

B2B Challenges in the Fashion & Apparel Industry



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The fashion and apparel industry is always vibrant and exciting and trends move on quickly. At the same time there are environmental challenges due to over-supply, waste and poor labor practices. The [‘fast fashion vs slow fashion’](#) debate demands some radical re-thinking across the sector. [Manufacturers](#), [distributors](#) and [wholesalers](#) need to keep pace with rapidly changing expectations and take a strategic view of the industry’s future.

There’s [scope for growth](#) across the sector, but economic uncertainty, regional differences and changing customer behavior bring significant challenges. Optimizing use of the latest technology will certainly be part of the solution.



Is manual order processing slowing down your [fashion and apparel business](#)? Cloudfy’s [business to business \(B2B\) ecommerce platform](#) is purpose designed for high volume complex ordering. It provides the advanced customer self-service and sales management tools you need.

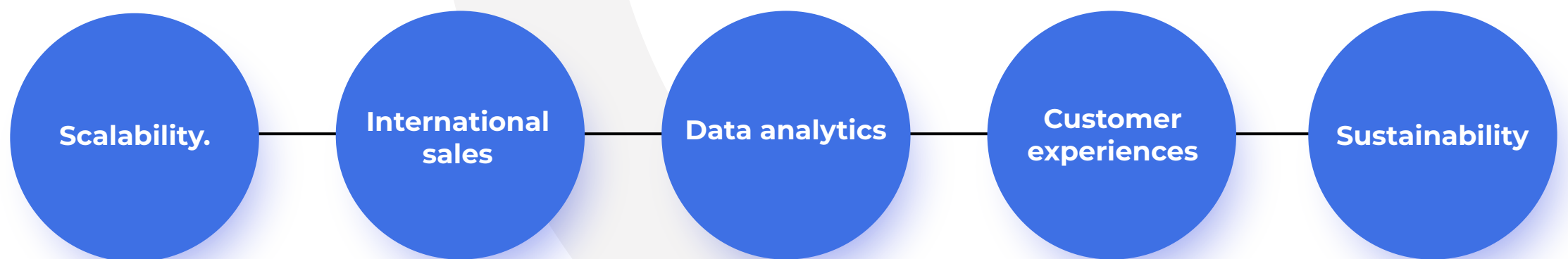
Pre-built [integrations](#) with your enterprise (ERP) system allow you to automate tasks and empower customers to manage their accounts online. Because Cloudfy is a software as a service (SaaS) solution you will minimize your IT infrastructure and administration costs. You can easily add customizations with plenty of third-party [extensions](#) and a powerful [application programming interface \(API\)](#). So, as your business grows, Cloudfy will grow with you.

Intuitive [site navigation and search features](#) help buyers find exactly what they’re looking for. They can place their orders quickly and easily with fast page load times and a [frictionless checkout](#).

Cloudfy is responsive for mobile devices and you also benefit from a [field sales representative app](#) and a [customer ordering app](#) for sales on the go.

B2B challenges in the fashion and apparel industry

B2B fashion and apparel sales are vital for global brands all the way through to small-scale manufacturers and specialist distributors. Online shopping is generally simple with individuals choosing and buying for their own needs, sometimes on impulse. In contrast, B2B buyers make carefully considered choices that take into account a wide range of factors. To meet their needs, you must showcase your collections, simplify bulk ordering, streamline contract pricing, and offer multiple payment methods. To keep pace with change, you need to have the right technology and tools to handle multiple challenges.



Scalability

Of course, you must offer the right items and display them perfectly to optimize sales. You need to maintain your stock levels to meet demand and minimize over ordering. A tightly managed pricing strategy is essential for profitability and effective promotions to keep stock moving as your business grows.

International sales

Gone are the days when only global brands could reach international B2B buyers. With ecommerce you can sell to customers anywhere in the world. You need effective search engine optimization (SEO), access to the right online marketplaces, and advanced supply chain and fulfillment technologies.

Data analytics

One of the great benefits of B2B ecommerce is the breadth and depth of data you can collect. With the right analytic and predictive tools, you'll improve your understanding of customer behavior. It helps you anticipate new trends and themes to stay ahead in the fast moving fashion and apparel market. You can make data-based decisions about your product range, advertising and promotions.

