

CASE STUDY SNAPSHOT

CRAFTY ARTS: FROM A SINGLE SHOP TO A MULTI-CHANNEL ECOMMERCE BUSINESS



Context

- 30+ year family business
- Offline retail business transformed online
- Amazon became a major growth channel.

Challenge

- Scaling a large catalogue without losing control
- Managing pricing and margin across thousands of SKUs
- Competing for the Buy Box at scale
- Running multiple channels with clean systems and data



Crafty Arts evolved from a traditional family shop into a large multi-channel ecommerce business, managing thousands of SKUs, dispatching over 100,000 orders per year, and building a scalable Amazon-led operation that was ultimately exited in 2023.

£8m+

Peak Revenue

100k+

Orders Per Year

10k+

SKUs Live

2023

Planned Exit

How it was Built

Systemisation

Crafty Arts scaled by building the right operational systems early, allowing Amazon, the website and other channels to run with greater consistency and control.

Pricing & margin control

Thousands of SKUs were managed with structured pricing, margin floors and data-led decisions, helping the business stay competitive without eroding profitability.

Buy Box ownership

Repricing and account management were treated as commercial levers, supporting stronger Buy Box performance across a large reseller catalogue.

Catalogue optimisation

Listing quality was improved systematically across the range, focusing effort where better titles, images and content could compound into long-term gains.



Digitise



Systemise



Scale



Exit