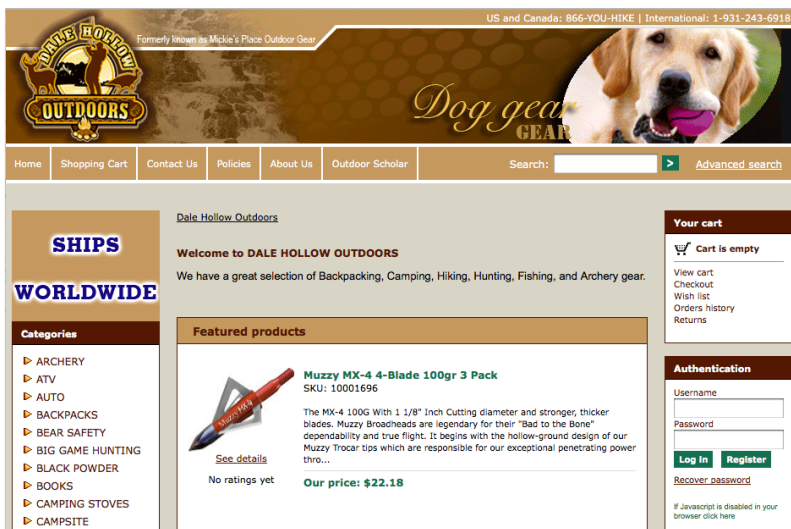


Ecommerce Case Study

Dale Hollow Outdoors



The screenshot shows the Dale Hollow Outdoors website interface. At the top, there is a navigation bar with links for Home, Shopping Cart, Contact Us, Policies, About Us, and Outdoor Scholar. A search bar is also present. The main content area features a 'SHIPS WORLDWIDE' banner, a 'Featured products' section highlighting the 'Muzzy MX-4 4-Blade 100gr 3 Pack' with a price of \$22.18, and a 'Your cart' section indicating the cart is empty. There is also an 'Authentication' section with fields for Username and Password, and buttons for Log In, Register, and Recover password.

US and Canada: 866-YOU-HIKE | International: 1-931-243-6918

Formerly known as Mickie's Place Outdoor Gear

DALE HOLLOW OUTDOORS

Home Shopping Cart Contact Us Policies About Us Outdoor Scholar Search: > Advanced search

SHIPS WORLDWIDE

Categories

- ▶ ARCHERY
- ▶ ATV
- ▶ AUTO
- ▶ BACKPACKS
- ▶ BEAR SAFETY
- ▶ BIG GAME HUNTING
- ▶ BLACK POWDER
- ▶ BOOKS
- ▶ CAMPING STOVES
- ▶ CAMPSITE

Featured products

Muzzy MX-4 4-Blade 100gr 3 Pack
SKU: 10001696

The MX-4 100G With 1 1/8" Inch Cutting diameter and stronger, thicker blades. Muzzy Broadheads are legendary for their "Bad to the Bone" dependability and true flight. It begins with the hollow-ground design of our Muzzy Trocar tips which are responsible for our exceptional penetrating power thro...

[See details](#)

No ratings yet

Our price: \$22.18

Your cart

Cart is empty

[View cart](#)
[Checkout](#)
[Wish list](#)
[Orders history](#)
[Returns](#)

Authentication

Username

Password

[Log In](#) [Register](#)

[Recover password](#)

If Javascript is disabled in your browser click here





“Kosmos Central was a breath of fresh air. Their shopping cart, X-Cart, did everything that I was looking for.”

–Mickie Repecka, Dale Hollow Outdoors

Company

Dale Hollow Outdoors
www.dalehollowoutdoors.com

Founded

2002

Contact

Mickie Repecka,
President & Owner

Location

Clay County, Tennessee

Number of Employees

5

Business segment

Outdoor equipment and clothing

The Situation

Founded in the back woods of Tennessee by Mickie Repecka in 2002, Dale Hollow Outdoors is an equipment and clothing store catering to the outdoor enthusiast. Four years ago, Repecka realized she needed an online presence to further build business and clientele. Initially she selected Microsoft Retail Management Software (RMS) to manage her in-store physical inventory. Although this was a step in the right direction, continuing to enter and process orders by hand was becoming an increasingly overwhelming task. “It became very tedious and, quite frankly, a waste of time. I needed to get it all automated so I could do other things.”