Customer experiences

In an industry where everyone is striving to offer something new and compelling, you need to engage your customers. With effective product information management, you can refine descriptions and make your whole range highly searchable. By connecting multiple digital channels, you will provide better customer support and increase sales. With the right technology, you can create a personalized customer journeys based on previous order histories and online search trends.

Sustainability

Your sustainability credentials are becoming critical as consumers challenge the concept of 'fast fashion'. One survey found almost [six out of 10 shoppers](#) want the sector to become more environmentally friendly and sustainable. B2B buyers understand this and increasingly choose eco-friendly products. You need to show how you are engaging in [sustainable business practices](#). This might include energy efficient manufacturing, eco-friendly packaging, and sustainable shipping. In the longer term you might also need strategies to repair, reuse and recycle your products.

How B2B ecommerce improves competitiveness in the fashion and apparel industry

B2B ecommerce offers significant opportunities to improve competitiveness and performance and increase your fashion and apparel sales.



OPPORTUNITY 1

REPLATFORMING

Last year's collection won't help build your brand next year. A tired looking website with limited functionality will hold you back too. When everything is in the 'here and now', you need the latest and best tools to attract the right attention. If your B2B ecommerce site is slow, difficult to navigate and hard to maintain you will miss sales opportunities.

SOLUTION 1

Without support and investment any premises-based online sales platform will eventually slow down and offer limited functionality. If you don't meet your customers' online buying needs they will look elsewhere. [Replatforming](#) to a purpose designed B2B ecommerce solution in the cloud helps you stay competitive and increase sales. You'll improve your teams' workflows and your customers' experiences. Powerful new ecommerce features will improve performance and reduce maintenance requirements. With regular updates and enhancements, you can reduce your IT infrastructure and benefit from leading-edge ecommerce technology.

OPPORTUNITY 2

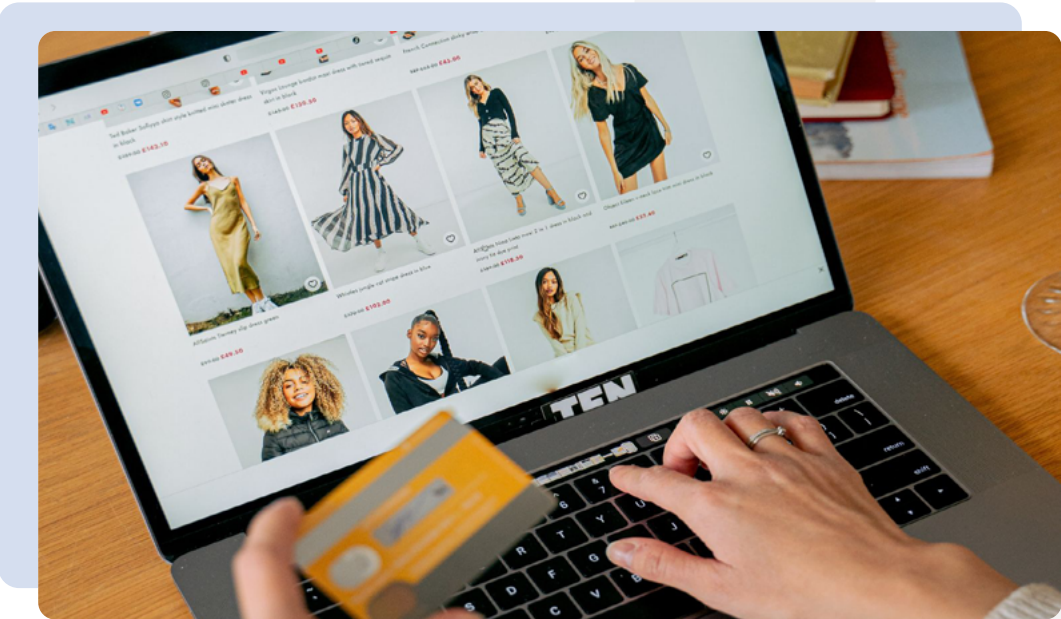
BRANDING

A strong online presence establishes & builds your brand and your reputation in the industry. It helps you attract high-profile clients and enhances your credibility and trustworthiness. It includes everything from accurate representations of your mission and values to the tone of your content and visual style. You need the right tools to maintain your standards and make an impact.



