

Toyнк Toys Has Success from Day 1!



Starting in an apartment, Toyнк Toys grew into five warehouses of inventory.

From the Start

When Ron Maddoc, owner of Toyнк Toys, started his business out of his apartment in early 2002, he and his partner hit the ground running, and haven't looked back since. "After generating about \$50k in revenue the first month my partner and I both quit our jobs," Ron says, "In our first year we did just under a million dollars. We started out as just two guys selling on eBay. After some time we moved to self storage, then to a warehouse, then put together a basic website and eventually opened up a store within our warehouse."

Increasing Customer Satisfaction Using UPS

One of the most important aspects of customer satisfaction, according to Ron, is shipping speed and reliability. "We ship to all 50 states and virtually every country world wide and we've been using UPS from day one," Ron continues, "Their reliability is top notch. If you send something second day, it's going to get there. If we need late pickups during busy season, they give us that. They'll send an air truck every day or automatically send us a semi if needed. When we needed another computer, they gave us that. We've had plenty of offers from other carriers, but we never switched. We've been very happy with their company, pricing, service and delivery time and there are definitely a lot of other things they've provided us with that I think make all the difference."



Opening the Doors for New Growth and Success

As with most companies, eventually Toyнк Toys reached the point where the current technology structure was inhibiting growth. "We got to the point where it became harder to manage all of our listings, and my time was spent mainly dealing with website issues, updates and inventory," Ron says. "We were selling under completely separate channels and couldn't track inventory. Overselling was a problem from day one, so we wanted to get all our selling channels under one roof. That's when we started talking to Zoovy, and decided to bring everything over to the Zoovy-1 system."

"Being able to load a product into Zoovy-1 and then basically check a box to launch to multiple marketplaces like Amazon and eBay is huge. Once we got up and running with Zoovy we saw a massive jump in sales, going from a couple dozen a week to hundreds and hundreds per week. Initially we were just with two guys selling on eBay, and today we have a staff of around 20 people, and over 5 warehouses totaling 19,000 square feet. That's pretty significant."

Toyнк Toys, based outside of Chicago in Elk Grove village, Illinois carries the latest collectible toys, action figures and Halloween costumes. The Zoovy 1 powered Toyнк Toys web store can be found at www.toynk.zoovy.com.



To find out more about the Zoovy 1 e-commerce solution contact a consultant at **1.877.966.8948** or visit **www.Zoovy.com**.