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Case study

Target Darts

How Target Darts unified global growth and efficiency with Linnworks

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Founded in the UK in 2006, Target Darts has redefined the world of darts with fresh ideas and unmatched craftsmanship. Working with top players across the UK, Europe, North America, South East Asia and Japan, the brand has become a global leader in the sport. As darts surged in popularity, Target Darts seized the opportunity to connect with both seasoned players and a new generation of fans. To expand their market presence, the company expanded beyond its website and retail partnerships to key online marketplaces. However, this ambitious growth brought new challenges. Manual systems for inventory, and order management struggled to keep pace, threatening Target Darts service quality and operational efficiency.

Overcoming the challenge of multichannel expansion

As Target Darts prepared to launch on new marketplaces, the team faced operational hurdles that underscored the need for scalability. Managing order volumes and marketplace requirements highlighted the importance of a solution that could adapt quickly as the business added more sales channels. Fulfillment and logistics emerged as the most significant challenges, picking and processing orders for each marketplace was time-intensive and created significant hurdles.

> Our biggest challenge expanding to all these new marketplaces has been on the fulfillment and logistics side. We recognized right from the beginning that what we didn't want to be doing is picking up orders manually each day.
>
> **Barney Sturrock,**
> **Head of Ecommerce and Marketplace, Target Darts**

To continue growing without compromising service quality, Target Darts needed a unified system that could integrate seamlessly with their ERP, optimize stock control and automate order flow directly into the warehouse.

Finding a solution built for growth

Barney Sturrock, Head of Ecommerce and Marketplace, based on his prior experience with Linnworks, knew it could support Target Darts' multi-channel strategy. Linnworks capabilities stood out because not only could they solve for the companies immediate pain points but it had the flexibility to meet the brand's evolving needs and ambitious growth targets.

> It's not just about what Linnworks can do for you today. It's about the potential and the chances that you have further down the line. I would try and think about what you're going to be looking to do in a year's time, two years' time, five years' time and see how that service provider fits in with those ambitions.
>
> **Barney Sturrock,**
> **Head of Ecommerce and Marketplace, Target Darts**

With support from the Linnworks onboarding team, Target Darts quickly centralized inventory and order management. This saved time and allowed the team to focus on high-value initiatives instead of repetitive tasks.

Delivering measurable results

With Linnworks in place, Target Darts rapidly launched on eBay and expanded to other strategic marketplaces, including TikTok Shop and Decathlon. Automation and streamlined processes empowered the team to handle large order volumes during peak seasons without added strain. This operational agility also made it easy to evaluate new marketplaces, scale up successful channels or pivot from those that didn't align with customer demand.

Some of Target Darts key results:

Efficient order processing: Large volumes of orders are now handled seamlessly, even during peak seasons.

Streamlined operations: Automation reduced manual tasks, freeing the team to focus on growth and innovation.

Scalable infrastructure: Linnworks provided the tools to expand into new markets and channels with ease.

What's next for Target Darts

With a solid infrastructure in place, Target Darts is well-positioned to expand its direct-to-consumer business. The company is exploring new international marketplaces and considering third-party or in-house European distribution to better serve its growing customer base.

> Target Darts is a global brand, and Linnworks has been instrumental in helping us reach customers wherever they choose to shop. From Amazon to TikTok Shop, we're now equipped to deliver a standout experience for every customer, everywhere.
>
> **Barney Sturrock,**
> **Head of Ecommerce and Marketplace, Target Darts**

Through scalable technology and a commitment to service, Target Darts is ready to continue its growth trajectory while maintaining the craftsmanship and innovation that define its brand.

Find out how Linnworks can grow your business.
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