

# Vintage Blades LLC

I own a small retail business selling razors and traditional shaving supplies. It was a part time, post-retirement business that I conducted from home. My only means of customer contact was face-to-face at area trade shows, where I would have tables 15 to 20 times a year. While this was moderately successful, I wanted to take my business to the next level. An “e-commerce” site was the obvious solution. Finding a company to develop such a site to meet my needs was not so easy.

There were a lot of ads on the Internet and in the Yellow Pages for “Website Developers”. I soon found that there was a big difference between a “website” and an “e-commerce site”. As a developer, if you had no experience in the latter, and more importantly, if you did not have a software package that you could support to serve as the “store”, you were not someone I wanted to talk to.

The developers I talked to (over 20) ranged from my neighbor’s brother’s nephew (seriously) to some fairly good sized organizations that would custom build what I needed for about \$12,000. I didn’t take long to decide that a smaller, local company with some real experience in e-commerce was the key.

I had talked to Becky Wolf of Dramatic Visions, LLC as part of my initial round of phone interviews. I had found her ad in the Yellow Pages. She met every single one of my criteria. Actually, she helped me add a few more that, unbeknownst to her, helped to eliminate some of her competition. She introduced me to the X-Cart software, which I was able to log onto and demo.

The real clincher was when I logged onto the Dramatic Visions website. I saw two things. First and foremost were the breadth and the quality of her work. Second was the reference to Becky’s affiliation to the local business group BNI. This told me that she had established ties to the business community.

Now it has been two years that my site has been live. My little part-time business has grown into a full-time concern that required the construction of separate facility to house the business. The website generated business has made it impossible to continue with the demands of the trade shows. Testimony to an optimal e-commerce solution.

I could not be happier with either the business generated by the site nor with the continued level of support from Dramatic Visions. I strongly recommend that you contact Becky for the solution to any of your website needs.

James R. Ayars  
President  
Vintage Blades LLC