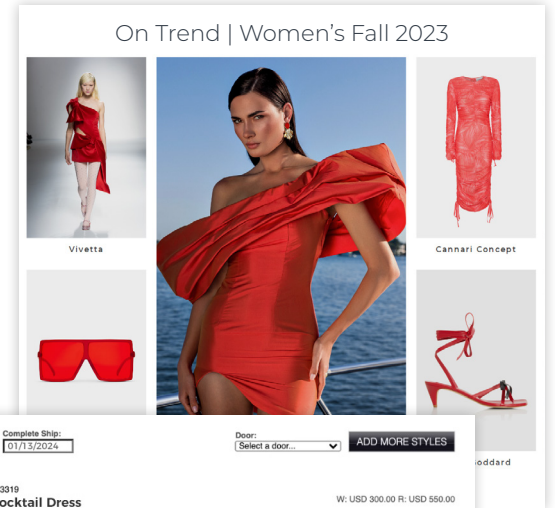
Your online presence is not just a showcase; it's a gateway to new opportunities. By maintaining a robust online presence, you can elevate the reputation of your store and increase brands' desire to partner with you. This increased appeal facilitates new brand partnerships, which not only broaden your range of product offerings but also diversify your revenue streams, making your business more resilient to market fluctuations. On JOOR, you can add essential details to represent your business—such as wholesale price range, store locations, and brands carried—providing a holistic view of your company and making it easy for brands to determine if you are an ideal retail partner for them. This transparency increases the chances of creating lasting partnerships.



Brand Connection

Shifting Towards Wholesale

The global business landscape is experiencing a shift towards wholesale once again. Brands are recognizing the benefits of collaborating with B2B partners to reach a broader market. In a recent JOOR survey, 33% of brands reported a shift from DTC towards wholesale with wholesale actively growing as a percent of their total business. Accordingly, the majority of brands surveyed ranked wholesale as their top channel for investment, over their ecommerce, DTC channel, and retail stores. By aligning your business with this market trend, you position yourself at the forefront of a movement that's not only desirable to brands but also advantageous for your growth and profitability.



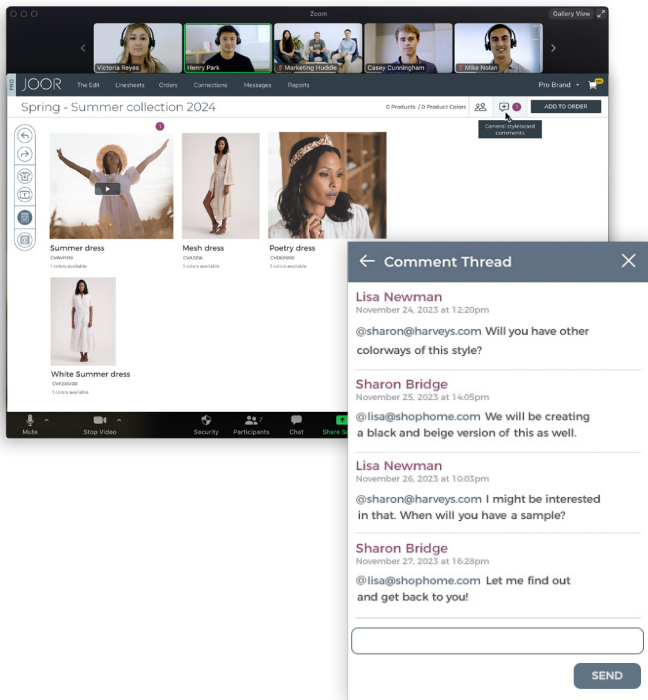
Start Ship: 10/25/2023 Complete Ship: 01/15/2024 Door: Select a door... ADD MORE STYLES

573319 Cocktail Dress W: USD 300.00 R: USD 550.00

Red QTY: 6

SIZES	00	0	2	4	6	ORIGINAL TOTAL: USD 1,800.00
QTY AVAILABLE	2	2	2	10	10	TOTAL: USD 1,800.00
SIZES	6	6	5	10	10	
QTY AVAILABLE	10	10	12	14	16	
SIZES	10	10	10	10	10	
QTY AVAILABLE	18					
SIZES						
QTY AVAILABLE	10					

Apply Bulk Quantities



Improved Communication

Effective communication is the cornerstone of successful B2B relationships. Partnering with a notable B2B digital wholesale platform like JOOR provides opportunities for seamless and instant interaction between retailers and brands. This fosters better understanding, collaboration, and problem-solving. Brands appreciate working with retailers who make it easy to engage and address concerns promptly. Additionally, in-platform messaging makes it effortless to keep in contact with brands looking to connect.

