

The returns:

At year's end, 90% of the profits go to member stores to put back to work in the business and 10% to the corporate team of 1,500. "Our staff members know that everything they do to drive profitability for our members – that they are going to share in that success. This alignment helps us maintain the lowest cost of operation in the industry."

The stores:

More than 4,000 member-owned stores (more than 150 in Indiana) are part of the Do it Best family. The stores typically carry their own name, but may also include the names Do it Best and Do it Center as part of the store signage. Most recent annual sales: \$2.41 billion.

Making the best even better® mission:

"It recognizes all the work the folks who came before us have done, but it also says that we're not just trying to reach a certain level, but we're really trying to reach our potential – pushing forward that idea of continuous improvement."

Online makeover:

Forthcoming web site enhancements are designed to turn "great ordering sites into great selling sites, complete with product previews and videos to deliver a more powerful message." A team recently visited e-tail giant Zappos for benchmarking.

Then and now:

Founded in 1945 as Hardware Wholesalers, Inc., the "small regional company" in Fort Wayne has developed a national and international presence with stores in all 50 states and in 50 foreign countries. The focus has expanded beyond product acquisition to include an array of retail support.

Fastest growth segment – global:

"The strongest area would probably be in the Caribbean and then also we have a great member down in Panama who's doing some different things – so much so that our Do it Center brand is one of the top five most recognized brands within Panama."



Do it Best Corp. Industry Leader Keeps Evolving

"Do it Best has more of the top retailers in its co-op than its competitors. We want to build on that advantage and get our story in front of the very best retailers. We've created five national sales positions and are excited about that team getting off and running."

– Bob Taylor, president and CEO, www.doitbestcorp.com