



Another Fingal County Enterprise Board client that asked for a 'Tech Check' was FX Clothing Ltd, of Balbriggan Business Park in Balbriggan, Co. Dublin. FX is a supplier of international brands, to retailers around Ireland and was established over 15 years ago. The company has seven full-time and one part-time staff members. The promoters know their business, having been involved in the 'rag trade' for 20 years and recognise it for what it is, an industry that is fiercely competitive and that is constantly threatened by price wars. The promoters felt that their competitors were more advanced in terms of marketing and selling on-line. Although FX Clothing had a company website, it wasn't generating any sales leads for the business.

Cathy Coghlan of FX Clothing was very positive on the advice given to the company regarding e-commerce, where they recognised they were losing out. Amongst the recommendations that were made was that the company should install a re-designed website incorporating a content management software tool should be purchased, allowing staff members to update the website on a daily basis. They were also advised to hire a specialist in e-business marketing to help them with search engine optimisation and marketing. They were also recommended to purchase Customer Relationship Management (CRM) software that would allow them to gain a better understanding of the buying habits and preferences of its customers and prospects.