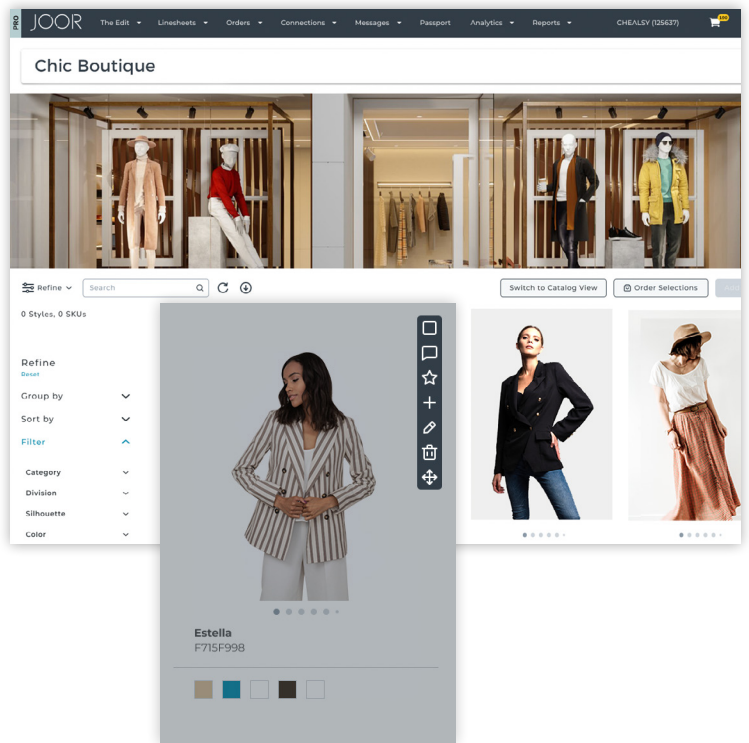
Building Brand Relationships

1. Long-term Partnerships

Building long-term partnerships with brands is an investment in the future. It establishes trust, ensures a steady supply of high-quality products, and can often lead to exclusive deals and pricing advantages.

2. Increasing Customer Lifetime Value

The brands you choose to partner with can directly impact your customer relationships. By offering a carefully curated selection of brands, you enhance the customer experience, increasing customer loyalty and their lifetime value to your business.



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What JOOR Clients Say

shopbop

We are constantly looking to adopt tech solutions to enhance our buying process and brand relationships. JOOR's features allow us to **digitally collaborate with our brand partner** seamlessly, and continue to deliver key trends and style inspiration for the Shopbop customer.

PRINTEMPS

Adopting JOOR is so easy because it offers **simplicity, speed, and efficiency**, which are the key elements for any buyer.

