

# International Franchisor with Multiple Resale Brands Enables Franchisees to Extend Sales Online



## BUSINESS CHALLENGE

An international consignment franchisor who owns and operates multiple brands had a problem. The franchisor needed an eCommerce platform that empowered their brands across over 1000 locations to extend their sales online.

But, not just any eCommerce platform would solve this problem and the complexities that came with the franchise and consignment space. As individual stores bought and sold specific merchandise, the system would need to be able to support self-supplied inventory management. Additionally, franchisees needed robust product and inventory management systems that would integrate with their Point of Sales (POS) system. Finally, the end customers needed the ability to create single orders for products across multiple franchise locations. The orders need to be split and sent to those locations for fulfillment.

The franchisor came to Four51 looking for an eCommerce experience that would take them to the next level in their digital transformation journey.

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## SOLUTION

Four51 worked with the franchisor to deliver a new B2B2C eCommerce experience that empowered local franchisees to extend their retail sales online. The local franchise units are now able to self-manage their complicated consignment inventory. End customers are able to digitally shop from all locations, and complete a single transaction for products from many locations.

Unique complexities are handled seamlessly thanks to the complex data model within the OrderCloud platform. For example, franchise locations need to operate as both sellers of product, suppliers of product to other locations, and buyers of product from other locations. Roles, permissions, and approvals are managed very carefully.



## RESULTS

The franchisor was able to roll-out their eCommerce experiences on the timeline that worked best for them. They started with one consignment brand, designing, developing, and launching that experience first. From there, the eCommerce team was able to prove the pace and the results of the development and roll-out process to get buy-in to launch the subsequent brands.

Since going live, the franchisor and its franchisees have seen an increase in eCommerce sales as more new customers are able to purchase their products online. And, the franchisor is now able to offer a service to franchisees that serves as a competitive advantage in the franchise space.



## About Four51

Inspired by the temperature at which paper burns (451°), Four51 is a technology solutions company dedicated to shattering antiquated business processes and out-innovating the limitations of eCommerce. We design, develop, and deliver digital transformation through customizable and scalable eCommerce, order management and B2B marketplace solutions powered by our API-first, headless eCommerce platform, Four51 OrderCloud™, that dramatically change the economics of their businesses. Companies spanning manufacturing, distribution, and retail have looked to Four51 as their go-to strategic partner for the past 20 years. Learn more at [www.four51.io](http://www.four51.io).