



CommerceESB Case Study

Enabling Rapid Growth for a Brand New Business

Business Problem

This seller* started from scratch on eBay with no listings but with ambitious plans to grow a solid eBay business by drop shipping product from a preferred supplier.

However, they had no tools to start their new business, much less tools to enable them to scale. Specific needs were easily creating new eBay listings, keeping quantities on their eBay listings synchronized with what was available from their supplier, and sending order information to & from eBay to the supplier.

Without the right tools, the business idea remained no more than a dream.

CommerceESB Solution

The seller was set up with CommerceESB's web-based solution to automate their drop ship operations:

- **Automatically keep the quantities showing in their eBay listings in synch with what their supplier actually has on hand.** When supplier quantities falls below a seller-designated threshold, CommerceESB automatically sets the eBay listing to zero availability – thus avoiding stock outs.
- **Automatically re-prices eBay listings as supplier prices fluctuate** according to re-pricing rules set by the seller or through integration with 3rd-party re-pricing tools.
- **Automatically downloads orders from eBay and routes to the supplier.**
- **Automatically transfers ship tracking data from the supplier and uploads to eBay**
- **Leverages CommerceESB's listing tool integration to easily list new items on eBay**

Business Benefits

Only a weekend after being set up on CommerceESB's software the seller had generated thousands of listings. **Within three months, their sales grew from ground zero to an annual sales rate well over \$300k.**

* We keep our customers' (and their actual suppliers') names confidential to ensure they maintain their strategic advantages. Every customer we have served has a similar story leading to success and delight. Contact us via e-mail (info@CommerceESB.com) to set up a demo and learn how we can ease your drop shipping burdens and fuel your growth!

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