



“You only have to put in the information for each product once and Sellercloud automatically updates every channel you’re integrated with.”

A Sellercloud case study with Kiddie Collection

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How Kiddie Collection automated their listing workflows and expanded their product line with Sellercloud



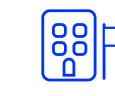
Industry

Consumer Goods



Founded

2009



Headquarters:

Brooklyn, NY



Company Size

5 Employees

Introduction



Kiddie Collection, a children's toy company headquartered in Brooklyn, NY, had humble beginnings. After discovering several product lines of toys they wanted to purchase for their own children at a tradeshow they had attended, founder Shia Grunzweig and his wife found a market to sell those same products online.

Beginning with one employee focused on manual processes, Grunzweig utilized Sellercloud's all-in-one suite of tools to

The challenge



leverage the opportunity he and his wife had found to grow to a successful, multi-employee company shortly thereafter.



Grunzweig's initial sales came from online marketplaces like eBay and Amazon. Kiddie Collection also built their own website, where they also sold their products. However, it didn't take Grunzweig long to notice major operational inefficiencies. For the

company's first employee, nearly everything was manual.

“

My employee was solely dedicated to watching the sales and managing the inventory across the few platforms that we were on. When an order came in on one platform, they had to go into each of the other platforms and update everything manually. It was very tedious work.

- Shia Grunzweig, Owner

”

The solution

In Grunzweig's own words, **“Sellercloud eliminated those manual processes and enabled my employees to focus on growing our product line and overall business.”**

“Listing items on multiple channels made things so much easier; you only have to put in the information for each product once and Sellercloud automatically updates every channel you're integrated

with,” Marsha Taylor, Administrative Retail Distributor for Kiddie Collection, said.



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- Marsha Taylor, Administrative Retail Distributor for Kiddie Collection

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A more streamlined and efficient process from Sellercloud led to more optimized use

of labor and overall business growth for Kiddie Collection.

The results



Grunzweig saw the difference immediately. **“When it comes to the fourth quarter – the holiday season – typically there’s at least ten times as many orders as there are the rest of the year. I couldn’t**

imagine how we would do that without Sellercloud.”

Taylor also mentioned how much more streamlined it's made customer service. **“With Sellercloud, it minimizes customer**



service phone calls. Everything is automated,” she said. **“After an order is placed or it’s been shipped out. People**

know exactly where their order is. Taylor continued. “It makes my life so much easier.”





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