

Case Study

Astrid, The Chipped Maus



About Astrid

Astrid runs a 12'x24' booth within an Antique mall in Ontario. She sells Country Chic Paint and uses it to re-paint furniture and home-decor pieces, which are her primary business. She has been a Country Chic Paint retailer since January 2020.

Why Country Chic Paint?

Other than purchasing various brands for her own use, Astrid had never worked with a paint company prior to Country Chic Paint. She states that she prefers Country Chic Paint to any other brand she's used.

When picking a paint company to work with, Astrid first looked for one with low minimum investment requirements, and then looked at the quality of the product. However, now that she has more experience being a retailer, she feels more comfortable making a larger inventory investment if the quality of the product is up to her standards.

Becoming a Retailer

Astrid was pleasantly surprised by how simple and quick the process of becoming a retailer was, and appreciated the new retailer inventory packages as well as the amount of information that was given to her during the process. Her sales have gone up since becoming a retailer of Country Chic Paint and many customers inquire about the paint used on her furniture pieces, leading them to purchase Country Chic Paint directly from her booth.

Results

Most of her customers find Astrid from her Instagram stories and Facebook live content, or from coming across her booth at the mall, but many are also existing Country Chic Paint users who find her with the store locator on Country Chic Paint's website. She has identified returning customers that will come to the antique mall primarily to pick up more paint from her booth.

When promoting Country Chic Paint to customers, Astrid focuses on the fact that it is easy to use, that you can use it indoors, and that it dries quickly. Customers have expressed that they are impressed by the level of coverage and the easy clean-up.