sellercloud

How Sellercloud enabled H Group to diversify their wholesale business and sell DTC, leading to a sharp increase in revenue and order volume
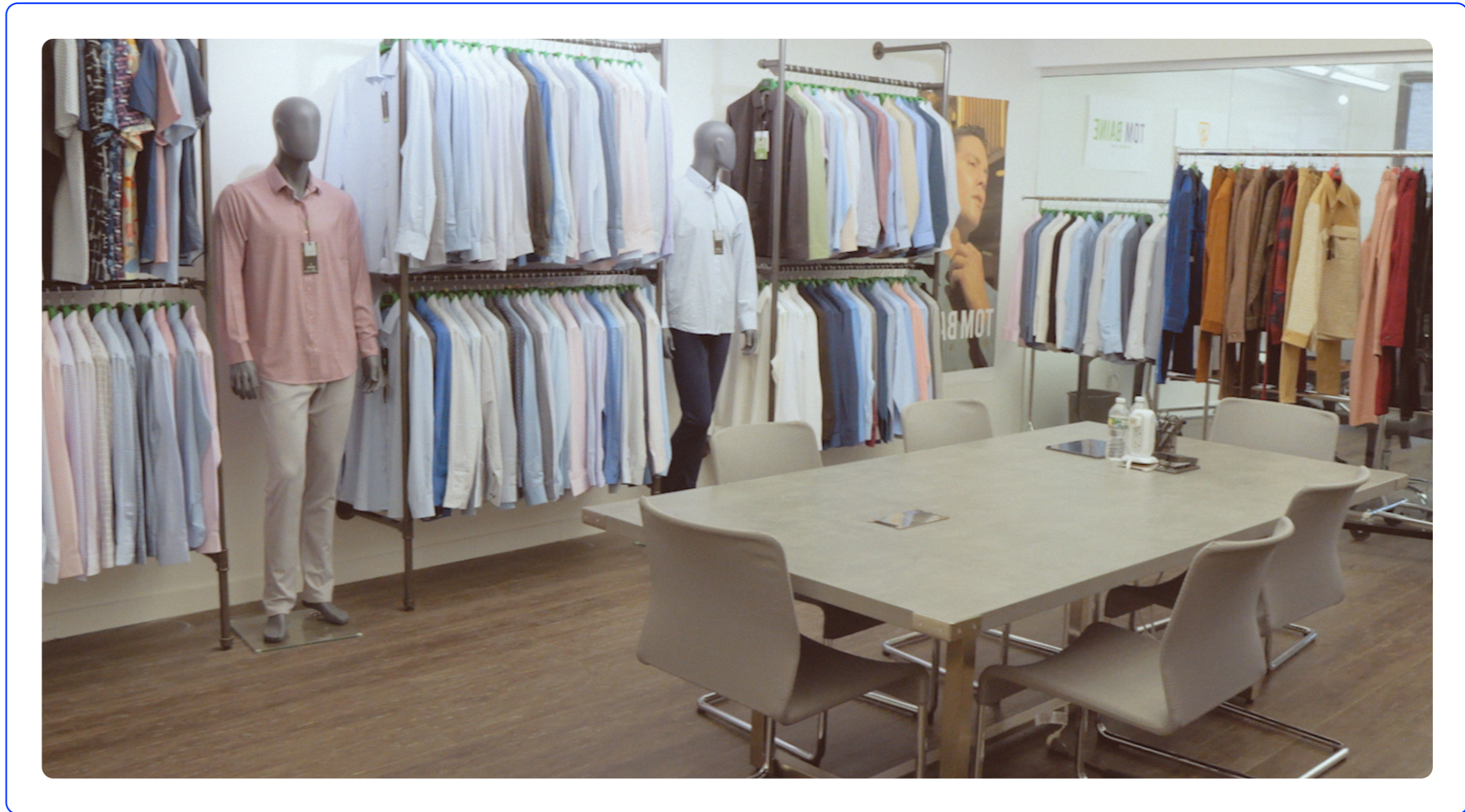
"I thought it would take 1 to 2 weeks to get set up with Sellercloud but it only took hours. Sellercloud is definitely the reason why we were able to expand so quickly and so efficiently."

