
Web Development Case Study

Pamco Distributing Inc.

Introduction:

Tanya Riemann (owner/operator) started Platypi Designs in October 2002 as a web site design company. Due to the extensive requirements of its loyal clientele, in 2005 Platypi added the Development aspect to its portfolio. Platypi Designs Inc. offers a wide variety of web solutions for its growing customer base, honing in on their diverse needs.

Summary Case Study:

Medical Distribution business analyzed the requirements for a web site. Although the direct clients of this Distribution business didn't necessarily need a website to do business, the company needed a tool to offer information, education, and increase awareness of its presence in the industry. The web site required a feel that matched the vision and professional image of its customers in providing a unique product line.

Challenges:

Due to its unique product line, the requirement was not to only create a professional feel and look but at the same time create a website that appealed to a target audience that was young, diverse in terms of culture, morals, as well as belief systems.

Analysis:

Platypi Designs Inc. reviewed the following criteria with the client.

- How best to send a message to the target market (consumers) so that it would have impact?
- How best to remain professional to its Medical customers of the consumable product?
- How best to create a website that could be used for educational and awareness purposes?
- How best to increase awareness of the distribution company in general?

Results:

Although it was not anticipated that this would be a sales tool, within 60 days the awareness of this distribution company increased to the point that the web site created sales and bottom line profits to cover the cost of the web site ten-fold.

Testimonial:

"We had pondered getting a website for a few years prior to working with Platypi Designs Inc. We were held back by the fact that we didn't feel that our business needed this type of exposure and questioned the cost aspect, and how best to portray the message to our clients and consumers clearly. Within days of having the website up and running, we were approached by new and inactive customers that we had been trying to work with for years, all due to them finding us on the internet and the professional feel that our web site offered".

Pamco Distributing Inc., Perry MacLean, President