

SUCCESS STORIES - PARKSONS



Few Hot Selling Products:



Parksons is one of the leading player in the evolving world of playing cards and cards for games, worldwide.

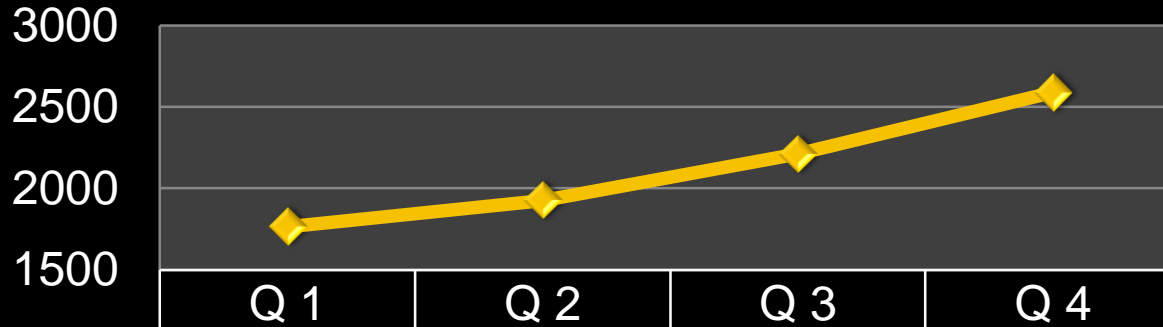
We met Parksons team at the Kidz India Expo where they were promoting their newly launched Playing Cards and Poker Sets.

CARTA – CASE STUDY



CARTA SALES

Last Year Sale Volume (Units)



◆ Last Year Sale Volume (Units)

1766

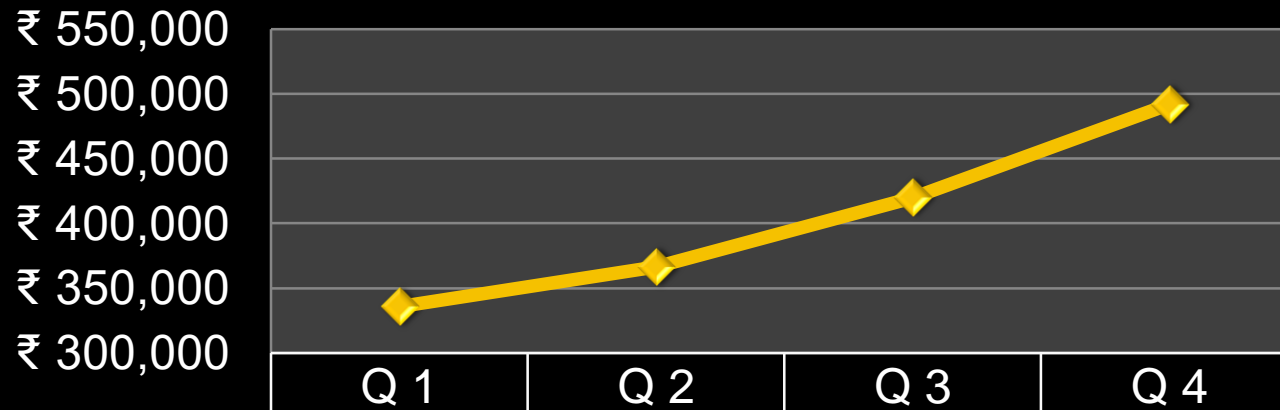
1927

2210

2588

CARTA REVENUE

Last Year Sale Figures (INR)



◆ Last Year Sale Figures (INR)

