



Going Retail with FedHill Brake Lines

Network Solutions ecommerce offering meets the needs of this growing small business!

“When looking at various e-commerce solutions, integration with QuickBooks was vital....Network Solutions standard e-commerce product offers a great experience with unbelievable support”

Tim Beachboard
Owner
Federal Hill Trading Company

Customer Profile:

Federal Hill Trading Company
195 Federal Hill Road
Oxford, MA 01540
www.fedhillusa.com

Employees:
3

Business Established:
1995

Customers Served:
Manufacturers, Wholesale Distributors and Retail Customers

About Federal Hill Trading Company:

Recognizing the need for a rust proof brake line, Federal Hill Trading Company was formed in 1995 as the exclusive North American agent for Cunifer brake line.

FedHill has added a number of manufacturers and specialty parts to its product line to provide hard to find tubing and brake line fittings in small quantities for manufacturers, R&D and automotive repair professionals throughout the US

The company has seen tremendous growth in this niche/specialty market.

Business Challenge:

An early adopter of the internet and its capabilities, FedHill quickly established an online presence to serve its wholesale customers. In 2003, the company began expansion plans and invested in Pay Per Click advertising with Google. Business picked up and sales began to soar, growing 50% year over year. In 2006, the company realized that it was missing another tremendous opportunity for growth – serving and fulfilling end user retail customers on the web. For years, FedHill had been manually fulfilling orders via the phone. The process was time consuming and not scalable without adding additional overhead. An additional burden was the manual tracking of inventory and orders in their accounting software – QuickBooks. Errors were common.

SUCCESS STORY

Federal Hill Trading Company

AT A GLANCE:

Customer:

Timothy Beachboard

Location:

Oxford, Massachusetts

Industry:

Automotive Specialty Parts

Business Challenge:

Move from wholesale to retail distribution.

Solution:

Establish an online store that integrates with QuickBooks

Results:

More efficient operation and a new business unit which will more than double 2006 revenue.





Federal Hill Trading Company

Solution Overview:

To solve their business challenge, FedHill began the search for an e-commerce solution. Key factors in their decision included; security for transactions, brand name, trust, reliability, customer service, QuickBooks integration, optimized for search engines and price. They spent a great deal of time evaluating a number of providers from one stop shops to specialty web designers.

A customer of Network Solutions since 1995, FedHill ended up choosing the standard e-commerce product – a product they felt met all of their decision making criteria.

The product is extremely easy to use, affordable and from a reliable provider who FedHill has come to trust over the years.

FedHill has been a QuickBooks user since 1995. Previously they were running a reliable DOS application, but it became clear they needed a reliable windows based application. They are currently running a pro version of 2005. The e-commerce integration was easy to set up and is very straightforward. It has saved them countless hours of time and reduced Fed Hill’s manual errors.

Business Benefits:

The bottom line is that FedHill has successfully penetrated the retail space very quickly. In the past three months since launching their online presence, they are experiencing a 100% growth rate in revenue attributable to their online storefront. The integration with QuickBooks has reduced the amount of time they have to spend reconciling systems and overall bookkeeping. They now have more time to spend on growing their business.

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