Shipwire helps Doggypads.com clean up the mess that came with success

Like other smart online entrepreneurs, Mark Jones focuses his retail business on a high demand, niche product - Potty training for puppies and adult dogs. With approximately 68 million dog owners in the US, alone, there is plenty of business to go after.

The mess that came with success
By delivering doggy housebreaking pads at wholesale prices, Mark enjoyed explosive sales growth. His site, doggypads.com, soon became a leading direct supplier of puppy and adult dog potty training supplies. What he didn't enjoy was the mess that came with success, particularly the hassles of storage, inventory and shipping.

The biggest mess was the 3,000 square foot warehouse he had leased to meet the strong demand for his product. Managing and monitoring the warehouse, along with inventory and shipping, took a huge amount of time and effort, time that would be better spent on growing the business.

Playing the Expansion Game
In order to grow he needed to expand his storage space even further. However, the added costs would threaten his profit margins because he couldn't raise his low wholesale prices - his big competitive advantage. Big companies play the expansion game all the time. Build out storage and inventory, and eat the added costs until business catches up. As a small business, Mark knew he didn't want to play that game, but felt he had no choice.

Traditional warehouse structure "would have killed our business"
While searching for more warehouse space, he encountered a problem many small businesses face. Warehouses didn't return his calls, and. those who did return his calls weren't upfront with him. The more he dug into the details, the more "buried" costs he found. "…set-up fees, fees to receive palletized or unpalletized shipments, fees for shipping labels." Fee after fee added up.

All these buried costs "would have killed our business," says Mark. In short, his business was trapped at its current size and the traditional expansion model would not work.

Shipwire changes the game.
He knew he needed to find a way that was entirely different. That was why he was so stunned when he found Shipwire on the Internet. With Shipwire, he wouldn't even need to play the expanding warehouse game. Shipwire offers an outsourced, automated, plug-and-play storage and shipping solution made for growing businesses like his.

Shipwire's upfront pricing makes things clean, simple and transparent. There are no "buried" costs. No set-up fees. No long-term contracts. Plans start at $29.95 a month for multiple warehouses, and provide an easy path to scale up as his business grows. And Shipwire's easy web store integration makes it simple to automate order shipping once a customer orders from doggypads.com.

It was exactly what Mark instinctively knew his business needed. "I called them three times to confirm what I was reading on the Web site. It just seemed too good to be true." But it was true, and there was even more good news

Shipwire cleans up the "mess."
Shipwire enabled mark to streamline his business and focus on growing the business. "The lynchpin," he says, "was that there were no start-up costs and Shipwire was very up-front with pricing. It made me feel comfortable that we could scale our business. In so doing, I eliminated a lot of headaches and growing pains when I started using Shipwire….including the 3,000 square foot warehouse, and the management, payroll, taxes, security, insurance, and monitoring that went with it," he notes happily.

Maybe best of all, Shipwire enabled Mark to do away with all the stress and hassle that he'd experienced with his warehouse and order shipping. "I didn't get into this business to add more stress and hours to my work day. I wanted a business that was enjoyable and easy to manage. Now I have it."

Since removing the stress and hassle of shipping and storage, Mark has been able to enjoy more time at his new ski chalet, where friends along with their (potty-trained) dogs are welcome.

[Doggypads lightbox]

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[Doggypads Facts]