SOLUTION 2

B2B buyers like to buy directly from their suppliers rather than through third-party platforms. They expect high-quality online experiences with engaging, well thought-out content that meets their needs. From season to season or even week to week you'll want [easy and flexible design tools](#) to deliver impactful content. You don't want to rely on technical experts to modify pages, catalogs and customer journeys to suit your company's branding guidelines.



OPPORTUNITY 3

CUSTOM CATALOGS

Your customers have tight schedules. They need to curate the right items and place their orders quickly and efficiently. They want to minimize risks and optimize sales performance. You can help them by presenting a selection from your wider catalog that reflects their previous ordering history and popular items with other customers.

SOLUTION 3

Often B2B buyers are involved in research, specification and supplier selection during the purchasing process. They are [almost twice as likely](#) to complete a high-quality deal when they engage with digital tools provided by suppliers. Your customers can login to access a bespoke view of your product catalog, process their purchases, and manage their invoices. You can customize your [product and service catalogs](#) for each company, division, department, or for individual buyers. If needed, each group within an organization can see its own catalog. If your catalog includes hundreds or even thousands of items they'll save a lot of time.

OPPORTUNITY 4

ERP INTEGRATION

You can understand so much more about your operations by harnessing the power of your ERP system. With seamless B2B ecommerce-ERP integration you can have a complete view of your business. You will save money and improve customer experiences with improved sales processes. In-depth market intelligence tools can also streamline sales scheduling and planning.

SOLUTION 4

Pre-built integrations provide a cost effective way to [automate key business processes](#). Your registered customers can see inventory, pricing and delivery information in near real time and manage their accounts. There's no need to wait for lengthy data synchronization. You'll almost eliminate manual data entry so you'll also minimize errors and delays.





OPPORTUNITY 5

STOCK AVAILABILITY

With modern supply-chain challenges your clients will appreciate receiving the most accurate view of your stock counts, in near real-time. You can help them plan the phases of their seasonal procurement with confidence.

SOLUTION 5

Integrating [inventory management](#) systems with your B2B ecommerce platform means new orders automatically update stock levels. You'll minimize over-ordering and out-of-stock orders and build customer trust. You can provide different views pre- and post-login so your competitors don't see your stock levels. Easy traffic light indicators keep everyone up to date and you can set thresholds to maintain minimum inventory levels.

