

Case Study: Embroidered Pelican  
www.EmbroideredPelican.com

## Embroidery business stirs up a “storm”!

That's “storm” as in “Tampa Bay Storm.” And that's “embroidery” as in Embroidered Pelican, the official embroiderer for the Tampa Bay Storm, and a direct marketer of fine-quality embroidery on brand name goods, specializing in custom embroidery, monogrammed Greek clothing and school spirit wear.

Personnel at the Tampa-based shop didn't have much spirit, however, when Sue Urbach, proprietor, was told by her first Website host that she wouldn't be able to take credit cards online! “Then I had trouble reaching them on the phone. They were going to make me open a totally new account. I already had a credit card merchant account.”

“It was the old 'smoke and mirrors' game,” said Urbach. “He made it sound too complicated. Then I contacted Brian at BANG! Web Site Design. He explained the whole E-commerce process and worked us through the credit card issues. BANG was already set up to interface with my current credit card company. So it was easy. I've heard about so many people who say they do Websites, but when it comes right down to it, they don't know very much.”

Urbach can't say enough about how pleased she is with BANG! “Excited” is the word she uses. “They worked efficiently, quickly and responded to all my questions. I was especially concerned about loading up product on my store and being able to maintain the site myself. The administrative part of the site is very user friendly. Again, my questions were answered immediately and correctly.”

Embroidered Pelican has been in business only a short time, and Urbach updates her site “constantly.” Orders are coming in so quickly that she hasn't had time to figure out how much more business she's had since the site went live. That's good!

She does say that she's so proud to have people link to her site. Before, she was embarrassed. Not any more. Many people who saw the old site have commented on how great her new site looks and how user friendly it is.

Urbach also gives credit to BANG! for the training she and her staff received. “It was awesome! After a couple of hours of patiently walking us through the steps, we are able to maintain our site beautifully. It was so easy. And they came to me. Plus, they're always available on the phone.”

To learn more about Embroidered Pelican, visit [www.embroideredpelican.com](http://www.embroideredpelican.com). Then call BANG! Web Site Design to learn how you can stir up your own “storm.”

