



Browntape
sell everywhere

CASE STUDY



Mega Growth story 70x in 5.5 years

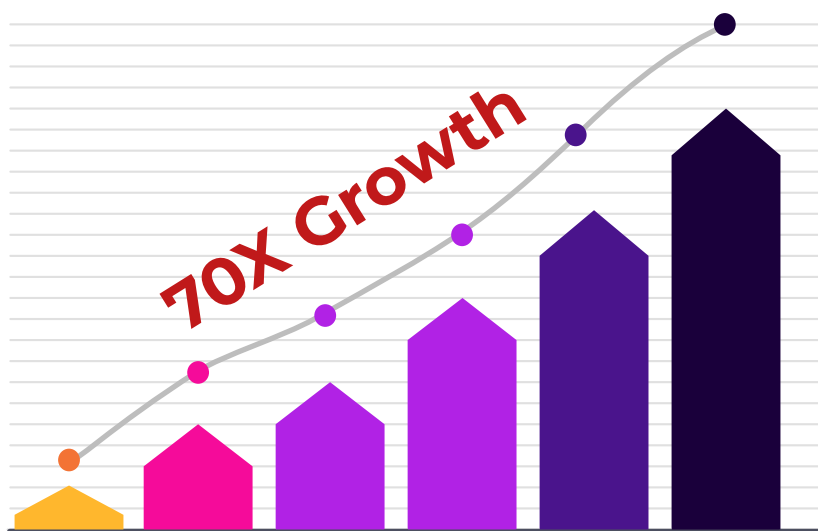
Complete Ecommerce Management with Paid Marketing driven Hyper-Growth

About E Mega Mart India

E Mega Mart (EMM) India is an online brand specialized in selling beauty & dermatological cosmetics. The company offers high quality and cost-effective cosmeceuticals to Indian consumers via various e-commerce platforms. They have a wide range of skincare, haircare, anti-aging and, scientifically made 'dermo' cosmetics; which are dermatologically tested and 100% genuine. E Mega Mart (EMM) India began its e-commerce journey in 2015, with Browntape's E-Commerce Management Services.



THE RESULTS



1 4.5 Star Rating on Amazon

2 Silver Tier on Flipkart

3 87% rating on Snapdeal

4 Achievement of Easy-Ship Prime

5 Achievement of Self-Ship Prime

6 4L+ EMM products sold till date

STARTING OUT IN 2015

CHALLENGES & GOALS



Starting from Scratch- Creating an effective e-commerce strategy for EMM.



51 highly specialized 'dermo-cosmetics'; each requiring a distinct plan & focus.



Launch: Right marketplace selection; brand & category approvals; listings etc.



Sales: Ensuring the newly launched EMM products feature in consumer's searches and lead to sales conversions.



Finally, achieving YoY growth in revenue & profits.

MEGA EFFORTS FOR MEGA GROWTH

MARKETPLACE EXPERTISE

- ✓ Selection of marketplace and their fulfillment model basis profitability.
- ✓ Achieving approvals for supplements listing on Amazon & other complex approvals.
- ✓ Uniform listing & SKU coding across 8+ marketplaces for better inventory & order management.
- ✓ Seamless management of daily operations via Browntape software.



BRANDING & REPUTATION EXPERTISE

- ◆ Building brand EMM. Generating brand awareness through organic listing activities
- ◆ A+ Brand presentation on Amazon for boosting brand & product imagery.
- ◆ Creation of EMM's Amazon Brand Store.
- ◆ Attractive yet effective product photography: Clear images with ingredient details.
- ◆ Product description to help consumer decision making: highlighting ingredients, uses & benefits.



SALES & PROMOTION EXPERTISE

- ◆ Conceptualizing effective combos & freebies
- ◆ Advise on Amazon FBA coupons, general & exclusive discounts & lightening deals
- ◆ Daily sales tracking & course correction for 51 brands
- ◆ Creation of sales reports for EMM to aid in-depth analysis

REMITTANCE AND RECONCILIATION EXPERTISE

- ◆ Periodic remittance reconciliation
- ◆ Timely tracking of remittance leakage & ensuring recovery
- ◆ Tracking returns and raising claims for amount recovery



FULFILLMENT & LOGISTICS EXPERTISE

- ✓ Timely advice on adopting marketplace-led fulfillment models e.g. Amazon FBA, Flipkart FA.
- ✓ Registration process for 11+ marketplace fulfillment centers handled by Browntape.
- ✓ Employing the expertise of a CA for getting GST on a virtual address.
- ✓ Activation of the fulfillment of blocked & 'hazardous via air' products through alternate modes.



"Browntape has always matched us in passion and a single-minded focus on growing our brand. They did what needs to be done, at every step of our growth. They understand the eCommerce business inside-out. There are no "random" ideas or jargon thrown at you- just business results driven by expertise"

Gaurav Dhruve

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