

SUCCESS STORY: FJ TRADING

MORE BUY BOX – MORE TURNOVER

 **FJ TRADING USES THE SELLERLOGIC REPRICER TO INCREASE BUY BOX PERCENTAGE AND TURNOVER!**

BACKGROUND

Frank Jemetz has been actively selling in the world of online marketplaces since 2004. In the beginning, this was mainly done via eBay but he has now shifted to Amazon. “We have experimented with a lot of products,” the CEO says today. “From inflatable boats to milk frothers.” Frank then decided to add Adidas sneakers to his portfolio. “And somehow that stuck really well.” Today, FJ Trading mainly sells shoes via online marketplaces, and they do so with ever-growing success.

STARTING OUT

According to Frank, FJ Trading would not exist today without Amazon and the impossibly high amount of buyers that visit the online marketplace each month. “But the competitive pressure in retail is particularly fierce. It’s not uncommon that prices drop below the purchase price.”

FJ TRADING

ABOUT FJ Trading

	FOUNDATION: 2013
	INDUSTRY: Shoes
	SHIPMENTS: approx. 50.000 per month
	ITEMS: approx. 100.000 SKU

However, making a deal where the company loses money is out of the question for Frank. “At the same time, we knew that we had to stay on Amazon, given the fact that it was – and still is – our most important sales platform.” It was clear that a different strategy was needed. “You can’t keep up in the long run if you constantly prioritize closing the deal over making a good margin.” FJ Trading needed a way to optimize their prices dynamically and in direct response to their competition. With around 100,000 SKUs, however, it quickly became clear that manual processing was no longer an option. At this point, an automated tool was required.

SOLUTION

More turnover thanks to the SellerLogic Repricer

“You can’t do anything without a repricer,” says Frank declares. “Since we have been using the SellerLogic Repricer, the Buy Box share of our products has increased significantly.” Particularly the integration of the Buy Box strategy was an important factor for FJ Trading:

“We previously worked with another provider, but the tool did not optimize specifically for the Buy Box.” Even a programmed repricer did not achieve the desired results because the necessary effort was too high.

SUCCESSFUL RESULTS WITH SELLERLOGIC

SellerLogic’s Repricer works differently: “Once I have defined the rules, I don’t have to worry about anything afterwards.” Thanks to the automatic imports, the setup was super easy and the results of the Repricer were also convincing: “The Buy Box quota is very good. In addition, its customer service is excellent and the tool is being continuously developed.”

“The SellerLogic Repricer also has high availability. Errors are very rare and are quickly

solved,” Frank explains. “It is also important that the system never falls below a set minimum price. “We don’t want to fuel the price war on Amazon. With SellerLogic we can rely on that!”

Frank is completely satisfied with SellerLogic’s Repricer: “The Buy Box strategy – which requires only minimal manual effort – and the low error rate already speaks in favour of SellerLogic products. But most importantly: The Repricer simply works like a dream!”



ARE YOU INTERESTED IN SELLERLOGIC REPRICER FOR AMAZON?

Do not hesitate to email us at cs-en@sellerlogic.com and let us know how we can help you.

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