

# Scaling Heights: A Wellness Supplier Achieves 120% Sales Spike with Flawless Management of 6,000+ Product Inventory



## BUSINESS OBJECTIVES

- Managing inventory effectively
- Executing successful digital marketing campaigns
- Providing superior customer support

## APPROACH & SOLUTION

- Inventory management was prioritized by ensuring that at least 1,000 products were updated daily
- A dedicated customer support team was set up to efficiently address queries and issues
- Focus on marketing strategies made it easier to sell products on both, their website and various e-commerce marketplaces

## BUSINESS IMPACT

- A list of over 2,500 products was generated, with approximately 1,500 daily updates
- In just 6 months, the client was able to easily manage an inventory of over 6,000 products, with regular updates made to ensure accuracy
- Sales increased by an impressive 120%
- Health & wellness made accessible to all