₹ 335,540

₹ 366,130

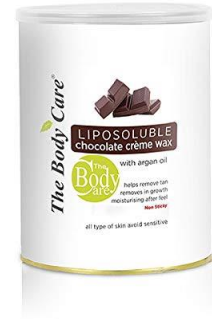
₹ 419,900

₹ 491,720

SUCCESS STORIES – THE BODY CARE



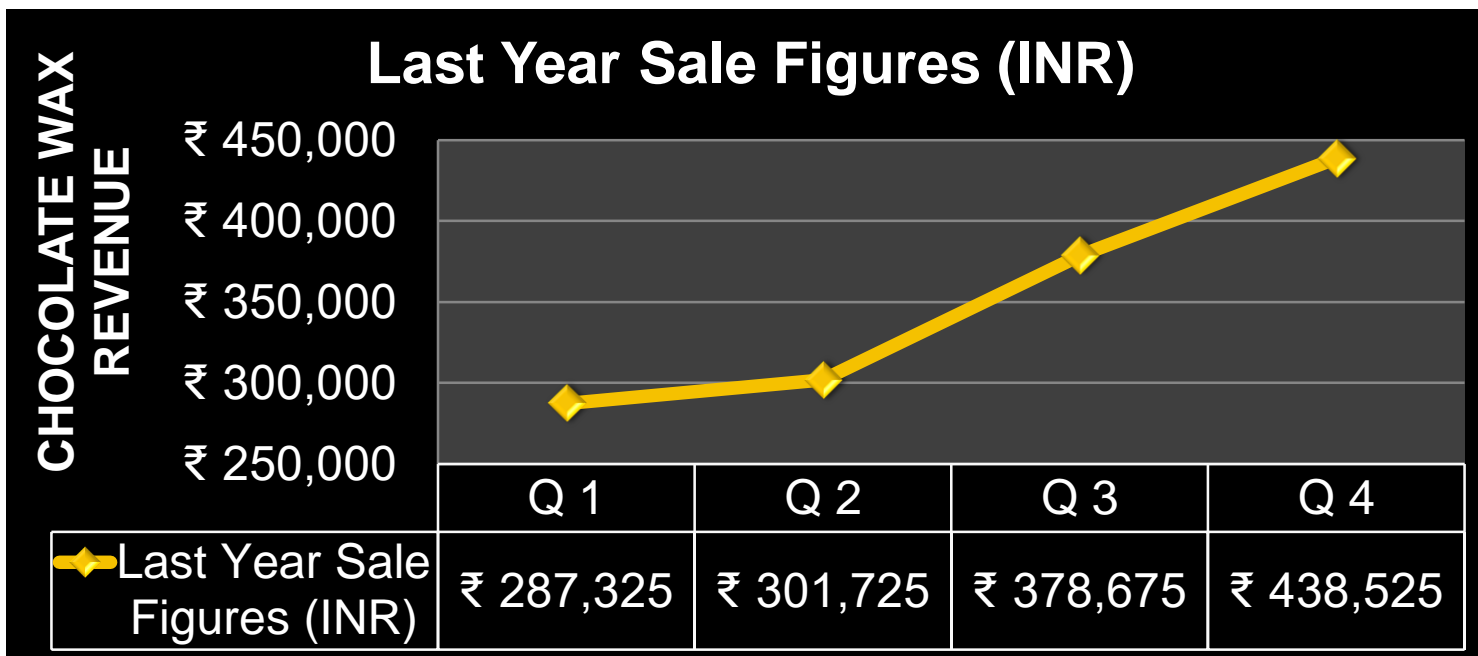
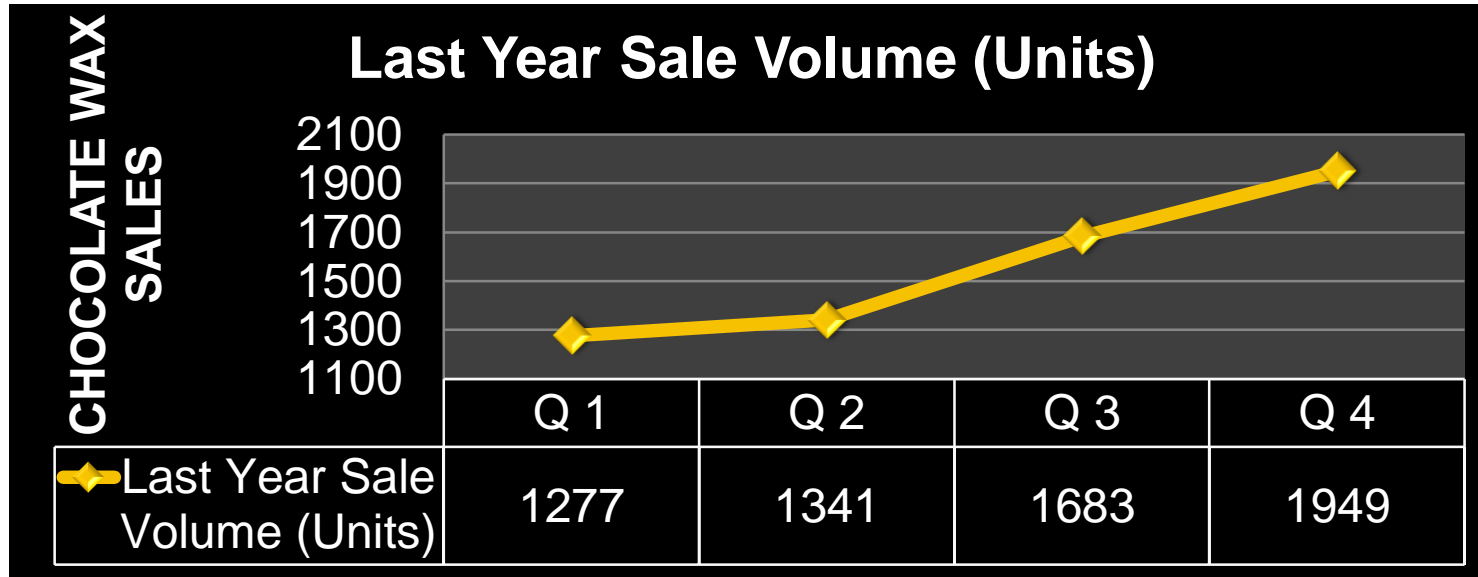
Few Hot Selling Products:



The Body Care is one of the leading manufacturers of cosmeceutical products since 1987.

