**Nicholas Weibler**

**Looks eBay Business Description**

The company I am doing a database for is called Looks. It’s an e-commerce business that sells new and used clothing goods direct to the consumer. The company sells their goods online on the eBay platform. The specific categories Looks sells is men’s and woman’s shirts, pants, and socks. Looks also sells shoes and accessories but their focus is on clothing items. The company works with liquidation companies to acquire their goods at a wholesale discount. They currently work with 5 different suppliers, but they are always reaching out and looking for leads on new opportunities. Buying in bulk provides the opportunity to resell on the eBay platform at a markup. The company’s mission is to offer quality clothing goods at a competitive price while providing exemplary customer service to ensure 100% customer satisfaction. The company offers a 30 day no questions asked return policy and has an employee dedicated to customer service available during business hours. The company operates Monday through Friday between the hours of 8 AM and 4 PM.

To operate at a high level, Looks receives bulk shipments of 1,500 items weekly. The items are assorted throughout all the categories they sell in. This allows the company to list 250 items daily and still have an excess of 250 items per week to ensure constant growth is available to them if pursued.

Looks owns one building that is in Saint Charles, IL. This building contains two different sections and functions as an administrative headquarters and a product warehouse. Since the building is physically split into the two sections, the office and the warehouse, it is also logistically separated this way. The administrative section contains the following departments: Online Store Management, Customer Service, and Accounting. The warehouse section contains the following departments: Warehouse Management, Shipping, and Receiving. In total there are 14 employees including the owner.

The administration or headquarters section includes 5 employees. Under the Online Store Management department there is the CEO/Owner, 1 Store Manager, and 1 Distributor Relations Specialist. The Customer Service department contains only 1 Customer Service Representative. The Accounting department also contains 1 employee which is the accountant.

The warehouse section includes 9 employees. Under the Warehouse Management department there is 1 Warehouse Manager, 2 General Warehouse Employees, and 2 Listing Employees. Under the Shipping Department there are 2 Shipping Specialists. Under the Receiving department there are 2 Product receiving specialists.

The organization of the products in the warehouse is broken down into a custom SKU numbers and bin system. The warehouse is split in half with women’s product on one side and men’s on the other. The warehouse is full of industrial shelving with bins containing a unique SKU’s and is broken down into categories. For example, M1 is Male Bin 1 and contains T-Shirts while F1 is Female Bin 1 and contains female’s T-Shirts. This allows the company to easily track their stock and acquire sales data that can provide business insights for growth.