

Expanding **Wholesale Sales Channel** Opportunities with NetSuite DTC Functionality



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In 2023, the gross value added (GVA) generated by the wholesale trade sector in Australia amounted to approximately AUD 85.6 billion. This sector plays a vital role in the economy of the country, with a workforce of around 386,000 individuals. However, the traditional model of wholesale distribution is being challenged as online shopping becomes more common.

Many wholesalers are now seeing the huge opportunity they have to increase revenues by selling directly to consumers, as well as their B2B distribution networks. Not only does this give wholesalers the opportunity to grow, but it also allows them to increase their profit margins by being able to sell their products at retail value, essentially profiting on the margin that would usually be made by their business customers.

The Distinction Between B2B and DTC Sales in Australia

The Australian market is witnessing a rapid shift in how products reach consumers. Understanding the nuances of B2B ecommerce and direct-to-consumer sales and the challenges that each method presents is critical to a wholesale distribution company's ability to successfully manage the operational financial impacts of capitalising on both B2B and B2C markets.

The Benefits and Challenges of B2B eCommerce Platforms

B2B ecommerce offers the potential for increased efficiency, scalability, and enhanced customer experiences. By automating processes such as order processing, inventory management, and billing, companies can reduce costs and improve customer satisfaction. However, integrating B2B ecommerce platforms with existing systems can be complex and time-consuming, and ensuring data security is a critical concern.

Increase Warehouse Efficiency

B2B ecommerce platforms streamline various processes, such as order processing, inventory management, and billing. This automation reduces manual errors, saves time, and lowers

operational costs. As a result, businesses can improve their overall efficiency and better serve their customers.

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Systemisation Supports Growth

With B2B ecommerce, businesses can easily expand their operations as they grow. The platform can handle increased traffic, orders, and product offerings without requiring significant additional resources. This scalability allows businesses to take advantage of growth opportunities without being hindered by operational limitations.





Integration Challenges

Integrating a B2B ecommerce platform with existing business systems, such as ERP, CRM, and accounting software, can be a complex and time-consuming process. Ensuring that all systems work seamlessly together requires significant planning, resources, and technical expertise. Businesses may need to invest in additional software, hardware, and personnel to successfully integrate their ecommerce platform.

Security Considerations

B2B eCommerce involves the exchange of sensitive customer and financial data, making security a top priority. Businesses must implement robust security measures, such as encryption, secure payment gateways, and regular security audits, to protect their customers' information from cyber threats. Failing to maintain adequate security can result in data breaches, financial losses, and damage to the company's reputation.

Why Wholesalers are Capitalising on Ecommerce Growth with NetSuite DTC Functionality

D2C sales provide opportunities for higher profit margins, greater brand control, and valuable customer data. By selling directly to consumers (B2C), companies can eliminate intermediaries and capture a larger share of the profits. They also have complete control over their brand image and customer experience, fostering stronger customer relationships and loyalty. However, building brand awareness and acquiring customers in a crowded marketplace can be challenging and expensive, and managing logistics and providing excellent customer support can become complex as the business grows.

Increased Profit Margins

By selling directly to consumers, businesses can eliminate intermediaries, such as wholesalers and retailers, from the supply chain. This allows them to capture a larger share of the profits that would otherwise be absorbed by these intermediaries. Direct-to-consumer sales can also enable businesses to offer products at more competitive prices while still maintaining healthy profit margins.

Brand Control

Direct-to-consumer sales give businesses complete control over their brand image and customer experience. They can craft their brand messaging, design their packaging, and create a unique customer journey that aligns with their values and mission. This level of control helps businesses build stronger relationships with their customers and foster brand loyalty.

Data Collection

Direct sales to consumers give businesses access to crucial data like purchase history, demographics, and preferences, enabling them to understand customer behaviour, tailor marketing, and enhance product development. Using this data helps companies make informed decisions that boost their offerings and customer satisfaction.

"The wholesale trade sector in Australia, generating a GVA of around AUD 85.6 billion in 2023, is redefining its model by embracing direct consumer sales alongside B2B. This shift not only offers growth opportunities but also significantly increases profit margins by allowing sales at retail values."

– Tiernan O'Connor, Sales Director,
DWR Consulting

Marketing and Promotion

Building brand awareness and acquiring customers in a crowded marketplace can be challenging and expensive for direct-to-consumer businesses. With numerous brands vying for consumers' attention, businesses must invest significant resources in marketing and advertising to stand out. This can include social media marketing, influencer partnerships, content marketing, and paid advertising, all of which can be costly and time-consuming.

Logistics and Fulfilment

As direct-to-consumer businesses grow, managing inventory, shipping, and returns can become increasingly complex and costly. Businesses must have efficient systems in place to track inventory levels, process orders, and handle returns. They may need to invest in warehousing space, shipping infrastructure, and personnel to ensure timely and accurate order fulfilment. Failing to manage these logistics effectively can lead to delays, errors, and customer dissatisfaction.

