

BEYOND THE WAREHOUSE

By ALAN MONDRAGON - THURSDAY, JUNE 27, 2019

Yesterday, we gave our friends at Pacas y Paletas an exclusive look at what happens beyond our warehouse. We took them inside the discount store of one of our most successful clients to see how people can run a business selling pallets. Josefina kindly invited us into her store where, upon entering, we saw a variety of wholesale merchandise and pallets available to her customers. We got to witness how one of our most valued clients turned a simple pallet purchase, into an event for her customers!

Josefina presented her customers with boxes of merchandise in the middle of her discount store. This excited her customers as they quickly gathered around these boxes, anticipating what merchandise they'd find inside. She announced to them that a pallet of Target General Merchandise had arrived and that they could open the boxes and purchase any items they'd find inside. Once allowed, customers quickly opened these boxes as they placed valuable items into their baskets with faces beaming in joy.

We got a chance to interview one of Josefina's customers to really get a sense of what keeps them coming back to one of our clients business's. This gave us an inside look into what people value in these local shops. Rosa, the customer we got to interview, told us some things that make her happy about small stores like Josefina's. She said that she really loves how she can come into her store and purchase merchandise at less than half the cost of retail stores. This is only half of the reason why customers like her keep coming back as Rosa mentioned how Josefina's exceptional customer service and attention is something that really made her feel special.

The final thing Rosa said about being in the discount store was that surprises, like the pallet of boxes that was presented to the customers in store, were like a small weekly event they could all look forward to. It was this unique occurrence that is far more common in liquidation warehouses like Pacas y Paletas. One could say that Josefina was using this marketing tactic to generate constant interest and engagement from her customers. It is a smart tactic which holds true to the notion that every business runs differently. Anyone looking to start a business needs to find what works. A pallet only has value to those who give it value. There is a saying here at Pacas y Paletas, and that is that:

“Christmas is a date that every child looks forward to every year, but for adults its a pallet of Target General Merchandise.”