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MS-920: Sy Syms Papers, 1944-2012.
Series B: General, 1944-2009, undated.

Box
5

Folder
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Hart Marx web partnership, undated.

For more information on this collection, please see the finding aid on the
[American Jewish Archives](http://AmericanJewishArchives.org) website.



Syms
E-commerce project
Introductory meeting

Introduction

- Opportunity to introduce our team
- Opportunity to share insights and brainstorm on integration
- Aim to showcase draft of e-commerce site to Syms by week of October 20
- Currently working on pulling inventory, photography, product language, email blast services and imagery
- Will have a timeline for launch imminently but certainly within parameters of agreement

Syms team

- Dedicated professionals

Professional	Responsibility
Bob Binder	Product manager – merchandising, inventory selection, project oversight
Sabina McBride	Project manager – strategic oversight, problem solving, company-wide integration
Doug Picirillo	IT manager

- Will have dedicated customer service and marketing support
- Will utilize expertise of e-commerce teams from Hickey Freeman, HSM, Barrie Pace

E-commerce site details

- Will be able to shop by size, brand, style and color
- Will have link on the site back to Syms store locations, credit card and loyalty card
- Expect to offer payment option with (Syms credit card) along with Amex, Visa, Mastercard and Discover.
- Shipping and return costs will be aligned with industry practice (see appendix analysis)
- Site will have detailed measuring tips for suits
- Expect to use Syms' loyalty card and credit card email addresses for initial marketing followed by placement on search engines, shopping comparison sites to drive volume
- ~~Syms customers will be sent email to "opt out" of communication~~ NO
- Returns will be processed online only – this information will be prominently displayed
- Syms customer service needs to be aware of this and our suggestion would be that they graciously direct any customers who want to return in store to the website

Overstock.com

offer ends 10/16/2008 @ 11:59pm MDT *US Orders Only

Refine By

Search Within Your Results:

GO

Categories

- Shirts
- Suits
- Outerwear
- Pants
- Sweaters

► All Categories

Brands

- Kenneth Cole(32)
- Ed Hardy(104)
- Joseph Abboud(56)
- Michael Kors(21)
- Tommy Hilfiger(33)

► All Brands

Price

- Under \$25 (340)
- \$25-\$40 (411)
- \$40-\$60 (345)
- \$60-\$100 (276)
- \$100+ (409)

\$100+

More Ways To Shop

- Almost Sold Out
- Clearance
- New Products
- Top Sellers

Sort By



Page 1 of 30

Next ►



60 Items Per Page



[Claiborne Men's Zip Front Lamb Leather Jacket](#)

Our Price: \$112.99



[Joseph Abboud Men's Charcoal Pinstripe Wool Suit](#)

Our Price: \$319.99



[Kenneth Cole New York Men's Cashmere Blend Coat](#)

Our Price: \$186.99



[Ed Hardy Men's Los Angeles Tiger Double Sleeve Tee](#)

Our Price: \$69.99



[Claiborne Men's Charcoal Wool 2-button Suit](#)

Our Price: \$139.99



[Ed Hardy Men's Eagle Tattoo Double Sleeve T-shirt](#)

Our Price: \$69.99

Review: ★★★★★



Overstock.com

[Furniture](#) | [Home](#) | [Bedding](#) | [Clothing](#) | [Jewelry](#) | [Watches](#) | [Electronics](#) | [Sports](#) | [Books etc.](#) | [Worldstock](#) | [Other Stores](#)

[Online Shopping](#) > [Clothing](#) > [Men's Clothing](#) > [Business Apparel](#) > [Suits](#)



Claiborne Men's Charcoal Wool 2-button Suit

Today's Price: \$139.99

Catalog #: 11202503

Quantity:

1

Select Option:

Charcoal- 40L ▼

Add To Cart ▶

You can remove this item later if you'd like. [Click to read more details](#)

Questions?

[View All Clothing Buying Guides](#)

Product Description:

- Stylish charcoal worsted wool suit is a men's formal and business apparel essential
- Classy men's attire from Claiborne looks smart at work or special occasions
- Upgrade your professional-formal wardrobe with this swanky two-piece suit



**Click to chat
about products**

In Stock if you order today: Leaves our warehouse in 1-3 business days. *

**Online
Best
Price
Match**



Save \$7.00 on this order and receive free shipping. [Learn](#)

People who viewed
this also viewed:



[Jeffrey Banks Men's Grey
Fine Striped 2-button Suit](#)

Our Price: \$119.99



[Claiborne Men's Black
Wool 3-button Suit](#)

Our Price: \$139.99



Place mouse over picture below to change
view above.



