

FROM BRICK-AND-MORTAR TO E-COMMERCE:

HOW TO TRANSITION YOUR APPAREL BUSINESS



From Brick-and-Mortar to E-Commerce:

How to Transition Your Apparel Business



In recent years, the retail landscape has undergone a dramatic transformation. The apparel industry, once dominated by brick-and-mortar stores, is increasingly shifting toward e-commerce.

This change has been driven by a combination of:

- Technological advancements
- Changing consumer behaviors
- The global impact of the COVID-19 pandemic, which accelerated the adoption of online shopping

To give you an idea of the scale, [Digital Commerce 360](#) estimated that the pandemic added \$218.53 billion to e-commerce sales over the past two years.

The transition from physical stores to digital platforms offers businesses immense opportunities, such as:

- Reaching a broader customer base
- Operating around-the-clock
- Reducing overhead costs

However, it also presents unique challenges, like creating a seamless online shopping experience—which is different from the brick-and-mortar shopping experience in many ways.

But don't worry—in this guide, we share information to help you capitalize on the opportunities that e-commerce presents.

We're about to cover:

- The Basics of E-Commerce: What to Know
- How to Prepare For the Transition
- How to Choose the Right E-Commerce Platform
- How to Optimize Your Product Listings
- How to Set Up Secure Payment Gateways
- How to Master the Shipping and Fulfillment Processes
- How to Provide 5-Star Customer Service
- How Scrappy Apparel's Solutions Simplify the Transition to Selling Online

***Ready to learn
how to make the
shift from brick-
and-mortar to
e-commerce?***

Let's dive in!



The Basics of E-Commerce: What to Know

In simple terms, e-commerce means buying and selling on the Internet.

Imagine your brick-and-mortar store:

- In an online format
- Open 24/7
- Accessible from anywhere
- Potentially reaching a global customer base

E-commerce allows you to provide a personalized shopping experience to your customers. You can recommend products based on their browsing history, size, style preferences, and more.

Your online store will also help you collect data about your customers' shopping habits. You can use this information to make informed business decisions.

Transitioning to e-commerce is like being handed a golden ticket to the future of retail. It's where the shoppers are—and where your apparel business needs to be, too.

How to Prepare For the Transition

So, you're ready to dive headfirst into the world of e-commerce? Here's how to get your ducks in a row:

Review Your Business Model

Before you make the switch, it's important to review your business model. Are you launching a new product line? Diversifying into a related market?

It's essential to understand the scope and scale of your e-commerce venture before you start making any decisions. This will help ensure that all the steps you take are part of a unified, well-thought-out plan.

Determine Your Goals

What do you want to accomplish with your e-commerce store? Get more sales? Increase brand awareness? Acquire new customers?

Identifying your goals will help you focus on the strategies that are most likely to yield results. It will also give you clarity on which tools and platforms to use.

Decide What Changes You Need to Make

When transitioning from brick-and-mortar to e-commerce, you may need to make changes across your entire business. This could include updating product descriptions, redefining customer service protocols, and even rebranding or repackaging products.

Determining the changes you must make before getting started will help ensure a smooth transition.

Get Your Business Online!

If you don't already have an online presence, now is the time to create one. This could mean setting up a website, launching social media platforms, or creating a newsletter to stay in touch with customers.

It's also important to optimize your website for mobile devices—especially if you're targeting younger shoppers.



How to Choose the Right E-Commerce Platform

So, you've decided to take your brick-and-mortar store online? That's fantastic news!

