

## FBA in Action: Gamesbuyer.co.uk

When the Fulfilment by Amazon team first approached Mark Senior of Gamesbuyer.co.uk, Mark realized that FBA could be the answer to Gamesbuyer's growing need for warehousing and managing inventory. He had no idea this fulfilment solution would also be the mechanism that would propel sales upward by almost 70 percent.

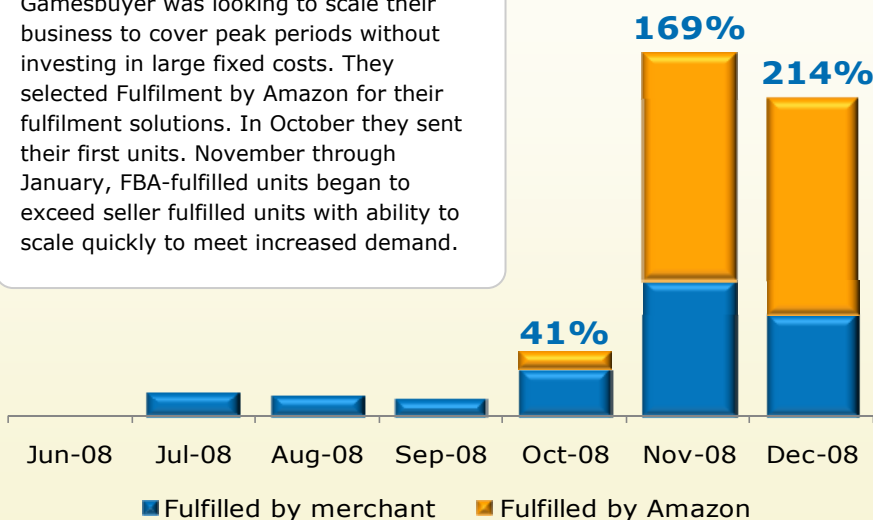
Mark Senior, like many merchants in the 1990s, got his start by pursuing retail strategies to build a line of brick and mortar stores. He launched Premier Entertainment, selling video and DVDs exclusively. With the growth of the Internet, he soon realized the advantages available to

anyone capable of creating an online sales channel. Mark started dabbling in online sales and by 2002 saw an opportunity in the electronic marketplace. He shifted his focus away from the high-capital investment of a brick-and-mortar store toward the fast-paced, on-demand platform of a click-and-mortar store. Through strategic planning within a very competitive media marketplace, Mark decided to specialize in games and Gamesbuyer.co.uk was born.



Gamesbuyer began selling products on Amazon.co.uk in 2003. Since its first listings went online, Gamesbuyer has experienced 95 percent uninterrupted growth, primarily online through Amazon.co.uk, its own website, and other marketing channels. Warehousing was a growing concern for Gamesbuyer. It needed a new strategy to meet its growing inventory. It was at that time that the Fulfilment by Amazon team approached Mark and asked him to evaluate the service. Gamesbuyer was running out of warehousing space, and FBA fit into its development plan. The growing retailer needed to scale their business to cover peak periods without investing in large fixed costs. Gamesbuyer selected FBA for their fulfilment solution.

Gamesbuyer was looking to scale their business to cover peak periods without investing in large fixed costs. They selected Fulfilment by Amazon for their fulfilment solutions. In October they sent their first units. November through January, FBA-fulfilled units began to exceed seller fulfilled units with ability to scale quickly to meet increased demand.



Mark Senior, Founder and Owner

### Products

Electronic games and gaming accessories

### History

**1990s**—Developed retail strategies for brick and mortar store Premier Entertainment.

**2002**—Shifted focus from brick and mortar stores to online sales.

**2003**—Started selling on Amazon.co.uk

**2008**—Joined FBA to manage warehousing of growing inventory

*"Amazon is our strongest channel with more than 69 percent of our business and the largest growth in the last year."*

Mark Senior  
Founder & Owner



In October of 2008, Gamesbuyer sent its first units to Amazon and experienced a 41 percent increase in unit sales for its items on Amazon fulfilled by FBA compared to those fulfilled by Gamesbuyer. By November that increase jumped to 169 percent. Its ability to leverage Amazon's free Super Saver Delivery and Prime discount programs gave Gamesbuyer additional conversion for its products. In December Gamesbuyer's unit sales more than doubled for its items fulfilled by FBA. Compared to units they sold on Amazon and fulfilled themselves, their FBA unit sales increased by 214 percent. This growth exceeded Gamesbuyer's expectations. FBA was able to more than double fulfilment capacity during the peak season. "Amazon is our strongest channel with more than 69 percent of our business and the largest growth in the last year."

Along with managing peak inventory and demand turns, handling customer service during these periods was becoming difficult for Gamesbuyer. "A big plus we didn't anticipate was the customer service element of FBA. We put a low tariff on it until we saw how quickly FBA customer service handled issues with our Amazon orders at peak periods. Customer service was a big advantage to us during our huge growth in December! We were swamped with customer service from increases in sales. With FBA we are better covered for customer service."

When Mark is making his buying choices he must also decide where to store inventory and how to manage it for the peak season. "Now I don't have to consider these details! I'm moving from the standard fixed cost and fixed space of a warehouse to having a business that is fluid in all its form." Gamesbuyer.co.uk also had to keep pace during key peak season of operation, where managing inventory before and during the Christmas season is challenging. "With the flexibility of FBA, I can now buy inventory at a time during the year that it is discounted compared to other times of the year. I can shrink or grow my inventory at any time, flexing up and down during on and off peak seasonality. Amazon is our favourite channel and Fulfilment by Amazon has enabled us to continue to meet our increase in sales. We plan to continue the strong relationship."

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*Mark Senior*