

# Ecommerce Case Study

# Best Price Nutrition

The screenshot displays the Best Price Nutrition website interface. At the top, there is a search bar and navigation links for 'Sign In', 'Register', and 'Help'. A green navigation bar contains categories like 'SPORTS NUTRITION', 'VITAMINS, MINERALS, HERBS & MORE', and 'BLOG'. Below this, a large promotional banner for 'EXCLUSIVELY AT BEST PRICE NUTRITION' features 'BUY ONE SUPERPUMP250 GET A FREE SHAKER AND A FREE SAMPLE OF SIZEON AND MYOFUSION'. To the right of the banner is an 'Expert Advice' section with a photo of a staff member and links for 'Chat Live', 'FAQ's', and 'See More Options'. Below the banner, there are sections for 'New on the Blog', 'Daily Special' (with a 'Great Value' badge), and 'Free Shipping!'. A 'News & Offers' section includes an email sign-up form. The 'BEST SELLERS' section features three product cards, each with a product image, name, MSRP, 'Our Price', and a star rating.





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–John Brooks, Best Price Nutrition

**Company**

Best Price Nutrition  
www.bestpricenutrition.com

**Founded**

2002

**Contact**

John Brooks  
Chief Operating Officer

**Location**

Chicago, IL

**Number of Employees**

5

**Business segment**

Health and fitness

Based in Chicago, Best Price Nutrition sells supplements at a high volume for a low price throughout the United States. John Brooks, the Chief Operating Officer at Best Price Nutrition, was frustrated with an old ASP shopping cart that did not provide him with a lot of functionality, resulting in limiting what they could sell. “I felt like we were stuck on a treadmill,” said Brooks. “We had difficulty updating anything on our site. Our site needed to look credible for our customers, and this solution just wasn’t cutting it.” In addition, the functionality they wanted to have on the site would have cost them literally thousands of dollars and several hours. “We are a high volume, low margin business. We depend on selling our high volume to survive financially. An outdated shopping cart just wasn’t going to work for us.”

Brooks took a look at other hosted solutions, including a leading RMS e-commerce solution. But he didn’t like that particular one. “We wanted to own the Cart. The solution that we were looking at didn’t allow us to do so. Plus, the functionalities it offered were very limited. We felt that solution would have prevented us from growing the company.”

Best Price Nutrition then discovered Kosmos Central through one of the forums. “Kosmos Central introduced us to X-Cart, which allowed us to customize our store the way we wanted it to run. We definitely had a lot more control of our store than what we were using before.” Brooks said. He was able to add several functionalities to his store, including One Page Checkout, Smart Search, and an SEO module that increased their page ranking significantly. “We probably saved over \$20,000 thanks to Kosmos,” Brooks said. “Instead of paying thousands of dollars to have all of these modifications, we were able to get the functionalities that we wanted for so much less.”

To upload new products onto the store and download orders, Brooks used the Web Integrator by New West Technologies and Kosmos Central’s utilities. “They were very easy to install and use,” Brooks said. In addition, Brooks appreciated Kosmos Central’s rapid customer service. “Maria at Kosmos Central was a pleasure to work with. She was responsive and very down to Earth.”

“I would definitely recommend X-Cart and Kosmos Central to any business looking for an RMS eCommerce solution,” Brooks said.