

# How Scuba Choice Reduced Errors, Prevented Overselling and Lowered Operational Stress



Scuba Choice is a family-owned ecommerce business selling scuba diving equipment online since 2011. The company manages a large catalog of parts and assembled products across multiple marketplaces.

As the business grew, manual purchase orders, memory-based warehouse organization and limited listing guidance created inventory confusion, shipping errors and increasing operational strain.

“I chose Sellercloud because it offered the biggest bang for my buck within my budget, and the amount of features it had was more than ChannelAdvisor had to offer.”

**Ryan Lin**  
Operations Manager

## Company Profile

Scuba Choice

## Descartes Solution

Descartes Sellercloud™

## About the Client

Scuba Choice sells scuba diving equipment, water sports gear and component parts through ecommerce marketplaces. Many products are assembled in-house, requiring accurate inventory mapping and structured fulfillment workflows.

For more information, please visit <https://scuba-choice.com>

## Quick Overview

### Challenge

Manual inventory tracking, component-based product complexity and inconsistent marketplace listing requirements.

### Solution

Centralizing inventory mapping, listing templates and shipping workflows within Descartes Sellercloud.

### Results

- Eliminated Mistakes from Manual Workflows
- Minimized Overselling
- Improved Inventory Forecasting
- Lower Operational Stress

READ THE FULL STORY →

## Challenge: Managing Component-Based Inventory with Manual Workflows

As Scuba Choice expanded across ecommerce marketplaces, manual systems increased error rates and operational stress. Paper purchase orders and memory-based organization limited efficiency.

Component-based products added complexity. Without proper mapping between parts and finished goods, inventory deductions were inconsistent and overselling risks were significant.

Marketplace compliance added another layer of difficulty, as each channel requires specific listing attributes and formatting. "With ChannelAdvisor, we had to guess what was needed because each marketplace has its own requirements for listings," Lin noted. This guesswork slowed listings and created inconsistencies.

## Solution: Structuring Inventory and Listings in One Unified Platform

Scuba Choice implemented Descartes Sellercloud to centralize inventory, product mapping and marketplace listing management within a single structured platform.

Descartes Sellercloud enabled detailed component mapping. Lin explained, "With Sellercloud, I can map out product A and product B equals product C and set rules so that product C can't be sold unless all required components are in stock." This ensured real-time inventory accuracy and eliminated overselling.

The platform also standardized marketplace listing requirements. "I can export a template that shows exactly what information each marketplace requires and how it needs to be formatted," Lin said.

## Results:



### Reduced Shipping Errors

With Descartes Sellercloud, shipping errors and human mistakes were significantly reduced through more controlled fulfillment workflows.



### Prevented Overselling

Component-level inventory mapping prevents orders from being placed when required stock is unavailable.



### Improved Forecasting

Consistent inventory deductions enabled more accurate forecasting and better seasonal purchasing decisions.



### Lower Operational Stress

Improved system visibility and automation reduced day-to-day operational strain across the business.