

Maximize Sales with Minimal Effort!

The French company Cinereplicas was created in 2005 and currently employs fewer than 10 people. The product range marketed by this licensing professional, which specialises in gifts and collectible movie items, ranges from key rings and figurines to numbered items for collectors.

Cinereplicas has no regrets about its decision to work with Amazon. Since 2007, two years after its creation, this young company has managed to double its sales. A feat it attributes partly to the decision to sell its collection on Amazon.



Fabrice Bensoussan, Managing Director of Cinereplicas

Always open to new ideas, in 2008 Cinereplicas decided to join Fulfilment by Amazon. They were one of the first French merchants to sign up for the programme, launching in France in October 2008, a year after its introduction in the UK and Germany.

Fabrice Bensoussan, Managing Director of Cinereplicas, explains: 'Fulfilment by Amazon is well conceived and very clear. Amazon provided us with a good explanation of how it works. The programme is

very easy to use.' He explained that thanks to FBA, Cinereplicas' employees no longer need to despatch individual orders to each customer. Instead, they simply ship stock to the Amazon fulfilment centre near Orleans and monitor sales. Since signing up for Fulfilment by Amazon, Cinereplicas has increased its turnover by 50 percent!

Thanks to Fulfilment by Amazon, Cinereplicas' products benefit from free delivery (minimum order of €20), as well as the Amazon Prime programme, which offers subscribing customers, for an annual fee of 49 €, free delivery within 1 – 2 days for all their orders. Fulfilment by Amazon also makes Cinereplicas' products eligible for Express delivery.



Fabrice Bensoussan, Managing Director of Cinereplicas

Products

Licensing professionals specialising in gifts and collectible items.

History

- 2005** : Creation of the company
- 2007** : Opening of the Cinereplicas store on Amazon
- 2008** : The company signs up to the Fulfilment by Amazon programme

"Fulfilment by Amazon is well conceived and very clear. Amazon provided us with a good explanation of how it works. The programme is very easy to use. Since becoming an FBA merchant, Cinereplicas has been able to increase its turnover by 50 percent!"

Fabrice Bensoussan



Fulfilment by Amazon

Cinereplicas, which currently works with eight other online sales channels, plans to use the Multi-Channel Fulfilment programme to reduce logistics activity at its warehouses.

Multi-Channel Fulfilment is an option in the Fulfilment by Amazon programme that was launched in August 2009. It allows merchants to entrust Amazon with the fulfilment of their orders, including those received from sites other than Amazon (their own website, other marketplaces, etc.).

The Multi-Channel Fulfilment service offers great flexibility, helping merchants to increase their online sales while reducing their costs. Orders are fulfilled directly from stock held at the Amazon fulfilment centre (shipped to customers by Standard or Express delivery).

It helps merchants to save costs, avoiding the need to find additional warehousing space or capacity by storing stock at a single location and allowing them to concentrate their efforts on other aspects of their business.

Fabrice sums up the benefits of the Fulfilment by Amazon programme in a single sentence: 'Generate maximum sales with minimal effort!'

