

SUCCESS STORY: DADARO

A RECOMMENDATION THAT PAYS OFF

HOW SELLERLOGIC LOST & FOUND SUPPORTS THE FAMILY BUSINESS DADARO DURING COVID-19

BACKGROUND

In 2008, during the hardest years of the economical crisis in Spain, the family company founded in 2004 and specialized in the manufacture, purchase, and sale of jewelry, observed how the traditional wholesale channel was slowly coming to an end.

Due to the economic crisis and the rise in the price of gold, there was a decline in the demand for the purchase of jewelry, which negatively impacted their sales. At this point, Luis Gómez, CEO of Dadaro, had no doubt that in order to save the family business he had to make a jump into the online sales.

STARTING OUT

After having created the jewellery e-commerce MondePetit, Luis decided to become an Amazon seller in 2015. With his active Amazon store in Spain Dadaro, he immediately realized the possibilities that the Marketplace offered him to launch his products internationally. In 2017 he started working with the Amazon FBA services, and thereby took the family business to an international level, selling in markets such as Italy, Germany, France, and the United Kingdom.



ABOUT SPORT-HESSE



FOUNDATION:

2004



INDUSTRY:

Jewelry & Precious metals



ITEMS IN AMAZON:

approx. 1.600 SKUs



SHIPMENTS:

approx. 700 per month

“Using Amazon’s FBA services and multi-channel logistics through our website has had a huge impact on our business,” Luis confirms. “From a customer service aspect, it has helped us a lot, as Amazon handles customer requests directly. However, on the other hand, I was aware that – with the amount of transactions we handle – there was merchandise that would go lost in their logistics centres. The question was how to identify them.”

SOLUTION

SellerLogic is recommended by the Amazon consultancy agency VGAMZ

In times of severe lockdown measures in Spain, Luis pays a lot more attention to what offers and opportunities pop up in his Inbox. This is how he came across an email he received from the VGAMZ, the first marketplace consultancy agency in Spain, specialised in Amazon: "The email caught my attention and as I had time, I decided to listen to the Podcasts made by VGAMZ. That's how I was

led to their Youtube channel, and when watching the video tutorials about the Lost & Found tool, I made the great discovery of SellerLogic" Luis explains. "I immediately said to myself, this is exactly what I need right now. I wrote it down, and in a few days I was creating my account in SellerLogic".

SUCCESSFUL RESULTS WITH LOST & FOUND BY SELLERLOGIC

Everything was quick and easy from the beginning without even having to request any help from the SellerLogic customer service team, Luis recalls. "The registration process was easy and the implementation of the tool is very simple. In a very short period of time, the first reimbursements cases started to appear. I couldn't believe it when I saw that there were 117 cases."

information to report my claims cases to Amazon has never been so easy!"

"Without SellerLogic I would not have been able to receive this reimbursement of 3886.91 €. With the workload and all the changes that are constantly taking place at Amazon, it would have been impossible for me to take care of this issue" Luis continues.

"The fact that I have automated the whole process of tracking and reporting the FBA transactions came in very handy, especially in the times we are currently living in. Copying and pasting the



"In these times of Coronavirus, SellerLogic has been a true gift for me, and I'm sure that I will continue using it for a long time."

3.886 €
REIMBURSED
BY AMAZON

ARE YOU INTERESTED IN LOST & FOUND BY SELLERLOGIC?

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

www.sellerlogic.com/en/