

Big T Triples Their Bottom Line in Just Two Years



200% increase in order size

28% increase in conversion rate

Company Information: Big T Sports, bigtsports.com, Big T Calendars, bigtcalendars.com

Powered by: WebStore by Amazon & Selling on Amazon (eCommerce), Fulfillment by Amazon (fulfillment), ProductAds on Amazon (advertising & traffic)

Big T launches two successful web-based businesses with Amazon Services

Big T started their business as a ProMerchant selling sporting equipment on Amazon.com. That was 2007. Less than two years later, they had launched both bigtsports.com and bigtcalendars.com, hired six employees and tripled their bottom line. Founder Daniel Monfet marvels at their success, "We started as a company on Amazon.com in 2007. We created our first WebStore (www.bigtsports.com) one year later. Within four months of great results and ease of maintaining, we added a second WebStore (www.bigtcalendars.com)." Today, 90% of their online sales come from Amazon Services products.

Lots of shoppers, not lots of fees

Monfet wasn't an eCommerce novice, so he did his due diligence when choosing a venue for Big T. "Amazon Services has the best options around for both new and experienced companies," Monfet says. "There isn't a marketplace with more shoppers, better technology, or better seller support than Amazon." Plus, he adds, "Amazon offers the lowest rates to sellers for any service they have, which helps grow your business fast and efficiently."

Smooth Scaling with Fulfillment by Amazon

Big T was focused on growth from the beginning, but was pleasantly surprised by how quickly it happened.

Fulfillment by Amazon allowed them to scale with their growing demand. "Fulfillment by Amazon has become the best service for us," says Monfet. "There's less work, easier management, and free promotions with Amazon Prime and Super Saver Shipping. FBA has reduced our workload roughly 50%."

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We've only seen the tip of the iceberg of what we can do with Amazon Services.

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Daniel Monfet, Owner Big T

More Efficient = More Profitable

Monfet found that Fulfillment by Amazon did more than lessen their workload, it affected their bottom line. "We were able to see an immediate increase in sales and traffic to our listings...and our warehousing expenses went down by more than 60%!".

To learn more, please visit the Amazon Services web site at www.amazonservices.com.

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