

Mcslots revs up business with Wish and Linnworks



After a long career in the food retail industry, Mark Crowhurst saw an opportunity to create an Ecommerce business selling models and slot cars. Customers were starting to search for products on the internet, and Mark quickly saw an opportunity to meet both collectors and hobby enthusiasts where they were spending time—online.

After establishing Mcslots in 2013, Mark set about building a multichannel strategy, listing a range of products on a variety of ecommerce marketplaces. His business soon found an engaged and loyal customer base online, and Wish became an emerging sales channel.



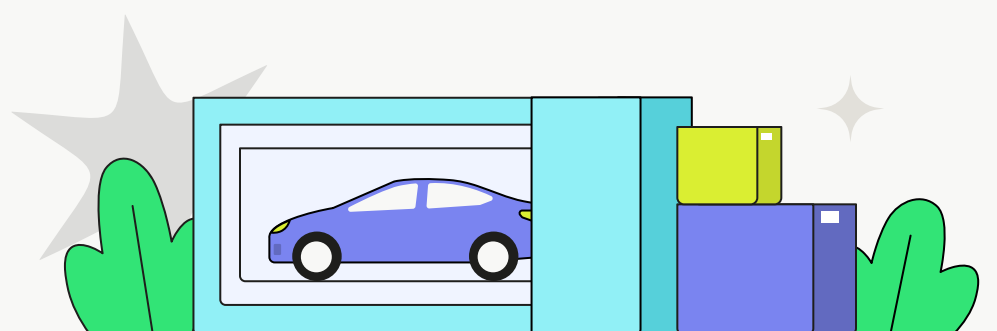
Shoppers in this category can be very particular. They may be searching for a niche product to complete a collection, or be casually browsing for their next purchase. It's important that we offer a wide variety of high quality products to choose from, as we know shoppers will return to us again if we can offer a strong range, and can offer them a positive buying experience.

- Mark Crowhurst, Mcslots

The problem: Avoiding overselling in-demand collectibles.

Building up a range of popular SKUs was critical to the business' success, ranging from must-have slot cars to rare collectibles, but manually updating available stock across all channels put Mcslots at risk of overselling, missing out on valuable selling opportunities and potentially damaging brand reputation.

As product ranges grew across multiple channels, Mark found himself spending time on manual tasks such as listing and order management, rather than focusing on customer experiences or expanding product ranges, thus limiting his business growth.



The solution: Seamless multichannel inventory management.

After selecting Linnworks to manage channel listings, order management and inventory management, Mcslots soon saw the impact of a centralized platform for ecommerce workflows.

Mark comments: "I can bulk list new products to various selling channels, ensuring that popular product ranges are available on all channels, including Wish, in a timely manner. As orders come through from each sales channel, stock levels automatically update in Linnworks. This eliminates any errors or delays, and by always having an accurate picture of how stock is performing across all our channels, it has helped us to capitalize on opportunities on all our sales channels."



We have a 24 hour turnaround for orders by using next day services from DHL and Royal Mail, which we connect through Linnworks," adds Mark. "We have also put time into developing bespoke packaging, as well as ensuring packaging is more environmentally friendly and cutting out non-recyclable materials. That is important to our customer base, but also to our values as a business.

The future: Building a loyal multichannel customer base.

With more time to focus on the business, Mark is investing his energy into improving the customer experience. Initially the business was focussed on model and slot cars, but now includes action figures, model kits, toys and branded merchandise such as t-shirts.

Mark sees great opportunity in Wish as a sales channel. He comments: "Wish has become a key selling space for us and as we manage all inventory and order management through Linnworks alongside our website and other marketplaces, it's a seamless experience. Wish gives consumers a mobile-friendly and engaging shopper experience, and are very supportive for new merchants. After seeing initial success, we plan to increase the range of SKUs we list on Wish and I'll be investing more time improving our sales on Wish in 2022."

Alan Small, Head of Business Development for Wish Europe, says: "Wish focuses on fun and entertaining shopping through a cross-border ecommerce platform. We are committed to supporting merchants like Mark from McSlots, in order to help scale their Wish businesses using Linnworks. We've recently introduced the Wish Standards program, representing our long-term commitment to rewarding exceptional merchant performance and elevating the Wish experience for all."

Mcslots plans to trial further categories on Wish in 2022.

