

BAJARACK AUSTRALIA

SPECIALITY MANUFACTURER, DISTRIBUTOR AND RETAILER OF 4WD ACCESSORIES

BajaRack was created as a rugged solution for the adventurer that likes to go off the beaten track. Like many companies, BajaRack started with engineers that like the outdoors and the challenges that come from extreme off-road adventure. They decided to build their own equipment that would withstand one of the most outrageous off-road races in the world – the Baja 1000.

The company philosophy is quite simple – to offer its customers the best products available in the market that they will enjoy and be proud of owning for many years. The Bajarack head office is in San Diego, California with the manufacturing plant located in Ensenada, Mexico however, its sole distributor in Australia is based on the NSW Central Coast.

The Australian operation is run by Aaron Mitchell who, for many years, has owned and operated an extremely successful 4WD mechanical repair business in partnership with his brother Ben.

ISSUES PRIOR TO DWR ENGAGEMENT

“We started our first business based on our passion for off-road recreation and we’ve never forgotten that,” explains Aaron. “We put ourselves in the customer’s shoes so we insist on providing quality products at affordable price backed by outstanding customer service.”

After a soft launch in the local market, Bajarack experienced significant sales growth in a short period of time and needed to find a single, multi-purpose business platform that would allow them to manage stock movements, sales activity, invoicing, warranty information and CRM functionality in the one place.

Aaron turned to DWR to assist.

THE RESULT

- “Implementing this software and partnering with DWR has completely transformed our business – they have helped us move to the next level,” he said.
- “The level of customisation it enables has allowed us to craft a dedicated solution that is a perfect fit for what we do.”
- But above the excellent functionality, Aaron’s passion for delivering exceptional service was the thing that most attracted him to DWR.
- “The level of attention and interaction that Nigel and his team have offered us is unprecedented in my experience dealing with suppliers of any description for many years”, explains Aaron.
- “The professionalism of the DWR staff is nothing short of first class. I would recommend them without any hesitation to any growing business or any business running multiple software systems that wants to remove inefficiencies from their workflow, and really drive their business forward.”