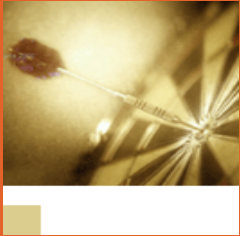


CASE  
STUDYhigh quality web based solutions  
and outsourcing optionsClient: Packwood Coffee  
Solution: eCommerce PlatformCMO Global rollout customised  
eCommerce product CMOshop

## Client Profile

Packwood Coffee is a family business that sees quality as its number one priority and is committed to providing a world-class product, with superior customer service.



Founded and created by Timothy Packwood Alder, Packwood Coffee is a mix of old world experience with a spice of youthful exuberance.

Timothy has over 35 years experience in tasting and selling coffee and tea. He commenced his working life at the world famous Bushell's Tea, as a tea taster in 1964. He worked there for 8 years before joining the reputable tea and coffee importer Anderson's Tea and Coffee, where he became partner and subsequently owner. Timothy has also travelled extensively to the premier tea and coffee regions of the world, such as Sri Lanka, India, Singapore, Indonesia and Papua New Guinea, where he has gained insight and knowledge as to how the best coffee and tea is produced.

## Your Case Studies:

If you would prefer to receive your Case Studies via email, please contact: [publications@cmoglobal.com](mailto:publications@cmoglobal.com)

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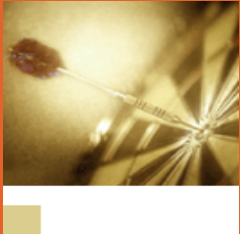
## The Clients Needs

Tenacious and innovative, Packwood Coffee needed a modern business world solution to support their industry expertise and range of quality products. A small to medium organisation with a limited marketing budget, Packwood Coffee looked towards the Internet and eCommerce as an affordable means to provide their coffee and related products nationally in Australia and internationally.

## CMO's Recommendations/Solutions

CMO Global met with Packwood's management and quickly identified the most appropriate web based solution for their business model. The solution - CMO Global's eCommerce product **CMOshop**.

After previously providing a series of eCommerce based web solutions for our clients, CMO Global recognised the need to develop a reliable, affordable and easily customisable eCommerce solution that was able to be deployed for clients quickly. CMOshop was a perfect match for Packwood Coffee as it offered a series of features and benefits that satisfied all of Packwood Coffees desired online functionality at an expense they could afford.

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## Development and Deployment

CMO provided Packwood with the critical leadership and expertise required to dock Packwood's business model with modern technology. CMO consultants have years of experience with the architecture, customisation and deployment of advanced software solutions. CMO is uniquely qualified to provide the valuable business insight, technical expertise and project management experience Packwood required to ensure their eCommerce transition was a complete success. As Timothy Alder CEO of Packwood explains

*"The CMOshop solution provided Packwood Coffee with precisely the eCommerce capability we required to trade our products internationally, over the Internet. CMO quickly established the most appropriate features an eCommerce facility required to cater for Packwood customers' needs. CMO was then able to customise their CMOshop software and present Packwood with an affordable, reliable, secure and attractive online shopping facility. I never would have guessed how simple it was for a small to medium enterprise to enter the boundary free world of eCommerce. It's a relief to know our organisation can afford to compete on the same playing fields as our larger competitors. We are very satisfied with this recent business process transition and look forward to the efficiencies our new system will inevitably provide in the future."*

## Overall Features and Benefits

- ✓ Cost effective solution
- ✓ Rapid deployment
- ✓ Proven reliability
- ✓ Completely scalable with product catalogue
- ✓ Shopping trolley functionality
- ✓ Secure credit card payment system
- ✓ Worldwide shipping and delivery system
- ✓ Manage all customer interactions
- ✓ Manage product inventory
- ✓ Platform shares a single technology foundation
- ✓ Site updatable without third party involvement
- ✓ Accessible and updateable from any internet connection

For further information, regarding how CMO Global can solve your eBusiness needs please contact a CMO Global e-Business Consultant and we will be happy to demonstrate how we can help move your business processes online.

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