

CASE STUDY

Bamford Trading

"The Gold Standard of eBay management software." John Hewitt

Summary

Bamford Trading was established in 2005 as a vehicle for its founders to work together in a business venture and escape the routine of commuting. Selling household, hardware and garden products on eBay, Bamford Trading has grown from a small business operating from a spare room to one with its own warehouse and office facility, with 100% positive feedback from a rating of over 37,000 and employing support staff. Having started out using the eBay listing and sales management tools Bamford reached the stage in 2006 where they needed something to help them scale up and maintain control of their business and selected eSellerPro as the platform to do this. As well as opening up the Amazon and own store marketplaces to them eSellerPro has already delivered significant tangible benefits to the business: a 3 fold increase in eBay relisting credits; saving of 1 full time salary in accounts posting; improvement in sales conversion rates from 52% up to 60%; plus savings of over 14 hours per week in supporting administration.

Background

John and Gill established Bamford Trading in 2005 as a business that they could work on together. The business started from home, branched out via a couple of sheds in the garden and eventually moved to a separate warehouse and office facility locally. It has now reached the stage where more warehouse space has been taken on to cope with the expansion and additional staff employed to support the growth.

Marketplaces

Bamford Trading currently sells goods on eBay via auctions and an eBay shop and takes manual orders via the telephone.

Bamford Trading are about to launch their own webstore and are in the process of evaluating the scope for listing their goods on Amazon.

BAMFORD TRADING



... Great product - perfect for the marketplace right now.



... We couldn't cope with current business volumes without it. We use it all the time.

Bamford Trading Case Study - continued

Systems used

Bamford Trading started business using the eBay tool Selling Manager Pro and an HTML listing tool however as their volumes began to grow they found that they couldn't cope with the work involved in processing the sales. It was taking over 2 hours each night to create the invoices alone and up to an hour each time a new listing template was needed.

It was clear that they needed a system that could help them manage the whole of their existing business and provide the flexibility to expand into the new channels that they were considering.

When selecting a system they identified the following key requirements:

- Support for the standard eBay checkout
- Automatic creation and distribution of professional emails and invoices
- Tight management of a single inventory across all sales channels
- Full integration with QuickBooks
- Comprehensive listing capabilities
- Ease of use
- Reasonable pricing model

Having reviewed a number of the solutions on the market they selected eSellerPro as the platform to take them forward.

Results

Having implemented eSellerPro in February 2007 Bamford have already achieved the following return on their investment:

- Last month was their best month EVER, with sell through rates increasing from 52% to 60%.
- Invoice creation time has reduced from 2 hours per day to a matter of minutes.
- Major reduction in overheads - time and man effort - through use of standard templates for invoices, listings, postage.
- Massive reduction in listing fees, with a 3 fold increase in eBay relisting credits.
- Salary saving of at least 1 full time member of accounts staff due to QuickBooks integration.

For more information on the Bamford Trading experience why not visit their site www.bamfordtrading.com and buy their book: "eBay Our Way - The Story of Bamford Trading"?

... Very easy to use and learn.



... By automating many of our eBay listing and back office processes eSellerPro has enabled us to do more in less time, resulting in increased sales, lower costs and enhanced customer support.



...New functionality being added all of the time - the challenge is keeping up with what is there.

