



Profile

Three Birds Casual is one of the fastest growing manufacturers of high end outdoor patio furniture. Three Birds has a distribution network of over 250 retailers, 150 designers, 15 outside sale people, and 5 large internet dealers.

Business Challenge:

Three Birds Casual had immediate needs in marketing, sales, training, business process management, and technology infrastructure but could not immediately afford to hire additional full-time employees to address these business demands. Three Birds Casual realized that managing the rapid growth would be critical to business success.

Solution:

Redwood was chosen to direct Three Birds Casual's marketing, sales, and training efforts. Redwood created a new national advertising campaign, giving Three Birds Casual the market perception that rivaled some of the most well known competitors in the outdoor furnishings industry. Redwood was also instrumental in building a national sales force that currently has 15 team members. Before Redwood, the Three Birds outside sales team generated little to no revenue for Three Birds. There was limited product knowledge, inconsistent management, and lack of leadership. Redwood consultants overhauled the entire sales team by finding the best outdoor furniture sales people, created a comprehensive training program, and implemented a sales force management program. All these changes were successfully executed and resulted in exponential growth of sales from this division.

With a revamped marketing and sales approach Redwood developed dynamic web applications that have become powerful and profitable business tools. The manufacturer's order and tracking system was streamlined by creating an online shipping application. In addition, a user-friendly web site management tool and secure extranet system used by vendors, sales representatives, and customers was developed. As a result of these powerful web tools and the marketing of the new website, Three Birds has realized a ROI of over 300%.

As a result of Redwood's efforts Three Birds Casual has become a leader in their industry and grown company revenues from \$750,000 to over \$4,000,000 with sales projected to grow by 40% to 50% over the next 3 years.

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