

"I would recommend Linn Systems to any company that wants to expand their business into Amazon and eBay. The system is always developing and I am amazed by the simple yet effective processes it uses. The support is excellent and has provided us with a fantastic opportunity to get to where we are now. Thank you Linn Systems."

Martin Howie, The Fragrance Counter Managing Director



## Company Overview

The Fragrance Counter Ltd is one of the leading discount retailers on the internet. It stocks an extensive range of colognes, aftershaves, and perfumes, including designer and celebrity fragrances.

The company maintains its reputation by selling only 100 % genuine products and providing great customer experience throughout.

## Situation or Problem To Be Resolved



The Fragrance Counter was looking for new opportunities for their business and needed a system with the ability to sell in large mainstream marketplaces such as eBay and Amazon. The company also required a cross-linked inventory system to be held all in one place with good background in both order processing and shipping management.



## Solution

The implementation of Linnworks Anywhere system started with the company's integration across eBay and Amazon channels. After the integration was completed, the system required a comprehensive linking of products across channels to protect it from any overselling. After completion, The Fragrance Counter went further and tested Linnworks for its ability to automate the despatch process, which was achieved thereafter.

As the company's volume of sales started to increase it was the right time to integrate Linnworks into their website, ensuring centralized inventory for all selling points of their business.



## Why Linnworks?

The Linnworks Anywhere solution provided The Fragrance Counter with complete stock control and system management, allowing the company to deal with major business queries in a completely different way.

Instead of manually dealing with day-to-day tasks, the system provided the company with easy methods of business automation on the basis of simple but effective processes.

## Going Forward With Linnworks

Martin Howie, The Fragrance Counter Managing Director, suggested that permanent synchronisation without having to be connected to the internet would be nice to have.