
WOOF CAT SUBSCRIPTION BOX CASE STUDY

COURT 323 EFFICIENCY
MANAGEMENT



WoofCat is a pet business in Little Rock, Arkansas. They sell organic, hand-made pet treats. It is a sole proprietorship that focuses on a strong relationship with customers and their pets. They sell their pet treats in single packs and in bulk. WoofCat began to have a demand for monthly subscriptions from their customers. It would be more convenient for them to have a steady supply of treats for pets every month.



WOOF CAT ENTERTAINED THE IDEA OF PROVIDING MONTHLY SUBSCRIPTION BOXES, AND THEY KNOW WHAT THEY WANT IN THE BOX. SEVERAL OF THE ITEMS CAN BE BOUGHT IN BULK, DECREASING THE COST. THEY WANTED THE BOX TO BE FULL AND VALUABLE FOR THE PETS AND PET OWNERS. HOWEVER, THEY NEED TO KNOW THE MOST COST-EFFECTIVE SOLUTION FROM THE GOODS THAT THEY DECIDED TO INCLUDE.

According to McKinsey & Company,



15% of e-commerce customers purchase physical box products



32% of e-commerce subscriptions are for replenishing products or services



30% of replenishing subscribers have canceled their subscriptions after one time

EACH PRODUCT NEEDS A BUDGET BEFORE WOOFECAT DECIDES ON THEIR INVESTMENT. COURT 323 EFFICIENCY MANAGEMENT DEVELOPED FOUR BUDGETS, IN RESPECT TO WOOFECAT NEEDS. THE BUDGETS REPORTED A TOTAL COST DIFFERENCE OF 31% AND A STABLE ROI. WOOFECAT WAS ABLE TO MAKE A SOUND DECISION TO CHOOSE THE MOST COST-EFFECTIVE SOLUTION FROM OUR OPTIONS.



WOFCAT CUSTOMERS WILL FOCUS ON REPLENISHING THEIR TREATS FOR PETS. DESPITE HAVING FOUR DIFFERENT BUDGETS, WOFCAT SHOULD USE ONLY TWO POTENTIAL SUBSCRIPTION PRODUCTS. THE TWO PRODUCTS HAVE THE LOWEST COST, AND THE DIFFERENCE IN THE BOX'S CONTENT GIVES BUYERS A CHOICE OF SELECTION. WOFCAT STRONG RELATIONSHIP WITH THEIR CUSTOMERS WILL HELP LOWER INDUSTRY LEVELS OF SUBSCRIPTION CANCELLATIONS.

THE INFORMATION AND FINANCES HAS BEEN CHANGED TO PROTECT WOFCAT.





A COURT 323 EFFICIENCY MANAGEMENT CASE STUDY

Court 323 Efficiency Management is a management and fulfillment company that leads your project towards stronger financial margins. We focus on providing a fast, automated experience to increase company profits. Finding solutions from your financial and inventory data allows us to choose the best decisions for your company's processes and standards.

For more information, contact tracy.cook@court323.com

Chen, T., Fenyo, K., Yang, S., & Zhang, J. (2018, February 9). *Thinking inside the subscription box: New research on e-commerce consumers*. McKinsey & Company.
<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers>.