

GC buying group

GC VENDOR MEMBER BENEFITS

Full Time Staff

Dedicated to working with vendors to help strategize and provide advice and insight on how to increase visibility and encourage business growth.

Week in Review (WIR) Email

Get your products noticed! Recommend monthly product submissions for Store WIR, or immediate placements announcing special events/promos.

Vendor Webpage

Load your entire product line onto your password-protected online Vendor Webpage. Keep your page up-to-date with essential information for stores to easily learn the line and be capable to place orders. Load any information that would be helpful for the store members such as marketing material, or even video links for training or products.

Online Purchase Ordering Platform

The B2B online ordering system provides store members easier access to your products and specials, as well as your everyday items. Stores can send you virtual Purchase Orders through the portal, utilizing your up-to-date webpage.

Store Buying Guides

Assortments are provided by Vendors, highlighting best sellers and new items to assist Stores with buying decisions.

Launching Vendors and Brands

Vendor access and exposure to GC Stores, 350+ locations nationwide, the strongest independent retailers in the industry.

Vendor Newsletter

Monthly email newsletters provide you with GC program updates, community news, and special event options.

Vendor Coordination

Sales analysis, promo and product brainstorming, specific account reviews. Scheduled review meetings after January sales reporting and again after June 30 sales reporting.

Markets

GC has a presence at every major market, to include Atlanta Market, The Inspired Home Show in Chicago, Las Vegas Market and Dallas DMC.

GC Start the Year Member Conference

The two-day Member Conference draws Store and Vendor Members to one venue for meeting, reviewing products and mutual sharing of merchandising ideas. The full day Vendor Showcase allows one on one interaction. The Vendor Forum is an excellent information session, facilitated by the GC team, covering newly introduced programs and topics of interest to all GC Vendors. This event incurs a fee.

GC Summer Series Educational Presentations and Vendor Expo

Perfectly timed during regional market to release second half programs and product introduction. This option incurs a fee.

Feedback from Store Members

Surveys placed in WIR email or personal calls made, with results reported directly to Vendor.

GC Office Visits

GC welcomes our vendors to our Dallas offices for in-person meetings with the GC team. With over 100 combined years of experience, the GC team is happy to provide consulting for our community of Vendors.

Product Review

GC matches your unique product to specific stores to sample and review. Positive product reviews are shared with membership base.

Dedicated Vendor E-Blast

Each week one GC Vendor is featured in a dedicated email going out to all GC Stores. The eBlast is also placed and only one dedicated eBlast is sent per week. The exclusive eBlast is also placed on the GC private Facebook page for Store members only. This option incurs a fee.

Digital Advertising

Opportunities for inclusion in GC Lookbooks, digital opportunity for Stores to utilize for emailing marketing, eblasts, website and social media posts. This option incurs a fee.

Createmyplace.com

GC has created an exclusive marketplace website for GC Stores. The consumer site drives customers to GC store locations for order fulfillment via store shipping, drop shipping by Vendors, in-store or curbside pickup. Stores can easily add products to their store front by importing items from your GC webpage. You have control over the way the end consumers view your brand on CreateMyPlace. Unique, custom software on the marketplace eliminates MAP breaking on consumer pricing. GC encourages all Vendors to offer drop ship availability for products, making a full assortment accessible to consumers when Stores are unable to stock all products. Inventory integration incurs a fee.