

≡ PET CART PARTNERS ≡

B2B Development Case Study

Multi-Year Engagement ❤️ Founder-Led Pet Brand

KEY BUSINESS RESULTS

20%
B2B Revenue Mix

125 +
New Retail
Partners

15 +
Industry
Tradeshows

+ 30%
Qualified
Leads

BUSINESS IMPACT SUMMARY

- ✓ Built complete business to business infrastructure from contracts to ordering systems
- ✓ Established presence on Chewy, Faire, and other distribution channels
- ✓ Developed targeted B2B marketing strategy and trade show presence
- ✓ Created professional, scalable foundation for sustainable B2B revenue growth
- ✓ Transformed brand from DTC-only to credible B2B partner with industry presence

STRATEGIC SOLUTIONS DELIVERED

01

Operational
Framework for
B2B

SCALABLE
INFRASTRUCTURE

02

Platform
Expansion

CHEWY, FAIRE &
DISTRIBUTION

03

B2B Marketing
Development

BUYER-FOCUSED
CAMPAIGNS

04

Tradeshow
Strategy &
Execution

MARKET
CREDIBILITY

We built the **complete B2B infrastructure** for a consumer brand that had no wholesale presence, systematically creating the operational backbone, market presence, and industry relationships needed for wholesale success. **The result: 125+ retail partners, multiple platform launches, new revenue stream, and a scalable foundation** for continued growth.

READY TO GET STARTED?

Transform your business with
our strategic partnership

[Let's Connect!](#)

CASE STUDY 01

CREATED OPERATIONAL FRAMEWORK

THE CHALLENGE

There was growing interest from wholesale partners but no framework to support them. Operating exclusively D2C, they lacked contracts, pricing structures, & ordering systems, making it difficult to scale wholesale operations.

DATA SOURCES ANALYZED

- Wholesale program benchmarks from competitor analysis
- Retail buyer feedback on pricing and terms
- Internal margin and cost structure

THE SOLUTION

Built a comprehensive operational framework that included legal contracts, wholesale pricing structures, order processes & flows, and a business-to-business website to streamline ordering.

BUSINESS IMPACT

A professional B2B program that gave retail partners confidence, simplified onboarding, and made wholesale ordering consistent and easy. Created a new revenue stream with foundation for continued expansion.

CASE STUDY 02

EXPANDED INTO CHEWY, FAIRE, AND DISTRIBUTION

THE CHALLENGE

The brand had no presence on key wholesale platforms or distribution channels, limiting reach and credibility with retailers.

DATA SOURCES ANALYZED

- Research on buyer demand within Chewy and Faire
- Category expansion trends in distributor catalogs
- Retail partner requests for broader access points

THE SOLUTION

Launched on Faire and Chewy, secured regional distributor, and implemented distribution processes to manage bulk orders and logistics.

BUSINESS IMPACT

The brand became accessible to a wider network of retailers through trusted platforms, increasing visibility, credibility, & order volume while driving predictable recurring revenue.

CASE STUDY 03

DEVELOPED B2B MARKETING STRATEGY & MATERIALS

THE CHALLENGE

There was no dedicated marketing strategy for wholesale buyers, making it difficult to attract new retail partners and nurture existing ones.

DATA SOURCES ANALYZED

- Competitive research on B2B marketing approaches
- Retail buyer engagement trends
- Feedback from industry tradeshows

THE SOLUTION

Created targeted B2B marketing campaigns, designed wholesale-focused creative assets, and built messaging tailored to retail partners.

BUSINESS IMPACT

Brand showed up as professional, consistent, and retail-ready, making it easier for buyers to discover & trust the company. Attracted aligned partners and fueled rapid growth in wholesale revenue.

CASE STUDY 04

TRADE SHOW STRATEGY AND EXECUTION

THE CHALLENGE

The brand did not have a presence in the trade show circuit, missing opportunities to build awareness, attract retailers & strengthen industry credibility.

DATA SOURCES ANALYZED

- Trade show calendars and attendance data
- Competitor booth presence and brand positioning
- Retailer feedback on discovery channels

THE SOLUTION

Designed branded trade show booths, developed a show calendar, and executed attendance at key industry events to promote the wholesale program and connect directly with retailers.

BUSINESS IMPACT

Established a professional, consistent presence at trade shows, generating leads & building retailer relationships. Increased credibility in the wholesale market & resulted in long-term retail partnerships.

READY TO TRANSFORM YOUR BUSINESS?

Let's discuss how strategic partnerships can drive sustainable growth for your brand.

[Let's Get Started](#)