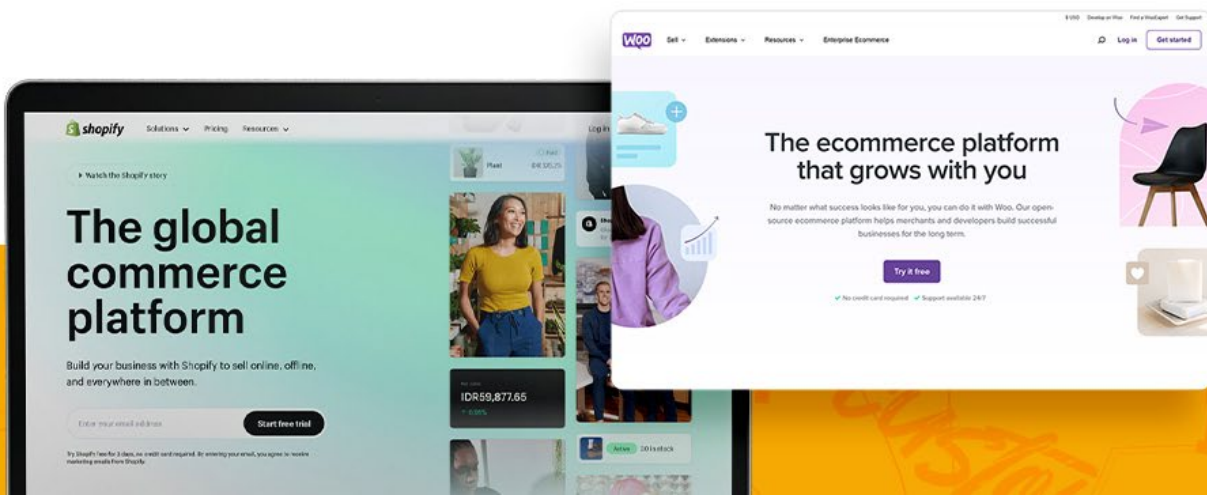
But the first big hurdle you'll face is choosing the right e-commerce platform. Think of it as the backbone of your online shop—it has to fit your business like a glove.

Shopify and **WooCommerce** are two of the most popular platforms for apparel e-commerce.

There are many factors to consider when you're picking a platform:

- **Is it easy to use?** You don't want to be wrestling with tech headaches when managing your online store.
- **Can it grow with you?** As your business expands, your platform needs to keep up.
- **Is it secure?** Keeping your business and customer info safe is super important.
- **Can you make it your own?** Your online store should represent your brand accurately—so make sure you can customize it to fit your needs.
- **Does it integrate with other platforms you use?** It should smoothly integrate with other systems you're using, like inventory management or CRM systems.
- **What's the price tag?** Check if the cost fits your budget, keeping in mind both the initial price and ongoing costs like transaction fees.

Only you know your business best, so make sure you take all these factors into consideration before choosing an e-commerce platform.



How to Set Up Secure Payment Gateways

When you're running an e-commerce store, having a secure payment system is a big deal.

It's not just about safeguarding your business against fraud or ensuring transactions go off without a hitch. It's about giving your customers peace of mind knowing their personal info is safe when they're shopping with you.

If you pick the right payment gateway, you won't have to sweat over transaction issues or steep fees.

Examples of Payment Gateways to Use

There are tons of options out there, each with its own perks and drawbacks. Here are a few contenders:

- **PayPal:** A popular choice due to its user-friendly interface and wide acceptance, but watch out for those transaction fees.
- **Stripe:** A techie's dream with robust developer tools and APIs for seamless integration. Plus, it has built-in fraud protection tools.
- **Square:** Great for those who appreciate simplicity and transparency in pricing. It's especially handy if you're running both online and offline operations.
- **Authorize.net:** Known for its reliability and developer-friendly features. But keep in mind—there's a monthly fee on top of transaction fees.

Remember, choosing the best payment gateway boils down to what works for you and your needs. Take your time, explore your options, and find the one that strikes the right balance between security, cost, and convenience.

