How Bloom City Club Achieved Smarter Purchasing and Conserved Working Capital
with Payment on Sell-Through

Bloom City Club was looking for opportunities to reduce purchasing risk. They had been paying for all of their inventory upfront on 7-day terms, leaving little cash on hand to invest back into the business. With **Payment on Sell-Through (PoST)**, they saw an opportunity to free up more working capital and optimize their purchasing strategy.

BLOOM
CITY CLUB

Michigan-based retail chain

Locations in: Ann Arbor, Paw Paw, Sturgis, and Ypsilanti

Goals: Understand product sell-through to improve purchasing strategy and reduce upfront inventory investment

What is PoST?

PoST is a payment program and insight tool that enables buyers and sellers to transact more strategically and collaboratively.

For buyers, PoST reduces upfront inventory investment and frees up cash flow by only charging for product after it has sold through to the end consumer.

For sellers, PoST provides guaranteed payment and valuable visibility into retail sell-through that can inform smarter sales strategies and even influence upstream product development plans.

Ultimately, both parties are benefitting. With better insight into what's selling, how much, and how quickly, Bloom City Club and their sellers are proactively optimizing their regular order quantities to prevent stockouts and avoid carrying stale inventory.

How PoST works

Order placed
The seller created the order in LeafLink as they normally would, and selected PoST as the payment program.

Metrc sync enabled
Bloom linked their Metrc account to allow LeafLink to track inventory changes

Product shipped and received
Bloom confirmed receipt of their order and scanned all packages into their Metrc account.

Guaranteed payment and sales tracking
As inventory began to move, Metrc began to automatically populate a dashboard in LeafLink detailing sell-through and upcoming payments, visible to both Bloom and the seller

Insights and optimization
Learnings began to trickle in as the order progressed, allowing Bloom to collaborate with the brand in real time to adjust order quantities, place reorders and keep sales flowing.

The results

2X SALES INCREASE
Bloom doubled sales in week 5 on SKUs that previously weren't selling by implementing a discounting strategy in partnership with the brand

$1,284 SAVED
They were able to save $1,284 by excluding two overstocked SKUs from their subsequent order

40% OF PAYMENT DELAYED
Bloom was able to delay payment for 60 days on 40% of their order, freeing up an additional $1,597 in capital over the course of eight weeks

0 STOCKOUT TIME
0 time spent stocked out—because the buyer and seller had insight into inventory levels, they were able to quickly restock or replace any SKUs that sold out

> "With PoST, Bloom City Club gained powerful insight into SKU performance that helped them optimize ordering for each of their stores. I've since recommended the program to multiple other retail chains. The PoST model is a win for both buyers and sellers, and I'm excited to see it change the industry for the better."
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> Sandra Lee
> Controller, CannaPro Solutions