

## Undisguised growth

If you're selling items such as fancy dress costumes and fairy outfits, then surely you should be entitled to expect assistance at the wave of a magic wand, or at the very least some kind of solution that will make your life easier? Élise Phelippeau could almost believe that Amazon has been her company's fairy godmother!

Created by Élise Phelippeau and her husband in October 2007, Un Monde Ludique specialises in selling fancy dress outfits. Based at the couple's home in Luton, in the United Kingdom, the company operates exclusively via the Internet.

In the beginning, it sold goods to customers located mainly in France, via Amazon and other websites, and then delivered directly from the UK using postal services. Élise explains, "The postage rates were quite good. However, the main problem was the lack of traceability, and delivery times that could vary from three days to three weeks. I could never be sure that products would arrive on time. We had to make numerous refunds and take back a lot of goods. Our customers were posting some critical comments about us on Amazon and our satisfaction rating was low."

To improve her deliveries, the young entrepreneur initially experimented with a solution involving an intermediate company. "It cost us almost 5 € per package and it was time-consuming, since we had to fill out the shipping notes by hand. It wasn't even completely reliable."

### A Day Late is Too Late

Shipping goods between the United Kingdom and France was therefore the company's weakest link.

Un Monde Ludique sells costumes for children and adults, from Halloween disguises to fairy costumes and masks. People purchase this type of product for a specific event, such as a fancy dress party or a birthday. If the goods do not arrive on time, they are of no use and the customer is entitled to request a refund. Adherence to delivery times is therefore vital for Un Monde Ludique.

"We couldn't guarantee precise shipping times from the UK," explains Élise. "To make matters worse, we have had a series of postal strikes over the last few months."



Gradually, she began to consider the possibility of storing inventory in France. However, her initial research proved disappointing. In most cases, the service providers she contacted were only interested in storing large quantities and didn't handle returns. "It would have ended up costing even more than shipping from the UK," she says. "I was looking, to put it simply, for a solution that required very little of my time and that would help to cut costs."

## Un Monde Ludique



Élise Phelippeau, founder

### Products

Fancy dress costumes and fairy outfits

### History

2007: Company was founded

2007: Started selling on Amazon

2009: Signed up for the FBA Programme

*"I recorded a 40 percent increase in sales in October 2009 compared with the same period last year."*

*Élise Phelippeau*