Customer Support

Providing excellent customer support is essential for direct-to-consumer businesses, as negative experiences can quickly damage the brand's reputation. Customers expect prompt, helpful, and friendly support when they have questions or issues with their purchases. Businesses must invest in customer support personnel, training, and technology to ensure that they can meet these expectations. This can be a significant challenge, especially for smaller businesses with limited resources.



Exploring NetSuite's DTC Functionality

Acquiring new customers and increasing sales are key objectives for a large majority of Australian businesses, with 72% of them setting these goals as a priority. NetSuite DTC's tools are designed to support these goals by providing businesses with a streamlined approach to customer acquisition and retention.

Streamlining Customer Acquisition

NetSuite DTC provides a comprehensive set of tools to streamline the customer acquisition process, making it more efficient and effective. Some of these tools include:

Lead Generation

NetSuite DTC can help businesses generate more leads by integrating with various marketing channels, such as social media, email marketing, and digital advertising platforms. This allows businesses to reach a wider audience and attract potential customers more effectively.

Lead Qualification

Once leads are generated, NetSuite DTC can help businesses qualify them based on predefined criteria, such as demographics, behaviour, and interests. This ensures that sales teams focus their efforts on the most promising leads, increasing the likelihood of conversion.

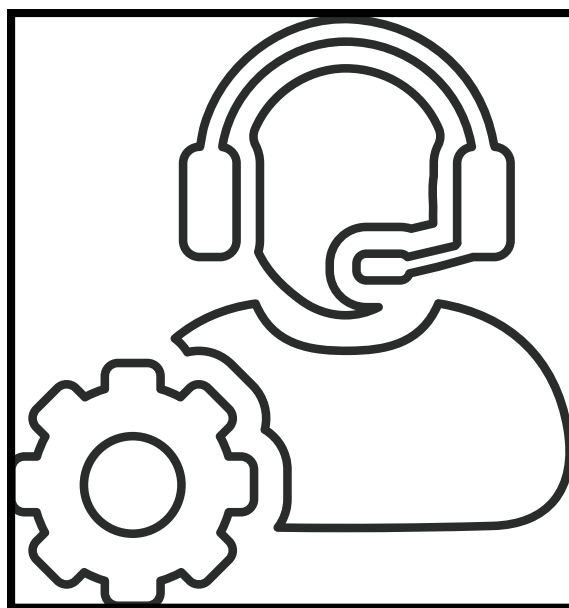
Sales Automation

NetSuite DTC can automate various sales tasks, such as lead assignment, follow-up emails, and appointment scheduling. This saves time and ensures that no opportunities slip through the cracks, ultimately leading to more closed deals.

By streamlining the customer acquisition process, NetSuite DTC enables Australian businesses to acquire more customers with less effort, ultimately driving sales growth.

Enhancing Customer Retention

In addition to acquiring new customers, retaining existing ones is equally important for sustaining long-term growth. NetSuite DTC offers several tools to help businesses enhance customer retention:



Loyalty Programs

NetSuite DTC can help businesses create and manage loyalty programs that reward customers for their repeat business. This encourages customers to keep coming back, increasing lifetime value and reducing churn.

Marketing Automation

NetSuite DTC can automate various marketing tasks, such as email campaigns, social media posts, and targeted promotions. This helps businesses stay top-of-mind with their customers and provides ongoing value, increasing the likelihood of repeat purchases.

By focusing on customer retention, Australian businesses can maximise the value of their existing customer base and reduce the cost of acquiring new customers.

Enabling Diverse Marketing Strategies

NetSuite DTC also enables businesses to implement diverse marketing strategies to reach and engage their target audience effectively. Some of these strategies include:

Omnichannel Marketing for a Seamless Online Experience

NetSuite DTC can help businesses create a seamless customer experience across multiple channels, such as website, social media, email, and mobile. This lets businesses engage customers and sustain a

consistent brand experience.

Personalised Marketing Messages Based on Purchase History

NetSuite DTC can use customer data to create personalised marketing messages and product recommendations. This helps businesses build stronger connections with their customers and increase the relevance of their marketing efforts.

By leveraging these diverse marketing strategies, Australian businesses can effectively reach and engage their target audience, ultimately driving more sales and revenue.



The Wrap Up

In today's market, [Australian wholesalers](#) are faced with an unprecedented opportunity to expand their sales channels and capitalise on the growing ecommerce market. By leveraging the power of [NetSuite DTC functionality](#), wholesalers can streamline their operations, enhance customer experiences, and drive long-term growth.

As a leading NetSuite Partner specialising in [B2C Mobilisation for Wholesalers](#), DWR is uniquely positioned to help your business navigate the complexities of B2B ecommerce and direct-to-consumer sales. Our team of experienced professionals understands the challenges and opportunities that come with expanding your sales channels, and we are committed to providing you with the tools, expertise, and support you need to succeed.

Don't miss out on the opportunity to expand your sales channels and drive long-term growth for your wholesale business. [Contact the team at DWR today](#) to schedule a consultation with one of our NetSuite DTC experts. We will work with you to assess your current operations, identify areas for improvement, and develop a customised plan to help you achieve your goals.