

Element Jewelry Increases Revenue 83% in Two Years



140% increase in 2007 Q4 revenue

54% increase in units ordered from 2006 to 2007

Company Information: Element Jewelry, www.elementjewelry.com

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

A Brick and Mortar Jewelry Store Finds an “All-Inclusive” Online Solution

At the beginning of 2005, Element Jewelry was a small, brick and mortar jewelry store. “I didn’t have a “solution” before Amazon,” says owner, Kathy Wojtczak. “I relied on local traffic and sales to grow my struggling startup business.” But that quickly changed in mid 2005, when Wojtczak decided to launch her online presence using Amazon Services.

To “e” or Not to “e”...

Wojtczak was not an early adopter of ecommerce. Her existing web site was a “non-ecommerce” site that listed a phone number and pointed people to come to her physical store. “I was hesitant to ‘switch over,’” admits Wojtczak, but in order to give her business the jump start it needed, she decided to go with Amazon Services. “Amazon is all-inclusive,” she says. “It was a cost-effective way to incorporate all the tools I need to run my business on a platform that was easy to use.”

From 0 to 60 in Three Clicks

Once she committed, Wojtczak didn’t just dip her toe in the online pool. She dove in head first and implemented several programs within the first 6 months. “I use WebStore for my branded ecommerce site. I use Fulfillment to ship products... and I’ve used Amazon.com [ProductAds on Amazon] to gain exposure.”

Going Online = More Revenue & Less Work

In her first year using Amazon Services, Wojtczak saw a 53% increase in her Q4 revenue. The following year that number shot up to 140%, and she’s seen consistent overall growth, year to year, since implementation. Best of all, she’s working less. “I save several hours a day now

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Amazon Services hasn’t ‘helped’ my business. It’s the **lifeblood** of my business.

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Kathy Wojtczak, Owner Element Jewelry

that I don’t have to pick, pack and ship my products. And I can limit my office hours because returns are processed directly with Amazon and customer service questions can be answered by Amazon customer service reps,” says Wojtczak. “All the programs are designed to work together saving you time and money and ultimately helping your business become a success.”

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

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