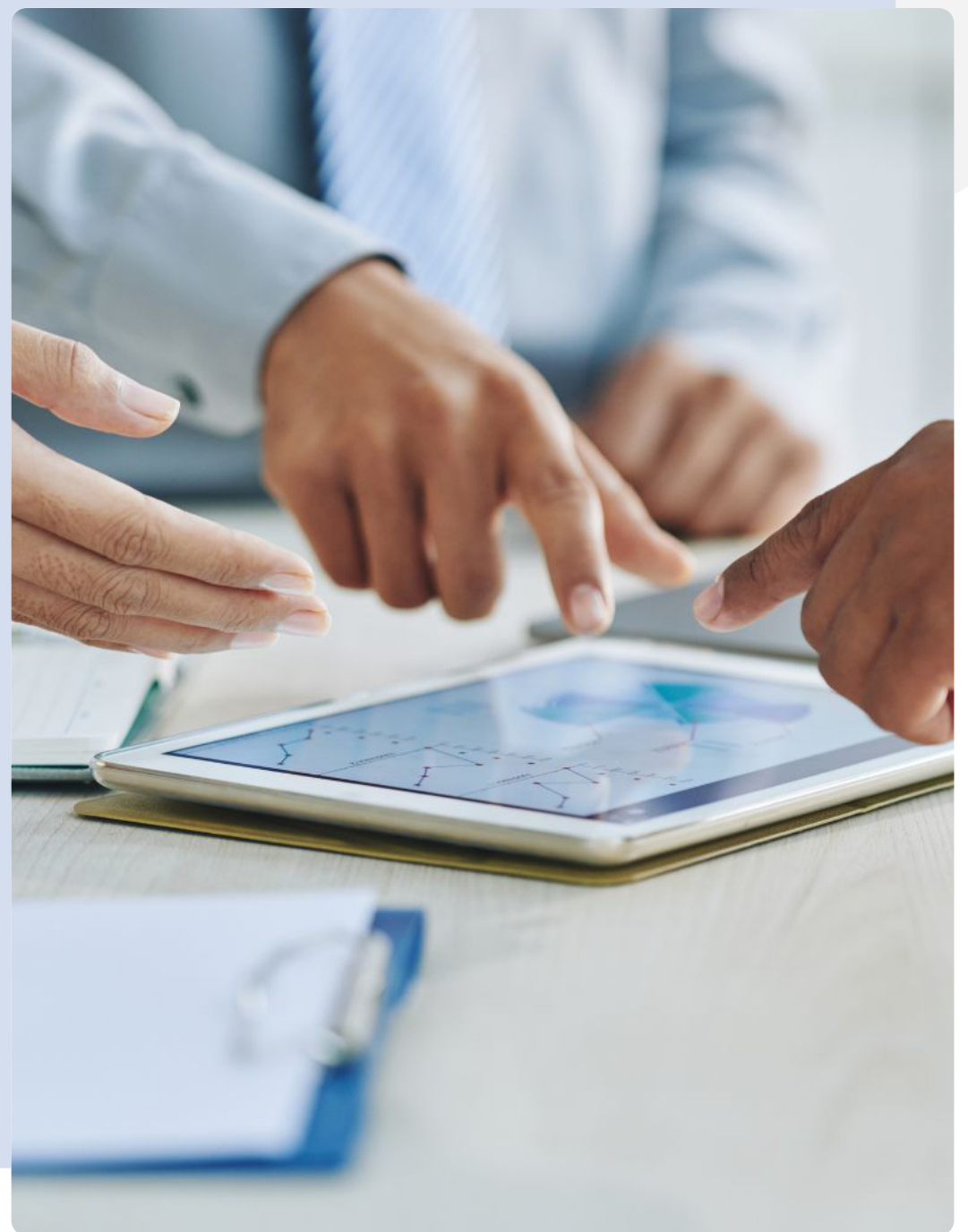
OPPORTUNITY 6

SALES ON THE GO

Buyers are busy and always on the move. They often access multiple digital channels during their product research. Mobile ordering apps for your customers and field sales teams help to keep the orders rolling in. You can help to reduce the length of your sales cycle by allowing people to build orders wherever they are. They can browse your range and select items, even when they don't have an internet connection, and confirm everything later.

SOLUTION 6

A field sales representative app allows your sales team to make the most of every in-person opportunity. They can showcase your collection, share stock levels, sign up new customers and place orders for existing customers. There's no need to spend time updating customer notes and checking sales performance when they're back at base. All the information they need is at their fingertips. Customers can also browse your catalog, create new orders and manage their account with their own customer ordering app. Using their mobile device's camera, they can scan barcodes and serial numbers to restock easily.





OPPORTUNITY 7

ANALYTICS

In the fashion and apparel industry data analytics help you understand consumer behavior and optimize product planning. You can collate information across digital and physical channels to help develop your new collections. You can optimize promotions based on customer behavior and forecast demand more accurately. Analyzing data in near real time helps you identify fashion trends and changing customer preferences. You'll make data-based decisions about your future collections, informed by your latest sales.

SOLUTION 7

Your B2B ecommerce portal provides a central hub where you can monitor key indicators for your business. Replacing theoretical models with accurate and well-structured data sources minimizes manual processes. With [data analytics tools](#) you have a real time at-a-glance view of your best selling products, top customers, stock availability and commitments. Machine learning (ML) tools allow you to predict what's coming next and prepare in advance. You can also improve your marketing, promotions and search engine performance.