Over the course of a two year period, Repecka used a software integration solution from an online retail management company to get her online store up-and-running. The solution produced dismal results. She was frustrated by the lack of technical intuition and poor technical features and functionality – a necessity for a successful online store. “I felt like I had to play catch-up with everyone out there. My competitors’ sites had lots of functionality, but mine seemed to lack the simplest features. For example, our customers didn’t have a clue when their product was shipped! Amazon had that tracking feature on its Web site for over ten years. My last provider was way behind the ball.”

To add to the mounting troubles, customers had to navigate through the entire check-out process just to determine shipping costs for their order. “I know I lost a lot of sales due to not having that feature,” stated Repecka. Furthermore, the propriety web management script enforced by the provider was overly complicated, resulting in higher maintenance bills and wasted time.

The Execution

Repecka found Kosmos Central when navigating through Microsoft RMS forums searching for a new online integration company. She appreciated that she could buy and install one of their recommended shopping carts, X-Cart, directly from Kosmos, and not deal with the hassle of price negotiation between outside resellers.



“Kosmos Central was a lot more responsive to my needs, because their customer support is in the US, while my last provider’s was based in another country. I had to wait until the next day to hear from them. It was night time over there while it was work time here.”

–Mickie Repecka, Dale Hollow Outdoors

Repecka contacted the Kosmos team right away and began revamping her online store in February of 2009. “Kosmos Central was a breath of fresh air,” she said. “Their shopping cart, X-Cart, did everything that I was looking for.” She also appreciated the customization and flexibility of X-Cart’s source code. “Because the source code is open, there are literally hundreds of extensions and mods available. If I wanted a feature, there’s someone who made one. And if it’s not there, you can request it. Kosmos and X-Cart really listen to their customers.”

By being able to seamlessly manage and update her Web site with Kosmos’ solution, Repecka save enormous amounts of valuable time and money. “Utilities were easy to install, easy to use, easy to manage.” She was also pleased with the simplicity of modifying X-Cart. “It’s so easy to make design changes with X-Cart,” she said. “For example, there are hundreds of design skins out there and they are all quick and easy for me to employ.”

The Results

Since teaming up with Kosmos, utilizing the X-Cart retail management software and recrafting her online presence, Dale Hallow Outdoors is making its mark in the online outdoor retail market. Presently, the store sells approximately 8,000 to 10,000 unique items.

Repecka is pleased with her site, commenting on its easy navigation, customization features and especially Kosmos’ notably quick and attentive customer service. “Kosmos Central was a lot more responsive to my needs,” she said, “because their customer support is in the US, while my last provider’s was based in another country. I had to wait until the next day to hear from them. It was night time over there while it was work time here.” Repecka immediately contacts the Kosmos staff when has needed assistance with her site. She estimates that Kosmos’ rapid response saves her “upwards of 20 percent of her time.”

Repecka has also been impressed with Kosmos’ pricing and rates. “They gave me everything I wanted for a lot less. The Kosmos solution is about 20-30 percent cheaper overall [than my last provider] counting in continuing costs,” she said. “They told me what I was getting and how much it was going to cost. It was very straightforward. My last provider would quote you



“They told me what I was getting and how much it was going to cost. It was very straight forward. My last provider would quote you one price, but when you get their invoice, it was different. I never knew what I was really paying for.”

–Mickie Repecka, Dale Hollow Outdoors

one price, but then when you get their invoice, it was different. I never knew what I was really paying.”

Repecka has already recommended Kosmos’ solution to several individuals and companies. Eventually, she would like to move her Web site to her own server. “I know one day, I will need to move my site onto my own server if I want to grow my company even more. Kosmos allows me to do that. My last provider doesn’t.”

She could only fathom what would have happened if she would have stayed with her last provider. “I would have been unhappy,” she said. “I probably would still be using them. Not growing. I would be standing still while everyone else would be moving forward.”