

E-COMMERCE UPGRADE LEADS TO ONLINE TRAFFIC INCREASE

ABOUT WEST COAST LEATHER. West Coast Leather is a high-fashion clothing brand based in San Francisco, California. Founder and CEO Skip Pas purchased the company in 2003, after a decades-long career as a clothing designer and retailer. The company specializes in custom leather apparel designs for customers worldwide, including many celebrities. Over 90% of West Coast Leather's clothing is made in California.

THE CHALLENGE. In 2020, West Coast Leather downsized from a 5,000-square-foot retail space to a more intimate 800-square-foot store, and refocused the company's business model to offer more customized designs and enhanced online shopping and ordering. CEO Skip Pas reached out to CMTc, part of the MEP National Network™, to request assistance with developing a new website theme, optimizing online sales strategies, and increasing the company's social media presence.

MEP CENTER'S ROLE. CMTc provided customized assistance from April 2021 to July 2021, delivering virtual training on website design and content strategies. In addition, CMTc developed an e-commerce upgrade and integrated West Coast Leather's website with their social media accounts, helping to respectively improve users' online shopping experience and increase the company's brand reach and awareness. West Coast Leather's website traffic increased to an average of 30,000 views a month after the project concluded.

"CMTc did an outstanding job for us. We have the highest praise for our instructor Hillary who developed the new e-commerce upgrade for our website. The process was very rewarding, as we saw our online traffic increase dramatically with the new Shopify theme for our website. This entire experience has been so positive!"

-Skip Pas, CEO

RESULTS



2 jobs created



\$5,000 in cost savings



\$5,000 in retained sales



23% increase in sales

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