

## Case Study of FC Supplies Ltd.

### Industry-

eCommerce

### Region-

United Kingdom

### The Client-

Client runs online eCommerce stores on eBay, Amazon, and Shopify, selling hardware products etc.

### The Business Need-

Owner of FC Supplies Ltd., approached us with the requirement of support to his eBay, Amazon and shopify stores. He wanted us to help him with product listing, product research, affiliate research, managing inventory, editing the old products and pricing, order management, customer support etc.

### eLuminous Technologies Solution-

We firstly studied his requirement, his Amazon, Shopify and eBay stores etc. Moving ahead, we requested the product catalogues from him in order to enter into his Amazon and eBay stores. We did the following things as far as product addition is concerned-

- Add new products to the existing database
- Add product category systematically
- Add attractive images to the product
- Add unique features and description
- Add absolute product specification
- Add related products
- Add and change pricing of the products
- Delete the unavailable products

Moving ahead we also managed his orders and inventory. We coordinated with his suppliers placing orders. We provided him fulfillment assistance using Oberlo.

He also required a research done on the products having discounts, products having low prices, competitor pricing etc. Accordingly, we analyzed the pricing structure of his products and updated the same on his store with calculating his profits.

### **Benefits-**

Our client was very happy to see that all 3 of his stores were up and running on a very short notice. His eBay store has elegant, professional responsive template that was catching his buyers' attention. His orders were managed in timely manner and coordination with his suppliers' was handled very smoothly. His customer satisfaction improved drastically and his business saw 300% growth within 4 months.