dunhill
LONDON

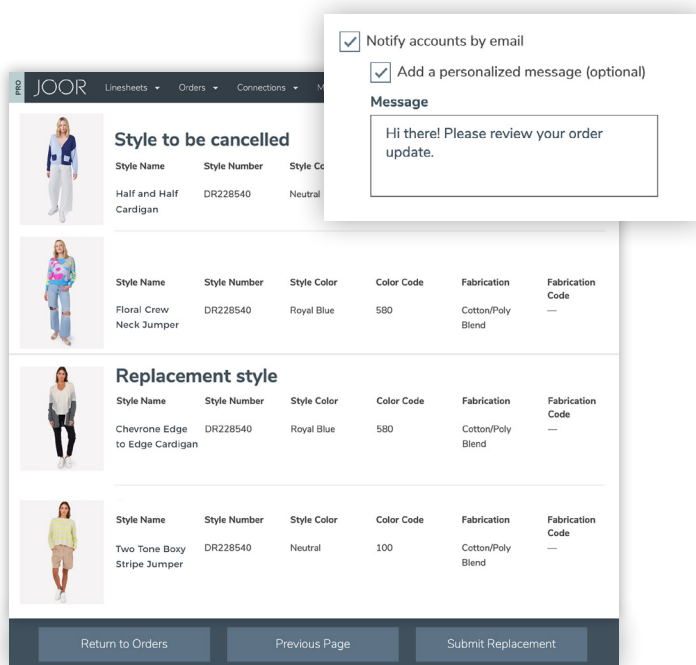
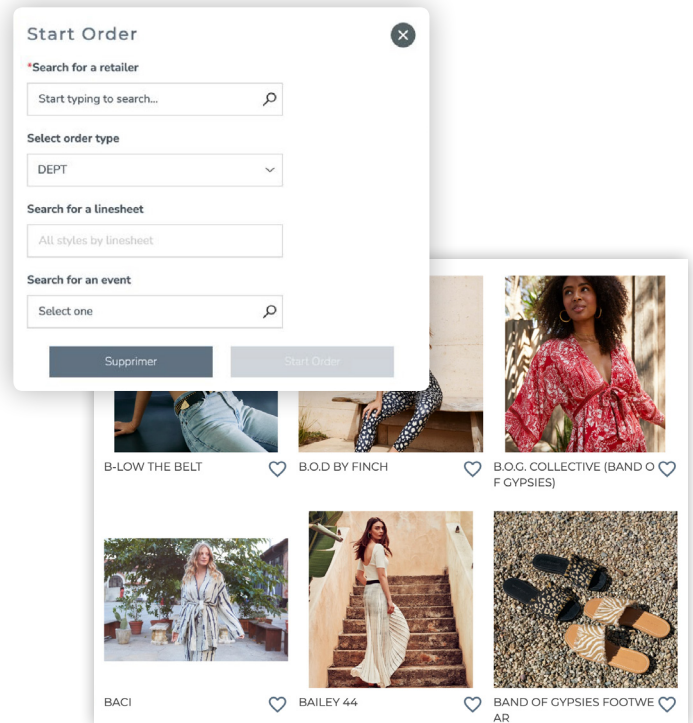
JOOR has made **creating and confirming orders much easier for our team** and - just as importantly - easier for our retail customers.

JOOR

Increase Efficiency and Ease Operations

Simplify Operations and Reduce Costs

Modernizing operations through a strong online presence simplifies and reduces costs traditionally associated with B2B transactions. Savings in areas like travel expenses for meetings and tradeshows can be redirected into areas of growth, innovation, and improved customer service. When it comes to placing orders, JOOR allows you to easily transact with a wide global network of brands 24/7 from anywhere. Plus, all order changes are synced automatically, so collaboration remains seamless even if you're not in the same room.

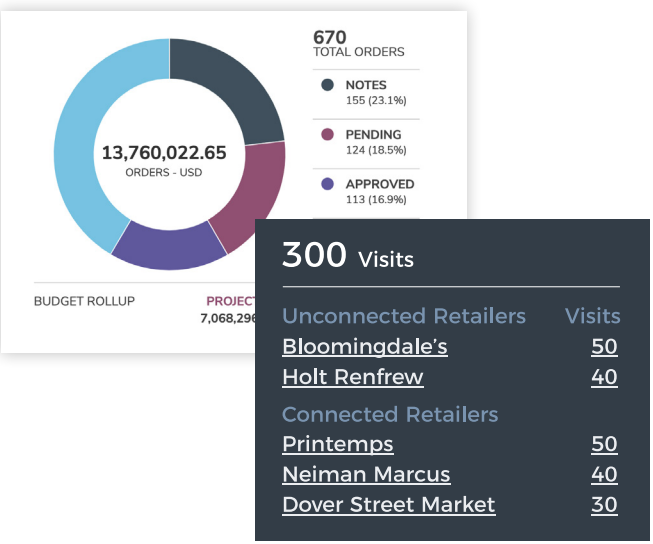
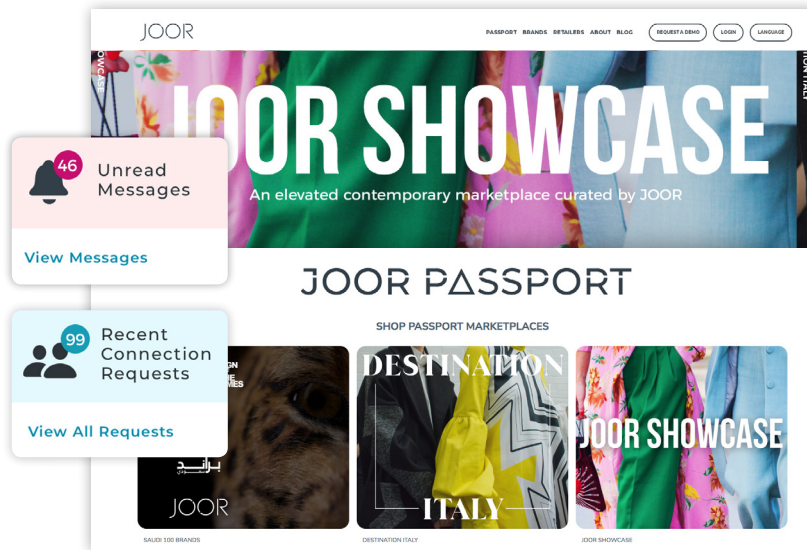


