



Uncle Lee's and Wing Supply Provide Hunting and Fishing Gear Online to Sports Enthusiast Around the Globe

Name:
Uncle Lee's and Wing Supply

Internet:
www.unclelees.com

Products/Services:
Hunting and Fishing Retail

Location:
Greenville/Muhlenberg County

Leadership:
Lee Fauntleroy, Owner

Employees: 80

Founded: 1974

Reach: International

Innovative Insight: *"We have eight websites in order to attract traffic from search engines. By understanding the way the Internet operates, you can better find and serve customers."*

Way Internet Has Made You More Competitive: *"We would not be in the mail order business without the Internet. We have an international presence with the Internet."*

Advice to Growing Companies: *"You never quit learning. If you are not growing, your business will slowly perish. To stay remain competitive, you have to have a profitable margin."*

Ways to Continue to Attract the Best Workers: *"Greenville is a small community and it is easy to find people who want to stay in the county. We treat our employees well and provide good benefits."*

Greenville, KY- Uncle Lee's, a premiere staple of Kentucky, is the largest Hunting and Fishing store in Kentucky. When it comes to sporting goods, Uncle Lee's and Wing Supply provide customers with multiple ways to purchase everything from hunting and fishing equipment to furniture.

Uncle Lee's continues to adapt to the changing times and technology to provide customers with the most extensive methods of finding and purchasing merchandise.

"Our catalog was the first way we reached out to customers around the region," said Lee Fauntleroy, owner of Uncle Lee's. "However, the catalog provides limited space to give customer information about each product," added Fauntleroy.

That is when Fauntleroy saw a new opportunity in the Internet. "Six years ago, the Internet was still in its infancy," Fauntleroy said. "I needed someone to do the nuts and bolts of the site." Fauntleroy found a computer science graduate from the local community college to help him put together the Internet side of the business.

"The Internet expanded upon the catalog distribution reaching more people, more efficiently," Fauntleroy said.

"One great thing about the Internet is the ability to provide an unlimited amount of information about each product," Fauntleroy said. "Information on the Internet generates more retail business than the catalog and only our retail store supplies more information," emphasized Fauntleroy.

"It is important to understand how to use the website and to market it, particularly directing traffic to the website," Fauntleroy said. Today, Uncle Lee's and its Internet sales division Wing Supply have eight Internet sites linked to search engine traffic.

Once at the website, customers have the opportunity to purchase an endless amount of items with the click of a mouse. Uncle Lee's provides service to customers around the world as far as Saudi Arabia.

Half of Uncle Lee's mail order business is from Internet purchases. Uncle Lee's uses computer technology to simplify the process and increase efficiency. Orders from the Internet are downloaded into a mail order management system that maintains records of orders, customer information and shipping procedures.

In addition to Internet purchasing services, Wings Supply hosts statewide forums and national forums that allow customers with common interests to interact with each other. In Kentucky alone, their forums have approximately one thousand visitors per day.

Each website is an important form of marketing for Uncle Lee's. The websites include sale items and special offers that continue to entice customers and increase sales.

Additionally, Uncle Lee's distributes a newsletter via email to customers on a bi-weekly basis during hunting season and a monthly basis during the off-season. "Through the Internet, we have generated an emailing list to promote retail sales," Fauntleroy said. "The Internet is our best and cheapest form of advertising."

Uncle Lee's continues to develop their Internet involvement. The company is seeking programs with other online retailers like Amazon.com to increase advertising exposure and secure a strong presence on the world wide web.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.