

Summitfashions Shows Unstoppable Growth!

SummitFashions

Summitfashions boasts consistent month after month sales increases for over 3 years.

Starting from Scratch

Every business has to start somewhere, and when Debbie Cosentino and her husband Bill started their online apparel business, Summitfashions, they started where most others do, from scratch. "We started as small as you could be, selling only a couple items on eBay, shipping one product at time." Says Debbie, "Little by little we grew our product line to ten, then twenty, then thirty products. After about a year we had around 100 items on eBay, along with a basic website, and were shipping about 100 items per week. But since we started using Zoovy, our sales have sky-rocketed, and they continue to increase consistently month after month."

Multi-Channel Growth

After gaining a solid following of loyal customers Bill found himself in the ever so common pit of order processing. "It was too time consuming managing all the listings and orders." Debbie continues, "The foundation of our business depended on being able to keep track of what we had through automation, rather than manually decrementing and incrementing inventory. At that point, about 3 years ago, we surveyed the top e-commerce systems and decided to give Zoovy a try. The core concept of Zoovy, having a unified back-end serving a number of different syndication methods like eBay, Amazon, Overstock, BizRate, as well as a website, is the only way to go. I can't imagine having a website without the multi-site capability that Zoovy has."

Onward and Upward

"After gaining a good mastery of all the tools and toys Zoovy offers and implementing them one by one, we saw our sales begin to climb." Bill says, "It was a very steady methodical ramp up of sales. We're talking about 3 years of continuous growth without a month's exception. We went from what we thought was a busy time of 100 packages per week, to over 200 packages per day. That's the busy season for us. It's hard to even measure percentages when the increase is that dramatic. Even now we're having Zoovy design a brand new custom website for us, so we're very much looking forward to another jump in sales when we launch the new site."

Summitfashions specializes in designer apparel, lingerie and swimsuits. The Zoovy 1 powered Summitfashions web store can be found at www.summitfashions.com.