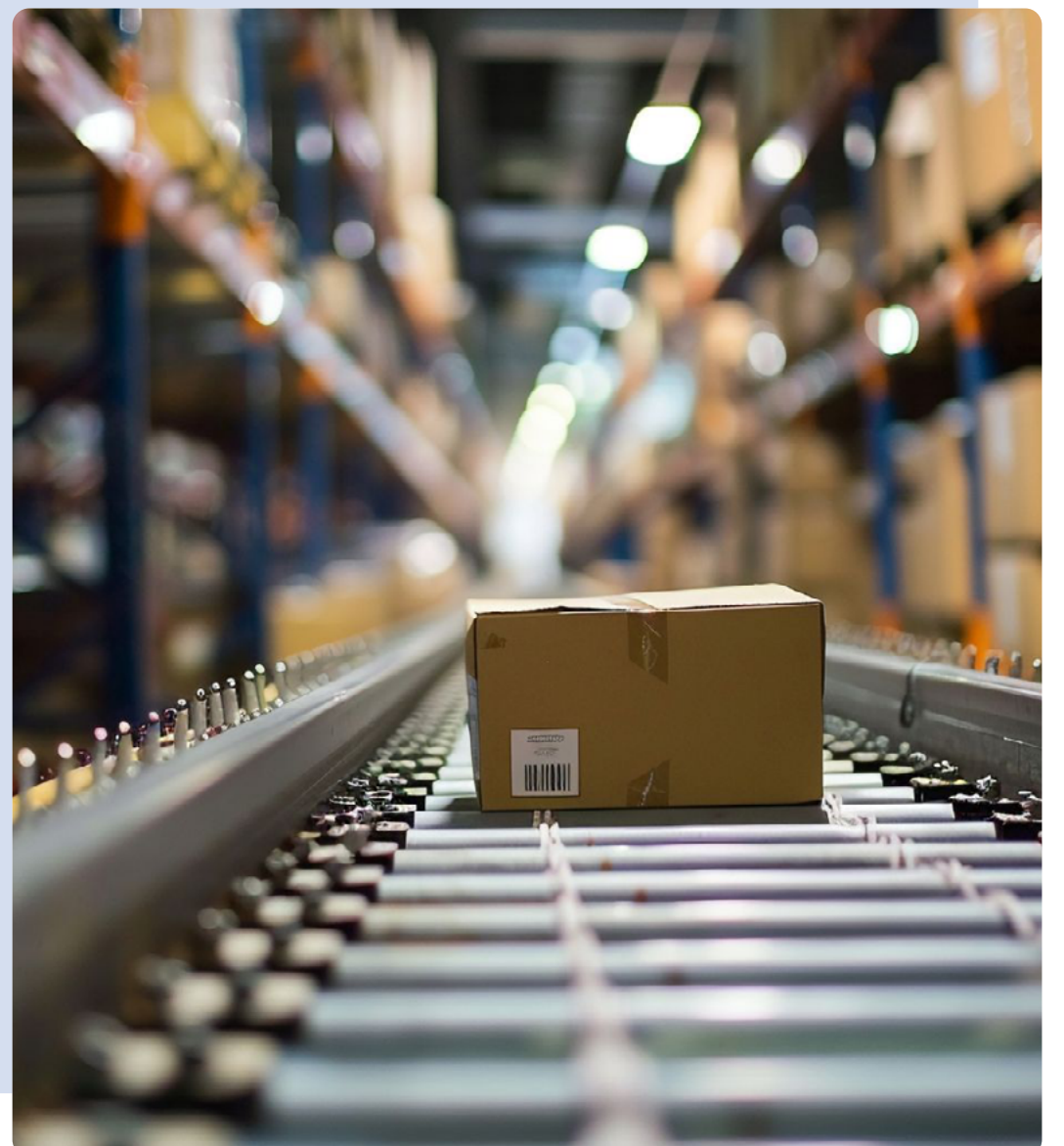
OPPORTUNITY 8

CONNECTIVITY

The pandemic affected procurement efficiency for manufacturers, distributors & retailers. Sourcing opportunities have become fractured as businesses look for new solutions. As a result, [B2B fashion and apparel marketplaces](#) are expanding around the world. With conventional supply chains under pressure, efficiently bring together buyers and sellers online is a logical step.

SOLUTION 8

You can sell to major distributors and retailers using powerful B2B marketplace connectors. It's easy to create seamless links to ordering systems and supplier networks. With pre-built integrations for leading platforms, you can start selling in new markets in just a matter of weeks. You can populate partner sites with selections from your catalog and manage all your marketplace orders from a single administration dashboard.





OPPORTUNITY 9

E-PROCUREMENT

In a sector where speed and quality are essential you need reliable procurement tools. You can simplify and automate key procurement processes and significantly reduce administration. You'll use resources more effectively, optimize your operations and increase sales.