Areas to discuss: our questions

- To be most effective, we need to gather as much information as we can from you
- General questions
 - What is your average order size in store?
 - Do you have any information on the average age of your customers? Breakdown between male and female shoppers?
 - Do you have any customer data from your information only site: total number of daily hits, number of click throughs to credit card and loyalty card?
 - What percentage of retail customers take advantage of alterations? Are alterations always free?
 - Where should checks be sent and to whose attention?
 - IT questions: Doug
- Pricing
 - When are bi-annual bash's?
 - Your thoughts on integrating pricing for these
 - Your thoughts on coordination of Dividend discounts
 - Future concern: women's markdown pricing coordination

Issues to resolve

- Potential revisions to information only site
 - How often is brand pricing updated
 - Details of brand pricing may not always be consistent with shopsyms.com
 - Could there be a way of making this more generic
 - All brands detailed on information site will not be available on Shopsyms.com
- Ability to use Syms gift card for purchase –
- Should we think about offering free alterations for online sales in-store?
- Your questions and thoughts

Appendix

Shipping cost & returns matrix

	Bluefly.com 5-9 business days	Overstock.com 5-10 business days	Zappos.com 4-5 business days	Menswearhouse.com 5-7 business days	Jbsabanks.com 2 business days	Jpenney.com 4-7 business days	JCrew 4-7 business days	Hartshaffnermarx.com 4-7 business days	Barrie Pace 4-7 business days
Standard delivery									
\$25 and under	7.95	2.95	Free	6.95	5.95	5.95	5.95	6.00	6.50
\$25-50	7.95	2.95	Free	6.95	8.95	7.95/8.75	8.50	6.00	8.95
\$50-75	7.95	2.95	Free	7.95	10.95	11.75	10.50	6.00	11.50
\$75-100	7.95	2.95	Free	9.95	11.95	15.25	12.50	6.00	11.50
\$100-150	7.95	2.95	Free	Free	13.95	19.25	14.50	9.00	13.95
\$150-175	7.95	2.95	Free	Free	14.95	23.50	15.50	9.00	14.95
\$175-250	7.95	2.95	Free	Free	Free	23.50/27.50	15.50/17.50	9.00	14.95/16.50
\$250-300	7.95	2.95	Free	Free	Free	27.50	18.50	9.00	16.95
\$300-350	7.95	2.95	Free	Free	Free	34.00	18.50	12.00	19.50
\$350-400	7.95	2.95	Free	Free	Free	34.00	18.50	12.00	19.95
\$400-450	7.95	2.95	Free	Free	Free	34.00	18.50	12.00	19.95
\$500+	7.95	2.95	Free	Free	Free	44.00	18.50	15.00	21.95
3 Day	NA	+4.05	+7.00	NA	NA	NA	+7.00	NA	+7.00
2 Day	+4.00	+12.05	+15.00	+6.00	see above	17.00+	NA	+12.00	NA
1 Day	+17.00	+22.05	+25.00	+13.00	NA	NA	+15.00	+20.00	+15.00
Returns	6.95	Free	Free	Free	Customer pays	Customer pays	5.95/7.50	Customer pays	6.95

Dear Friends,

As one of our valued customers we would like to introduce you to Syms' new online store, shopsyms.com. We've made your shopping experience even easier! You can now purchase the menswear brands you love, including Hart Schaffner Marx, Austin Reed, Tommy Hilfiger and many more, directly from our site. And, as one of our valued guests, you will be the first to know about exclusive "internet only" offers and online promotions which are not available in our retail stores. Also, look for the roll out of womenswear in the next few weeks!

To welcome you, we would like to offer you **free shipping** with your purchase. Just shop online between November 17 and November 28* and all ground shipping will be on us.

We fully respect your privacy and will not share your information. If you prefer not to receive exclusive offers from shopsyms.com, just click on the link at the bottom of the page to be removed from our list.

Sincerely,

Syms

[Shop our online store](#)

*Offer good through 11/28/2008 at 11:59pm CST on merchandise purchased from shopsyms.com

If you do not wish to receive special offers or promotions from shopsyms.com, please [click here](#). (Please note that email promotions from shopsyms.com are separate from the SYMS Educated Consumer Card promotions and do not apply to the shopsyms.com website.

If wish to sign up for the SYMS Educated Consumer Card with details on in-store events and offers, please [click here](#).

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101 N. Wacker Drive, Chicago IL 60657, 1 800 XXX XXXX]

Mark
Version
of Welcome
E-mail
(my revisions
attached
- Margaret)

Dear Educated Consumer,

As one of our valued SYMS customers we would like you to be the first to know about our new online store, shopsyms.com.

You can now purchase many of the menswear brands you love, including Hart Schaffner Marx, Austin Reed, Tommy Hilfiger and several more, directly from our site. And, as one of our valued guests, you will be the first to know about exclusive "internet only" offers and online promotions. Also, look for the roll out of selected Ladies and Women's merchandise within the next few weeks.

To welcome you to shopsyms.com, we would like to offer you free shipping with your purchase. Just shop online between November 17 and November 28* and all ground shipping will be on us.

We fully respect your privacy and will not share your information. If you prefer not to receive exclusive offers from shopsyms.com, just click on the link at the bottom of the page to be removed from our list. Clicking the link below will remove you from the shopsyms.com portion of our list only. You'll still continue to receive all the benefits of the SYMS Educated Consumer Card mailing list.

Sincerely,

Marcy Syms

[Shop our online store](#)

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