How to Master the Shipping and Fulfillment Processes

E-commerce shipping and fulfillment can be tricky. It's more than just getting your product from point A to point B. Here are some of the processes you'll need to consider:

- **Setting Up Shipping Options:** How will your products be sent? What are the shipping costs? Can customers track their orders?
- **Inventory Management:** You have to know what you have in stock. This means keeping a close eye on your inventory levels. You wouldn't want to sell a t-shirt online only to find out it's actually out of stock, right?
- **Packing Orders:** Once an order comes in, it's time to pack it up. This can include folding clothes neatly, placing them in appropriate packaging, and maybe even wrapping them in tissue paper for that extra touch. Presentation is key!
- **Labeling Packages:** Next, add those shipping labels. Make sure they're accurate to ensure your apparel finds its way to the right doorstep.
- **Shipping:** Now it's time to send off your package into the world. Depending on your business, this could involve dropping packages at the post office, scheduling pickups with a courier, or working with a 3PL provider.
- **Tracking:** Don't forget to provide tracking information to your customers. They'll appreciate being able to follow their order's journey from your store to their front door.
- **Returns and Exchanges:** Finally, have a clear policy for returns and exchanges. Sometimes, things don't work out—wrong size, not as expected, you name it. Make the process painless for your customers and you'll win their loyalty.

Every step is a chance to provide an awesome customer experience—so make your shipping and fulfillment process a priority!

How to Provide 5-Star Customer Service

Customer service can make or break your e-commerce game. In the digital world, you don't have the luxury of face-to-face interactions to win over your customers.

That's why it's critical to put your best foot forward in customer service. In an online space where competition is just a click away, excellent customer service can be the tie-breaker that keeps customers coming back to your store.

Here's how to provide stellar customer service for your e-commerce store:

Be Accessible

Make it easy for your customers to reach you. This could mean having a live chat option on your website, a dedicated customer service email, or even a helpline. The goal is to ensure your customers can get in touch with you quickly and easily when they need to.

Depending on which e-commerce platform you're using, there could be plugins or extensions to add chatbots or live chat capabilities.

Respond Quickly and Professionally

Nobody likes to be kept waiting, especially not your customers. Aim to respond to all customer inquiries within 24 hours.

If that's not possible, at least acknowledge the inquiry and let the customer know when they can expect a response. Your community will appreciate it!



Go Above and Beyond

Don't just meet your customers' expectations—exceed them!

Freebies, exclusive discounts, and benefits for repeat shoppers are all ways to take your customer service up a notch. For those extra-special customers, consider sending a handwritten note or personalized gift. It's the little touches that make people feel appreciated and help turn casual shoppers into loyal fans.

Remember, in e-commerce, customer service drives a major portion of the shopping experience. Invest in it!

How **Scrappy Apparel's** Solutions Simplify the Transition to Selling Online

As you can see, there are many moving parts to consider when transitioning to selling online. Scrappy Apparel has your back with an all-in-one manufacturing and fulfillment solution fit for brands that sell through multiple channels.

What Our “All-in-One Solution” Means For Your Brand

If you work with us, you can focus on growing your business and leave production, inventory, shipping, and fulfillment to us.

We'll also handle all aspects of packaging for you, so you don't have to worry about labels, pick-and-pack fees, or custom packaging.

We'll keep your inventory safe and secure in our warehouses until you make a sale. We also provide real-time visibility into what's in stock at all times, so you always know exactly how much of each item is available.



We'll Customize Our Processes to Meet Your Needs

With our all-in-one solution, you won't have to abandon your brick-and-mortar store. We'll ship items to your store based on your specifications, allowing you to keep top sellers in stock.

We recognize that every product is as unique as the brand it represents. That's why we partner closely with each brand, offering production processes and solutions that cater to their needs.

Consider us an integral part of your team, taking care of:

- Sourcing materials
- Overseeing production
- Maintaining quality control
- Complying with all vendor and final destination requirements

...and much more!

Read more about our [High-Volume Apparel Manufacturing Process](#).

With Us, You Can Scale Your Apparel Business with Confidence

Our manufacturing capabilities extend beyond borders, allowing you to reap the benefits of cost savings without compromising quality. We serve all retail channels, including brick-and-mortar stores and e-commerce.

Make the switch and join hundreds of brands that trust Scrapy Apparel to deliver quality products on time and within budget. We look forward to helping you achieve success in your e-commerce journey!



READY TO **BEGIN** YOUR PROJECT?

Our team is excited to learn more about your project. Let's make moves together!



Scrappy
APPAREL
COMPANY