SOLUTION 9

With [PunchOut](#) your buyers can make purchases directly from their own procurement system. They can browse your product range and place orders directly in their preferred electronic format. Larger customers often choose [electronic data interchange \(EDI\) ordering](#) to share data securely over the internet. For easy reordering your customers can save favorites lists and templates or upload and email Excel orders.

Case Studies:

ZOGGS

Australia-based Zoggs is a global swimwear and swim equipment brand with a presence in over 50 countries. To support the growing business the company chose Cloudfy to deliver all the advanced B2B ecommerce features it needed. Custom integration with their Pegasus Opera ERP system also allowed synchronization with pricing, product information, stock and orders. Customers now receive tailored buying experiences with curated product recommendations provided by Zoggs' sales teams.

[Read more](#)

The ZOGGS logo, featuring the brand name in a bold, dark blue, italicized sans-serif font with a registered trademark symbol.



ATHENA

Athena Bridal of London is a bridal jewelry wholesaler. The company selected Cloudfy to design an online showcase for its exceptional collections. Powerful B2B ecommerce features allow retailers to buy in bulk at competitive trade prices. They can register for a trade account, see stock levels, place their orders online and easily explore the latest products. To reflect their brand and highlight their jewelry collections Athena can customize homepage banner sections, header and footer layouts.

[Read more](#)

B2B ECOMMERCE FOR THE FASHION AND APPAREL SECTOR WITH CLOUDFY

Increased costs, supply chain pressures, seasonal deadlines and sustainability targets all put pressure on your fashion and apparel business. The latest technology helps you respond quickly and effectively in your dynamic market.

Flexible page designs, easy navigation, real-time inventory visibility and tailored pricing help you deliver exceptional customer experiences. Automatic workflows reduce order errors, save time and increase customer satisfaction. You can build your brand online, improve customer loyalty and minimize costs.

Find out why Cloudfy is the best B2B ecommerce platform for businesses in the fashion and apparel sector.

[Book a free demonstration today](#)

FAQs

Will B2B ecommerce replatforming increase sales for my fashion and apparel business?

It's time to consider replatforming when your current B2B ecommerce platform is slowing down and becoming difficult to maintain. If your products aren't easy to find and buy online you're missing valuable sales opportunities. You need the best ecommerce features to impress your buyers with your latest product lines. This includes fast and easy tools to update your high quality content. Seamless customer journeys and easy ordering and reordering are essential to support your sales and grow your business.



Is personalization important for B2B ecommerce in the fashion and apparel sector?

Yes. You help your buyers save time by showcasing a special selection of products and recommendations based on their buying history. When they login they'll see the items they're most likely to buy with prices and promotions relevant to them. You can tailor their journeys to suit their needs based on their search behavior. They can use their preferred languages, currencies, payment and shipping options. It all improves customer satisfaction and builds long-term loyalty.

Can B2B ecommerce help improve fashion and apparel product planning?

You can collect a lot of data about your buyers' interests and preferences when they visit your B2B ecommerce site. Analytics tools help you turn this information into valuable insights into their intentions, sales trends, and product performance. You can use this real-world knowledge to make informed decisions about product ranges, marketing strategies, and customer engagement approaches.



Can I sell directly to consumers from my fashion and apparel B2B ecommerce site?

Yes, you can create a guest checkout facility for non-registered users to view and buy some or all of your products. Your registered trade customers can log in for their own contracted prices, product choices and preferred payment methods. You can offer multiple payment options for fast and easy checkouts.

Does B2B ecommerce streamline fashion and apparel procurement?

Easy reordering tools and favorites lists make day to day reordering much simpler. Multi-level authorizations help your customers complete their orders efficiently. PunchOut integration allows you to share customized catalogs inside your customers' own procurement systems. Electronic data interchange (EDI) provides fast and secure procurement processes for larger customers.



WORK WITH A **TRUSTED PARTNER**

To answer all these questions and the many others you will certainly have about the best B2B ecommerce software for your manufacturing, distribution, or service business [the expert team at Cloudfy](#) will be happy to help.

Cloudfy has been designed from the beginning to meet the needs of B2B ecommerce and you can launch a new site in weeks rather than months or even years. You can fully integrate orders, pricing, product and stock data with a range of ERP, warehouse and accounting systems.

Upgrade your B2B Ecommerce Stack with ease

REQUEST A DEMO

I HAVE QUESTIONS FIRST

cloudfy.