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A Sellercloud case study with H Group

Industry
Apparel

Founded
2007

Headquarters:
Farmingdale, NY

Company Size
11-50 employees

sellercloud.com

Before Sellercloud

A family business, H Group started from a 500 sq ft storefront by the father of CEO Albert and COO Jack Halabieh. Starting in the wholesale sector, H Group manufactures several brands of menswear. **"Our company was 80 to 90%, all wholesale, direct to retailers,"** Jack tells us. H Group had no e-commerce presence until 2020. **"When** COVID **happened, the wholesale business changed,"** he added. Seeing the wholesale market migrate online to

The challenge

H Group's foray into e-commerce wasn't without unexpected challenges. Despite the many opportunities in the e-commerce world, it was still new to H Group.
One of the first challenges H Group

remain profitable, H Group entered this rapidly growing industry.
H Group began selling their products

at Macy's and quickly expanded their business to Nordstrom, Amazon, Kohl's, and other online retailers.

encountered was its ballooning cancellation rate. **"That's not something the retailers liked,"** said Albert. It was harming their relationship with retailers, who might cancel their partnership. They realized early on that the only way to get

their cancellation rate under control was with an e-commerce solution that could help them manage dropshipping, order fulfillment, and orders across multiple channels.

Another big problem H Group faced transitioning from wholesale to e-commerce was that they could not transmit inventory information, a requirement for several channels they wanted to work with. **"We're required to send inventory feeds on an hourly basis or on a daily basis,"** says Albert. EDI (Electronic Data Interchange)

The solution

After a demo, H Group realized Sellercloud was what they were looking for. They took the leap and were impressed by how quickly they were up and running. "When

transmissions needed to travel back and forth from H Group, retailers, and the third-party EDI providers they were using. Without this connectivity, they couldn't grow.

H Group was also struggling with a disconnected tech stack. **"We had three different platforms doing three separate automations,"** says Albert. There were too many platforms to manage, many points of failure, information not shared, and time lost manually checking it all. They needed one solution that could manage them all.

H Group was wise to realize they were dealing with too much and that there must be a simpler way to handle everything. "So, we were looking for platforms to help us. We've looked at plenty of platforms," said Albert. One thing was for sure: they knew it needed to be one platform.

we started onboarding with Sellercloud, I thought that this was going to be a very prolonged process," Albert remembers, mentally preparing for it to take months,

but he was delighted to be wrong. **"45 days and we were able to connect all our connections,"** says Albert, "it was fairly easy."

H Group no longer struggled to connect with new marketplaces and retailers with Sellercloud. **"We were able to grow much faster when we switched to Sellercloud,"** said Albert, explaining that they had a system in place ready to take on any new channel they wanted. They didn't

need to worry about special marketplace requirements. With Sellercloud, they could easily connect inventory feeds and order tracking and import and export data. The

barriers to growth had dissolved.

On top of that, H Group didn't have to rely on multiple solutions to handle their operations and automate processes— Sellercloud was all they needed. **"Sellercloud helps us automate our inventory, our tracking and they're also able to automate reports,"** said Albert, helping H Group with inventory control.

H Group was able to get on top of its

inventory reporting and forecasting like never before. For Albert, inventory management was a fundamental part of a successful online business. Sellercloud's

inventory [reporting](#) features helped H Group identify which [SKUs](#) were selling well and needed reordering. Keeping inventory records accurate was vital for H Group because they expanded to over 15 channels.

Efficiency skyrocketed at H Group with Sellercloud. **"Our whole workforce had a huge load off their backs,"** praised Albert, noting that it was no longer necessary to manually update multiple channels one at a time; it was all automated.

Automation also improved their fulfillment processing in what Albert called 'a

night and day difference.' It also had a tremendous impact on their cancellation rate. **"We were able to bring down our cancellation rate from a two-digit number to half a percent,"** said Albert, the lowest cancellation they've ever had.

That's not all. Sellercloud's automations have also helped H Group cut down at least half their workload and almost quadrupled their order fulfillment rate. "Sellercloud is able to help us just channel everything into one platform," Albert summarized.

