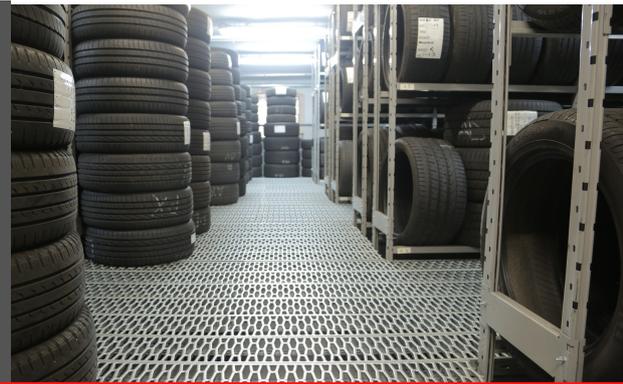


1010 TIRES

Case Study: A one-stop shop for a growing ecommerce business



BACKGROUND

In 1982, a tire shop was created in Vancouver. Over 25 years, they grew to three locations with 20 employees. In the late 1990's, they decided to embrace digital transformation and opened an online ecommerce store for tires – this entity was called 1010tires.com. They've since expanded to Calgary and, almost 40 years since their inception, the company continues to run strong.



The relationship was nice and warm, and there was peace of mind in knowing that if we ever need help, CEO Law would be there to help

Sophia Volpov

CEO, 1010 Tires

CHALLENGE

The company Controller had left and Sophia Volpov (CEO) had possession of the company minute books physically in the office. Not knowing what to do with them, she got a referral and had them updated by a law firm. While dealing with the chaos of the transition, another legal issue came to light in Ontario that required another lawyer. Quickly, she realized that dealing with legal tasks piecemeal was going to become cumbersome.

OBJECTIVE

Sophia was looking for one point of contact for billing and administrative issues and a variety of lawyers with different specialties all under one roof. They specifically needed a lawyer with ecommerce expertise and were having trouble finding someone who met their criteria. Traditional law was an option, but price and responsiveness were going to be limiting factors.

SOLUTION

CEO Law had reached out recently and after learning more about CEO Law, she believed the timing was right. Her struggle with previous lawyers, and difficulty finding one that had the necessary ecommerce experience, meant that she was happy to learn that CEO Law could help. In addition to having ecommerce specialization, they had lawyers in both British Columbia and Ontario (the two places the tire store did most of its business).

RESULTS

CEO Law met all the criteria 1010Tires had laid out. They were impressed with the firm's breadth of expertise, the ease of the working relationship, and reasonable fees.