

# YOUR GUIDE TO Online Stores

Online stores are a great way to open up new sales opportunities and expand into new markets. Here are a few popular use cases to spark ideas for your customers:



## EMPLOYEE UNIFORMS & SUPPLIES

Company stores offer a simple and efficient way for organizations to provide uniforms, apparel, and supplies to employees without the hassle of manually collecting orders.

### Use Case

A hospital needs an easy way to collect orders from its staff across multiple departments or locations, including scrubs, medical supplies, and branded apparel.



## EMPLOYEE RECOGNITION & INCENTIVES

Employee recognition stores are a great way to motivate employees, stay connected with staff, and retain talent. Employee recognition was ranked the #1 most popular occasion to give corporate gifts in 2021.\*

### Use Case

A company wants to reward employees and new hires with branded products to select from as a token of their appreciation, which employees can access via gift cards and/or a purchase order.



## COMPANY SWAG

Employees love repping an organization they're proud to be a part of. Company Stores give employees the chance to feel appreciated by being able to select from high-end, company-branded gear.

### Use Case

A corporation wants to offer employees a chance to grab their favorite company-branded hoodie, t-shirt, backpack, and more.



## TEAM UNIFORMS & EQUIPMENT

Online stores are a game-changer for providing sports teams with uniforms and equipment. Simplify the ordering experience by eliminating the hassle of manually collecting and organizing team orders.

### Use Case

A university needs an efficient way to provide uniforms and equipment to its athletic department and players year-round.



## RETAIL

Online stores allow businesses and organizations to sell their branded merchandise and apparel directly to the public, spreading their brand awareness and opening an additional source of revenue.

### Use Case

A local coffee shop wants an easy way for customers to buy their favorite coffee mug, gift basket, or even a gift card to their go-to coffee spot.



## FUNDRAISING

Fundraising stores give supporters a chance to rally around a meaningful cause and promote a specific fundraising activity. This can also help support local businesses and build lasting relationships in the community.

### Use Case

A local animal shelter wants to raise money from the community to help purchase food, toys, and medical treatments for its animals.



## HOLIDAYS & EVENTS

Company stores are a great way to celebrate with employees before an upcoming holiday or to promote a special company event. Holidays and events are among the top 3 most popular occasions to give corporate gifts!\*

### Use Case

An airline wants to reward its employees with high-end products to select from as a token of their appreciation for a successful year.



## CORPORATE GIFTS

Company stores are a convenient way for companies to provide customers and prospects with popular branded gifts, without charging them at checkout. The most popular corporate gifts include physical/digital gift cards, gift baskets, and everyday branded products.\*

### Use Case

A company wants to offer a top prospect an array of gifts to select from as a thank you for attending their sales pitch.



## SPIRIT WEAR

Spirit Wear stores are a great way to sell merchandise to fans and members of a group, like a school or team. This could include offering school spiritwear to faculty, students, and parents or college campus stores providing branded school merchandise.

### Use Case

A university swim team wants to sell spirit wear to its fans and family members of the athletes so they can rep their school pride all season.

\*Source: Coresight Research

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