Supply Chain Stability and Risk Mitigation

A professional online presence enhances supply chain stability by providing real-time information, order tracking, and communication channels. It also helps mitigate risks associated with disruptions, such as allowing you to quickly shift your buy to include suggested replacement styles in the case that a style you ordered is dropped or shipping is delayed. Your business remains agile and adaptable.

Support Scalability

Your online presence is integral to scalability. It allows you to seamlessly expand your operations, reach new markets, and onboard new brands or products. Whether you're a small retailer looking to grow or an established company aiming for international expansion, your online presence supports this journey.

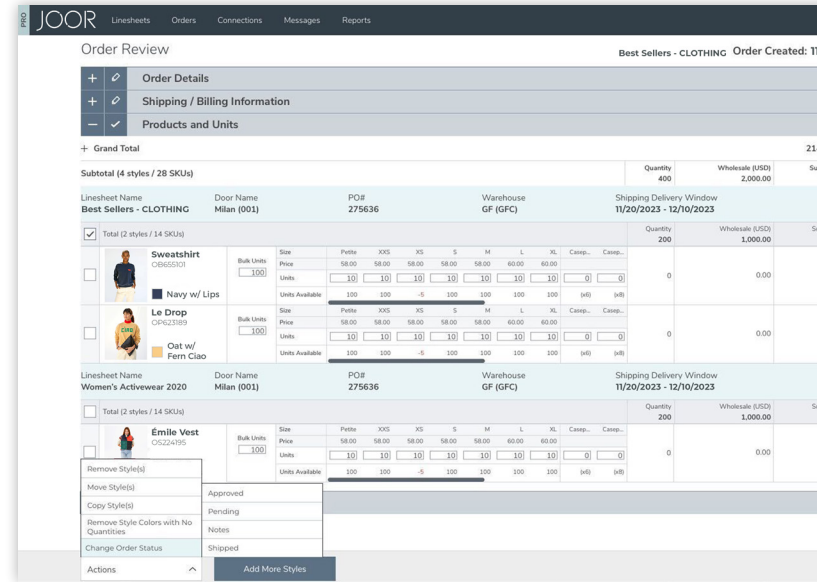


Improve Conversion Rates

A well-maintained online presence can significantly improve connection request conversion. By personalizing marketing efforts and providing brands with a smooth purchasing experience, you can maximize the potential of every lead that visits your digital profile. Efficient processes and a user-friendly interface make it easy to complete purchases.

Streamline Order Placement

Creating a solid B2B presence on a trusted wholesale platform like JOOR simplifies the process of placing orders with brands. An efficient digital system allows retailers to place orders, receive invoices, and make payments in a timely manner. This streamlined approach results in faster transactions, better order accuracy, and improved cash flow.



Combat Competition

Showcase a Unique Selling Proposition

In a competitive B2B market, it's essential to clearly define your unique selling proposition (USP). Whether it's the exclusive brands you carry, the niche categories you specialize in, or your loyal customer base, your digital profile should communicate what sets your business apart. This distinction is critical to attracting brands who are selective in curating their distribution. Establishing a distinct identity in the market is vital. Your online presence should reflect your brand's personality, values, and mission. A cohesive identity across your website, social media, and other digital touchpoints builds brand recognition and fosters partnership loyalty.

Make Yourself Discoverable

Being discoverable is a critical aspect of success. Ensure that your online presence provides clear points of contact and easy ways for brands to reach out to you. By being readily accessible and responsive, you increase your chances of forming valuable partnerships and attracting new opportunities. Your completed profile on JOOR is the integral first step to becoming more discoverable and growing your network.

A professional online presence is not just an option but a necessity for retailers looking to thrive. It enhances visibility, strengthens brand connections, improves efficiency, and helps combat competition. As the business landscape continues to evolve, adapting to the digital world is key to succeed in building fruitful B2B partnerships that deliver business growth. As the fashion industry's leading digital wholesale platform, implementing and maintaining a strong presence on JOOR positions your business for growth, resilience, and long-term success.

JOOR

Interested in creating a free retailer account on JOOR to establish or enhance your digital presence? [Click here to register.](#)

