

ITTY BITTY TOES

# GROWING NEVER LOOKED THIS GOOD!

"Partnering with DHL Express has increased the sense of safety, security and trust our customers have when shopping with Itty Bitty Toes"

*Egreis Gjergjani, Founder, Itty Bitty Toes*



In 2015, Egreis Gjergjani launched her online store, Itty Bitty Toes, from Kansas City, Missouri. A premier online children's boutique, Itty Bitty Toes features unique and vintage-style clothing. Every piece in the collection is made in Europe, including couture items sewn entirely by hand. Serving the loved ones of newborns, infants and children up to the age of 10, Itty Bitty Toes caters to a worldwide audience using a streamlined international shipping process.

## THE CHALLENGE:

Knowing she was importing product from overseas – and that she wanted to serve a global customer base – Gjergjani



secured proposals from several international express couriers before starting Itty Bitty Toes. Some carriers had country restrictions, issues with locating addresses the customers entered, postal code limitations and so forth,

but Gjergjani wanted to serve her customers no matter where they were in the world. Gjergjani has a marketing and finance background; her knowledge of importing and exporting regulations was, she said, limited. She realized she would need guidance with invoicing, taxes and Harmonized Tariff Schedule (HTS) codes. She also had to overcome the challenge of earning a customer's trust as a new business. Finding a reliable partner to handle her international shipping was critical to the viability of her business.

## THE SOLUTION:

Because DHL Express provides personalized customer service as well as fast import and export delivery times, the founder of Itty Bitty Toes chose DHL Express to partner with her business. "DHL Express was not the cheapest offer we received, but considering all the other factors, we decided they were worth every penny – and so far, we have been proved right," said Gjergjani. DHL Express takes care of invoicing, taxes and HTS codes for every shipment. "That is a huge relief," said Gjergjani,

noting the service DHL Express provides includes even deciphering incomplete international addresses. "My international customers tend to leave out numbers or include complicated directions with their addresses, but my account manager and the service agents at DHL Express have been amazing," she said. "As long as I give DHL Express the customer's phone number and postal code, the package ships. Somehow, they are always able to deliver the order and always within two to three days, no matter where they are located."

## THE RESULTS:

Gjergjani is relieved she no longer needs to hire a Customs agent to clear her shipments. "All I have to do is provide a copy of the invoice for every package I ship and DHL Express does the rest." She happily reports that Itty Bitty Toes' packages clear Customs and arrive intact on time.

"We processed over 800 orders in our first few months since launching the business. Over a third of those orders were international," said Gjergjani. "We have not received any complaints of missing or late packages." This fact has made Itty Bitty Toes a reliable business with which to shop – and sales are growing.

"Partnering with DHL Express has increased the sense of safety, security and trust our customers have when shopping with Itty Bitty Toes," said Gjergjani. "We promise a two- to three-day delivery and are able to keep that promise – every single time."



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