After Sellercloud
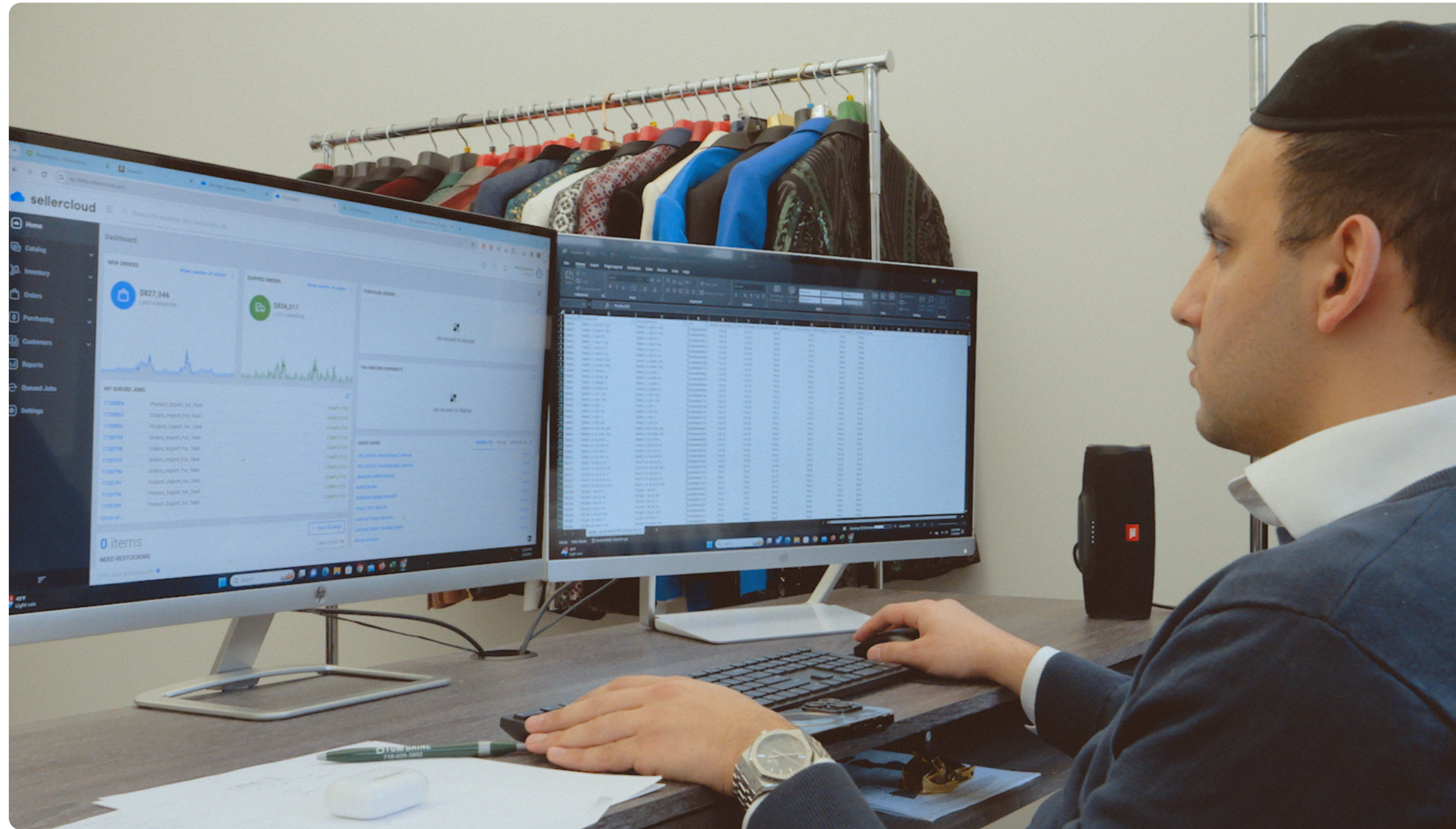
Without Sellercloud, H Group would not have been able to pivot so successfully from wholesale to wholesale, e-commerce, and DTC (Direct to Consumer). **"Sellercloud is definitely the reason why we were able to expand so quickly and so efficiently,"** says Albert. Today, H Group is a 50/50 split between wholesale and online sales, says Jack, though they want to expand their e-commerce reach as they believe in the coming years, their

e-commerce sales can increase to 75% or 80%.

H Group is comfortable heading in this direction because they know they can rely on Sellercloud to reach their maximum potential in the e-commerce industry. **"I feel very confident that Sellercloud is going to be a partner with us to help us grow to the numbers that we want to be,"** said Jack. "Without them, the growth is

going to happen at a much slower pace."

Throughout their journey with Sellercloud, H Group has felt completely supported. "Sellercloud support makes you feel very comfortable," said Albert, noting that you can call or email them whenever you need help. Whenever Sellercloud support opens a ticket, H Group always gets a response within a few minutes. "Sellercloud support is like having an in-house team," he added.

H Group is so pleased with Sellercloud that they tell everyone they know. **"I have recommended Sellercloud so many times already. I definitely think it's a platform that everyone in this industry should be using,"** Albert told us, emphasizing how Sellercloud cuts down your and your

employee's workload.
Jack agrees: "You definitely need them to help your business grow at the pace it needs to get to, especially in this very competitive market."

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