



INZEN

case study

RETAIL &  
COMMERCIAL

Kaboodle gives businesses the ability to easily and quickly describe, showcase and sell their products and services to the public and selected recipients

Below are case studies of how Inzen's commercial and retail clients are using Kaboodle (Inzen's Software Content Management System) to increase their profit, impress their clients and streamline their processes.

## WHAT CAN KABOODLE DO FOR YOU?

- > Quickly and easily update your web presence
- > Communicate quickly and easily with your clients and potential clients
- > Maintain brand consistency and design throughout the website and e-newsletter
- > Sell your products and services online

## UPDATE AND CONVINC

Do you want to inform your marketplace of the latest information and sway them to your line of thinking?

C2C Analysis is a consultancy group dedicated to providing organizations with impartial advice and guidance on how to effectively rollout a collaboration strategy. Their experience includes in-depth knowledge of the vendors, manufacturers and service providers within the industry. Using Kaboodle and integrating an RSS news feed, they have a highly professional and to-the-minute website, resulting in ongoing collaboration and business opportunities.



www.c2canalysis.com



INZEN

case study

RETAIL & COMMERCIAL

## AGGREGATE AND RECRUIT

Do you need clear, to-the-minute information on your website?

Marketsearch Executive Recruitment is one of Australia's leading recruitment agencies for Marketing and Market Research. To best serve their clients, they need a website that they can easily and quickly update with the latest available positions, whilst displaying that information in a number of ways to best suit the potential candidate's method of thinking and searching for information. Kaboodle allows Marketsearch to segregate their information into various lists, searches and formats to allow their clients instant access and easy searching for the best position for them. This results in higher placement percentages, happier advertisers and more applicants, making Kaboodle the perfect tool for such a task.

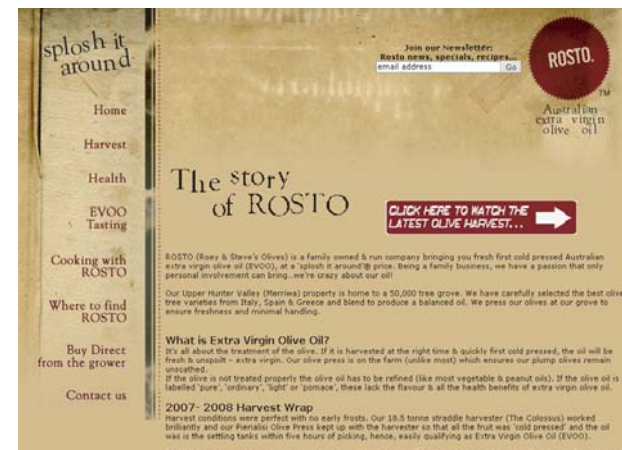


www.marketsearch.com.au

## ORGANICALLY BRAND

Do you need your unique brand accurately reflected by your website?

Rosto Grove is one of Australia's largest olive oil farms. With olive oil being sold all across Australia and a distinct, warm, organic brand and design, Rosto needed a web provider that could deliver a functional, powerful website whilst being flexible enough to display a truly non-technological look and feel. The website shows the latest videos, recipes, tastings and other information to form a community feel behind the brand, which further assists in brand recognition and repeat sales.



www.rostogrove.com.au



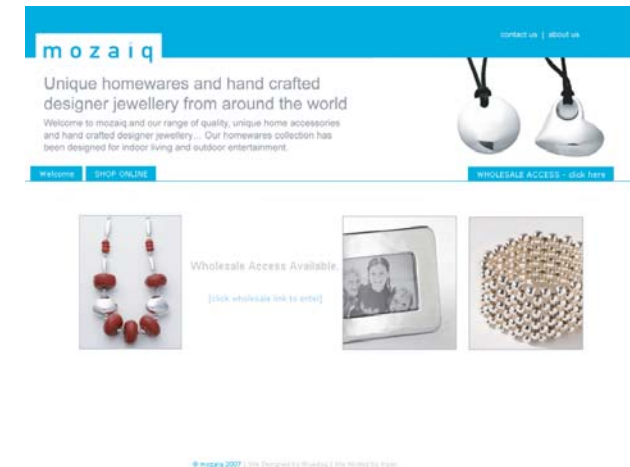
case study

RETAIL &  
COMMERCIAL

## SHOWCASE AND SELL

Do you have a range of products you want to elegantly display on your website and sell?

Mozaiq is a homewares and jewellery designer and retail outlet, with hundreds of unique and gorgeous products. Using Kaboodle, they can easily and quickly upload all of these products onto their website, which then automatically sorts them into pre-defined categories for easy viewing, selecting and purchasing, either online, or by making an order over the phone. For any retail outlet, displaying and/or selling your wares online is incredibly efficient, requiring no staff interaction and being available 24/7, maximising your profit.



www.mozaiq.com.au

## HELP AND GATHER

Do you want to act as a helpful information source for your retail clients, and encourage them to visit your store?

Peto is Australia's largest dog and cat pet store, with an enormous warehouse near Warringah Mall. They wanted to supplement their regular customers and drive-by trade with a website that acted as a helpful information source on how best to take care of your pet, as well as showing the monthly offers, special events and upcoming products. This acts as a value-add, concreting return visits from the customers, positive referrals, and a solid community feel behind the business.



www.peto.com.au



INZEN

case study

RETAIL &  
COMMERCIAL

## CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

INZEN PTY LTD

P +61 2 9034 6000

F +61 2 9034 6001

E [info@inzen.com.au](mailto:info@inzen.com.au)

W [www.inzen.com.au](http://www.inzen.com.au)