

## Economic Comics Boosts Sales with FBA

**'FBA has likely been the best business decision we made in 2009— Sales are up and growing our business further is a very achievable goal.'**

Economic Comics was created in October 2006 to supply comic books to fans at the very best prices in the UK without compromising on quality or customer service. Based in Surrey, this online retailer, which also specializes in graphic novels, trading cards, and related products, is comprised of a team of three. Passionate about the environment and reusing or recycling over 95 percent of their packaging, Economic Comics started out with its own online store at [www.economic-comics.co.uk](http://www.economic-comics.co.uk) and selling on other third-party platforms. A decision three years later to put a large part of its listings on Amazon.co.uk and to test Fulfilment by Amazon considerably changed the landscape of this small but dynamic company and enabled it to take its business to the next level.

Simon Mott, the co-founder of Economic Comics, with his business partner and wife Clare, had been a customer of Amazon himself for 10 years and had always been impressed by what he referred to as 'the Amazon household name, trusted brand, wide product range, fast delivery and customer service.' So in February 2009 it was a logical step to sell his products on Amazon since these same traits were the foundation for his own growing business.

### Economic Comics finds FBA Economical

It was by chance that Economic Comics stumbled upon Fulfilment by Amazon. Simon Mott elaborates, 'In September 2009, we noticed a competitor using FBA and decided to investigate the service. We quickly found details and were very impressed. We had to read the PDF on the fee structure a couple of times to believe it. Amazon was running a promotion to try out the service and it was basically a no brainer to give it a go.'

Economic Comics were amazed by the speed with which they saw the first results and delighted that their decision to join FBA paid off so quickly. Simon explained 'In the first week alone we approximately doubled our sales. We also sold a number of items that had been sitting on our shelves

for months. We were able to win on price and customers were able to combine our items as part of any Super Saver Delivery or Prime order.'

According to Economic Comics, the business benefits of FBA are numerous and include the ability to achieve a marked increase in sales, a rationalization of costs, and substantial expansion of their product portfolio.

'FBA has enabled us to sell a higher volume of existing products in addition to new lines at a very cost effective price,' enthused Simon.



Simon Mott, co founder and owner with co founder and wife Clare

#### Products

Graphic novels, trading cards and related products

#### History

**October 2006**— Founded company and started selling online.

**February 2009** —Started selling on Amazon.co.uk

**September 2009**— Signed up for the FBA Programme

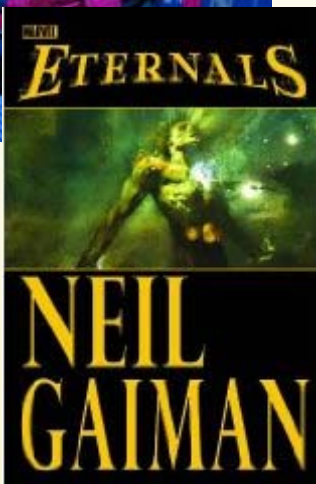
*'We noticed a competitor using FBA and decided to investigate the service. We quickly found details and were very impressed. We had to read the PDF on the fee structure a couple of times to believe it. Amazon was running a promotion to try out the service and it was basically a no brainer to give it a go.'*

Simon Mott



*'The number of products FBA delivers on our behalf means we currently save one working day a week. This saving increases every time we expand our product range and send new lines to Amazon. We're now selling a lot of bulkier toys that are too large for us to store in large quantities'*

*Simon Mott*



## FBA Saves Time

Time savings have also proven to be of great value and instrumental in propelling Economic Comics' business forward into a positive and growing spiral. 'The number of products FBA delivers on our behalf means we currently save one working day a week. This saving increases every time we expand our product range and send new lines to Amazon. We're now selling a lot of bulkier toys that are too large for us to store in large quantities.' Economic Comics states it is selling 100 percent more of the same lines on Amazon than they are on their own website and on other sites combined.



## Lessons Learned

Simon points out a key lesson he quickly acquired following his adoption of FBA, one which most successful businesses will quickly identify with and second.

'Stock control is unbelievably important. Try not to overstock—this is the fastest way for a business to go bust. Cash flow is the most important aspect of your business, and if you're not keeping it under control, you won't have one for very long!'

Asked what he likes most about FBA, something which noticeably facilitates the day to day running of his business Simon replies without hesitation, 'Pick & Pack! This means we can sell products without having to do any of the hard work, such as retrieving the product, packaging it, calculating the price of stamps, and handing them over to the post office—it's a great time saver and an incredibly good value for the money too.'

Praise for the support from Amazon's logistic infrastructure is easily forthcoming too, something which Simon rates as 'excellent.' 'All our consignments to the Amazon fulfilment centre have been received and made available for sale in less than 24 hours. It takes us approximately two to three hours a month to send a delivery to Amazon—this saves us approximately two working days (picking, packaging, customer support e-mails, and so on)—not only is this valuable time saved, but it also highly profitable when compared to the equivalent costs of labour!'

Economic Comics happily summed up their positive experience in one succinct sentence, confident in the belief they made a wise choice that is now clearly bearing fruit. 'FBA has likely been the best business decision we made in 2009—our sales are up, and the infrastructure Amazon has implemented with FBA means that growing our business further is an achievable goal.'