



Case study

# Mcslots

How Mcslots scaled operations and unlocked new growth with Linnworks and Temu



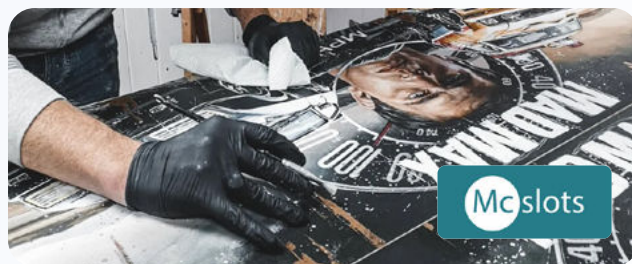
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# How Mcslots scaled operations and unlocked new growth with Linnworks and Temu

Founded in 2013, Mcslots grew from a small passion project into a thriving family-run business for collectors and model car enthusiasts. As product ranges and demand increased, the complexity of managing sales, listings and shipping across multiple marketplaces soon became overwhelming for the team of Mark Crowhurst, his wife Donna and their daughter. Manual processes led to inefficiencies and errors, making it difficult to keep pace or grow further, especially as economic pressures added strain and increased marketing brought limited results. Recognizing the need for change, Mcslots adopted Linnworks to centralize operations and integrated Temu as a key sales channel, paving the way for automation, fewer errors and new opportunities for expansion.

## The challenge: Operational bottlenecks in a changing economy

- **Wasted time** spent on manual listing and postal administration.
- **Inventory errors** resulting in overselling and missed opportunities.
- **Frustration** due to average sales performance despite high effort.



As Mcslots grew from a passion project into a thriving family business for collectors and model car enthusiasts, the complexity of managing sales, listings and shipping increased. Manual processes handled by the team became unsustainable, especially as the business expanded to more sales channels. Disconnected systems meant every day was spent juggling bulk listings, order processing and postage —leaving little time for growth. Operational challenges quickly compounded under economic pressures like tariffs and inflation, and even with additional investment in marketing, results were limited.

Recognizing these hurdles, Mcslots made the decision to centralize its operations using Linnworks as the core platform and to leverage Temu as a new sales channel. This shift allowed the team to automate daily tasks, eliminate errors and focus their efforts on expanding the product range and delivering a stronger customer experience. The partnership set Mcslots on a path to reduce the risk of overselling and achieve new growth, paving the way for a significant increase in revenue.



Life before Linnworks was frustrating. We had average sales and a lot of time wasted. We needed a solution to support all areas of the business.

**Mark Crowhurst,**  
Founder, Mcslots

## The solution: A centralized foundation for growth

Mcslots needed more than just software — it required a partner that could simplify business processes and support future growth. Linnworks stood out by delivering innovation, competitive pricing and a reliable team. With Linnworks, Mcslots gained a clear path to managing its growing operations, connecting new sales channels and working with people who understand the team's goals.

### Implementing the heart of the business

Moving to a new system meant embracing change, but it gave Mcslots the foundation needed for growth. Now, Linnworks sits at the center of Mcslots' operations, helping the business run with greater confidence and efficiency.

#### Here's how Linnworks helps Mcslots work more efficiently:

- ✓ **Centralized inventory management** that updates stock levels in real-time across all channels.
- ✓ **Bulk listing capabilities** that allow rapid deployment of new products to various marketplaces.
- ✓ **Automated order processing** enabling a 24-hour turnaround using integrated services from DHL and Royal Mail.



I don't understand why anyone would ever need anyone else. The support from the Linnworks team has been amazing. It allows me to bulk list new products to various selling channels, ensuring popular ranges are available in a timely manner.

**Mark Crowhurst,**  
Founder, Mcslots

### Unlocking the Temu opportunity

With operations running smoothly, Mcslots had the opportunity to explore new sales channels. In 2025, the team joined Temu through the Linnworks integration beta program. This decision was a turning point, enabling Mcslots to easily list products and reach more customers without facing the usual challenges of managing another marketplace.

Just 48 hours after listing on Temu, Mcslots saw a clear boost in sales. Linnworks' native integration made it easy to sync stock levels and manage orders across channels, enabling Temu to be added without extra administrative work. Today, Temu drives 40% of Mcslots' daily sales, opening the door to faster growth with less effort.



## The results: Returning to peak performance

Centralizing operations with Linnworks transformed the way Mcslots works each day. By automating manual tasks and gaining full visibility of business data, the team can focus on growth instead of routine processes. This shift moved Mcslots from simply keeping up to actively driving the business forward.

### Key benefits for Mcslots

- ✓ **Revenue growth:** Projected sales of 500,000 this year, marking a return to peak “Covid-level” sales figures.
- ✓ **Volume handling:** Successfully processing over 100,000 orders on eBay plus.
- ✓ **Rapid sales velocity:** Sold more Ghostbusters Ecto units on Temu in six weeks than in a full year on other platforms, completely clearing stock in the UK and Germany.
- ✓ **Operational efficiency:** Eliminated the need to hold back stock or manually update levels, removing the risk of overselling.



It changed our business completely. We have full visibility and accurate data across all channels. We’ve sold more in weeks on Temu than we did in a year elsewhere. I’ve got nothing but praise for the platform.

**Mark Crowhurst,**  
Founder, Mcslots

## Looking ahead

With everyday tasks now automated and revenue on the rise, Mcslots has more time to focus on what matters most. The team is growing its product range on Temu—from 700 to a potential 4,500 listings—so customers can find even more of what they want. By introducing eco-friendly, custom packaging, Mcslots demonstrates a commitment to both quality and the values its customers care about.

Mcslots’ partnership with Linnworks continues to evolve. By joining beta programs for TikTok and Temu, the business is always looking for new ways to expand its reach. Looking ahead, adding more apps from the Linnworks ecosystem will help streamline tasks even further, freeing up more time for Mcslots to focus on growth.



Why are you not onboarding? Don’t go to other businesses that will still be catching up in five years. We plan to continue to grow with Linnworks and open new sales channels.

**Mark Crowhurst,**  
Founder, Mcslots





Find out how Linnworks can grow your business.  
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