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COMPUTING

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Case Study
Game Plan Nutrition, LLC
www.gameplan.com

Background

Game Plan Nutrition came to MSC with the challenge of building a platform that would enable personal trainers to sell nutritional supplements directly to their clients. Game Plan already manufactured and distributed their product internationally, but still needed an ecommerce platform, sales portal, fulfillment and logistics system, and ERP system. The system had to be easy to use, comprehensive, mobile-friendly, and scale to meet the demands of thousands of personal trainers and hundreds of thousands of their clients.

Our Solution

Main Street Computing designed a multi-server, multi-module architecture to meet these business requirements. We then wireframed and designed the client-, trainer-, and admin-facing portals with iterative input and feedback from Game Plan staff. A custom solution was then built using Ruby on Rails, Javascript, a database layer, a 3rd party payment processor, alert notification platform, fulfillment processor, and 3rd party shipping optimization platform. The admin portal enables Game Plan staff to manage personnel, track inventory, and manage commissions through a set of custom algorithms. The trainer portal enables trainers to showcase and discuss product, sign up clients, track commissions, engage their clients, and trigger order fulfillment while the client portal enables subscription management and shipping schedules.

Results

Immediately after launch Game Plan Nutrition saw a dramatic increase in trainer utilization, client engagement, and sales. Game Plan has been able to use the platform to forge partnerships with several local and national fitness chains, and has signed deals with fitness celebrities and other brand ambassadors. The system that MSC built is foundational to the continued success of the business and gets daily use from thousands of users.

Summary

GAMEPLAN	Features	E-Commerce & Payments	Commissions & Sales Support	Fulfillment & Shipping
	Statistics	250+ Trainers	4,000+ Clients	5 External APIs
	Project Data	10 Month Build	2 Designers & 4 Developers	12+ Months Uptime