

QuickBooks Enterprise Advanced Pricing Helps Bring Cultural Handicrafts to the Masses

Ethnotek Bags relies on multiple pricing levels and timing rules to drive sales and marketing promotions.

Affordable flexibility. Though it's been in business for nearly three years, Ethnotek Bags is still in startup mode. As such, the company needs to ensure that all of the software it runs does precisely what it needs and doesn't bust its budget. Vice President and COO Jennifer Vogel recently made the move up from QuickBooks Pro to QuickBooks Enterprise to take advantage of the Advanced Pricing module. Through its website and a network of global retailers and distributors, the company sells messenger bags and backpacks adorned with handmade textiles from around the world, including Guatemala, India, Africa, Indonesia, and Vietnam, where one of the company's founders lives.

"We upgraded to QuickBooks Enterprise because of the Advanced Pricing option."

— Jennifer Vogel,
Vice President
and COO

Timing matters. "We work with tribes to sustain their cultural handicrafts by bringing them to the world, says Vogel. "We sell all over the world and have multi-location inventory and multiple price levels."

"The Advanced Pricing module was important because not only do we have different price levels, we may have timing rules associated with them, which is key. Advanced Pricing gives us more flexibility to run a variety of promotions, supporting both sales and marketing." Meanwhile, Ethnotek also benefits from the Advanced Inventory module, which Vogel says allows them "to account for multiple locations easily and quickly."

Best of all, QuickBooks Enterprise fits within Ethnotek's startup budget. Vogel and her team are in the midst of setting everything up, and she's looking forward to the flexibility the new system will offer. "QuickBooks Enterprise has been easy to work with, and the support has been great," Vogel says.

Ethnotek Bags

Industry:

Manufacturing and retail

Business Challenge:

Global inventory, varied pricing

Prior Software:

QuickBooks Pro



- ✓ Scales from 1 to 30 users
- ✓ Expanded list limits
- ✓ Predefined user roles