We met The Body Care team at the Professional Beauty Expo where they were promoting their new and existing range of products.

CHOCOLATE WAX – CASE STUDY





SUCCESS STORIES – BOGA

Few Hot Selling Products:



BOGA... be in style is one of the leading importers of fashion bags and accessories. They have multiple stores across Mumbai and Gujarat.

We met The Boga team at the Flea Market Expo where they were promoting their new range of bags and clutches.

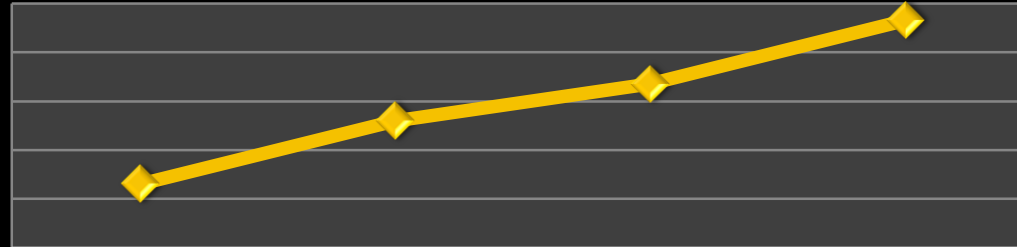
BOGA BAG – CASE STUDY



Last Year Sale Volume (Units)

**BOGA BAG
SALES**

325
305
285
265
245
225



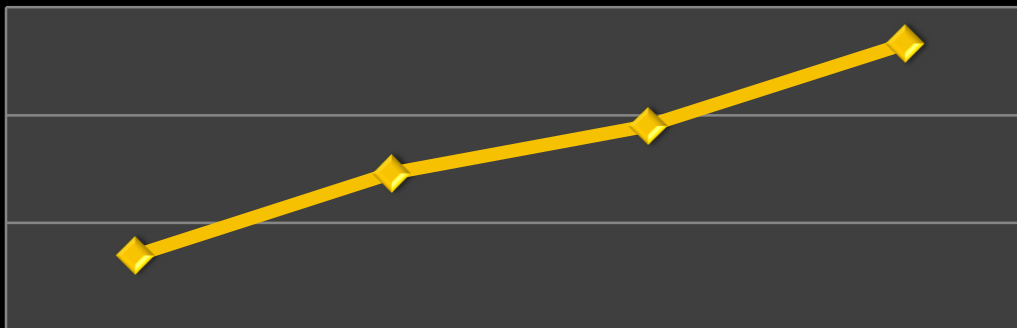
◆ Last Year Sale
Volume (Units)

Quarter	Q 1	Q 2	Q 3	Q 4
Last Year Sale Volume (Units)	251	277	292	318

Last Year Sale Figures (INR)

**BOGA BAG
REVENUE**

₹ 290,000
₹ 260,000
₹ 230,000
₹ 200,000



◆ Last Year Sale
Figures (INR)

Quarter	Q 1	Q 2	Q 3	Q 4
Last Year Sale Figures (INR)	₹ 220,880	₹ 243,760	₹ 256,960	₹ 279,840

CHALLENGES FACED WHILE DOING E-COMMERCE BUSINESS

- 1) Necessary documents to start online selling
- 2) Fulfill the orders at peak time
- 3) Provide Logistics Support especially in rural & interior parts of India
- 4) Handle COD
- 5) Manage the return and refund
- 6) Handle Inventory
- 7) Provide Customer support service
- 8) Product Promotion & Running Deals
- 9) Handle Negative feedback from upset customers
- 10) Handle Fraudulent Buyers
- 11) Understanding State Tax and Implementation
- 12) Payment Reconciliation

WHY US?

1) Outsourcing is cheaper

The cost of running the business by yourself would be guaranteed higher than our charges.

2) Limited Recurring cost

Working with us means there is only a small set up cost involved every month. Which means no investment to hire office space, pay salary to employees, no workstations etc required.

We Handle:

- 1) Registering the Brand on multiple marketplaces.
- 2) Preparing Product Catalogue as required by marketplaces.
- 3) Listing the Products.
- 4) Calculating the right price for the product.
- 5) Managing Orders on a daily basis and updating the stock.
- 6) Resolving day to day customer queries.
- 7) Managing customer returns, if any.
- 8) Reconciling accounts with marketplace.
- 9) Running promotions and deals on marketplaces.
- 10) Making Brands digitally active on social media.
- 11) Any other services mutually agreed upon.