



# Jimmy Buffett's Margaritaville

A CounterPoint of View

**H**ow does a pirate look at fifty? Like a musical entrepreneur with a chain of retail stores and an ecommerce state of mind.

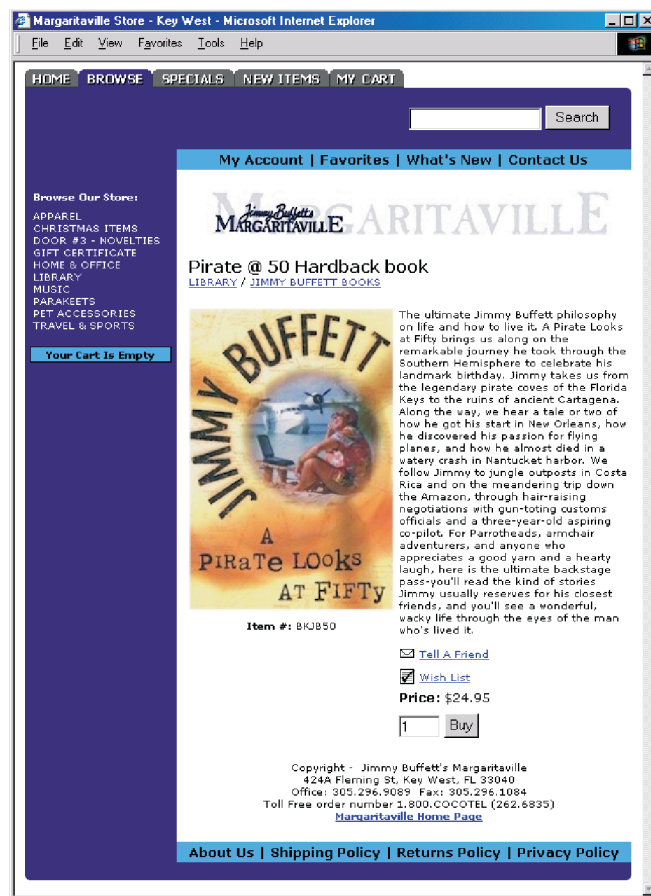
More than fifteen years ago, Jimmy Buffett began to manufacture and sell apparel, books, gifts, and CDs to his devoted fans. With stores anchored in the United States and Jamaica, several of Jimmy Buffett's Margaritaville stores have been using CounterPoint for years.

In 2000, the Key West location struck gold when they discovered CounterPoint's perfect partner, CounterPoint Online (CPOne). The company already had a heavily trafficked website – adding a link to their new online store was easy. Authorized Synchronics Dealer Microcomputer Consultant Group of Kenner, Louisiana, worked with Martin Lehmann and Veronica Schill, Margaritaville's mail order management team, to launch the online store. It's been smooth sailing ever since, with Margaritaville's CPOne store reeling in more than 2000 orders a month.

Lehmann's primary goal – "Keep it simple." They use CounterPoint's existing inventory and customer data as the cornerstone for their online store.

The bulk email capability is one of Lehmann's favorite features. "We can send out new items and special items, plus we can put any message in there that we want. Right now we have over twenty thousand email addresses. Any time we want to send something out, whether it is related to store sales or not, we can send a message to twenty thousand people in five or ten minutes."

With the increasing popularity of the Internet, Jimmy Buffett's Margaritaville isn't going to let their ecommerce opportunities waste away.



[www.margaritavillestore.com](http://www.margaritavillestore.com)