



Case study

# D2P Autoparts

How D2P Autoparts Scaled 7x  
with Linnworks and eBay

A close-up, circular photograph of a car engine, showing various metal components like the alternator, belts, and hoses. The image is set against a dark blue background.

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# How D2P Autoparts Scaled 7x with Linnworks and eBay

**7x** overall business growth

Significant expansion in product catalog  
**(500 → 3,000+ SKUs)**

**20,000 sq ft** warehouse supporting global fulfillment

Expanded from a UK-only customer base to serving customers across 150+ countries

Selling automotive parts online is one of the most complex challenges in ecommerce. Customers expect certainty that a part will fit their vehicle, arrive quickly, and meet strict quality standards—while sellers juggle thousands of SKUs, intricate compatibility data, and constantly shifting inventory.

For UK-based automotive retailer D2P Autoparts, delivering that level of reliability has always been central to the business. But as demand increased and the company's catalog expanded, maintaining that standard became harder to manage with manual processes.

By combining the marketplace reach of eBay with the operational infrastructure of Linnworks, D2P Autoparts built the systems needed to support its growth.

Today, eBay remains the company's largest revenue-driving sales channel, with both Linnworks and eBay playing a significant role in the business's growth—scaling 7x, expanding its product catalog by 600%, and processing hundreds of orders every day, all while maintaining the customer-first approach that defined the business from the beginning.



## A family business built on automotive expertise

D2P Autoparts was founded in 2010 and initially specialised in MOT failure parts. Starting from a garage with just seven SKUs listed on eBay, D2P Autoparts now operates from a 20,000-square-foot warehouse in Oxfordshire and serves customers in more than 150 countries worldwide.

Despite this growth, the company has maintained the same philosophy.

“We’ve always tried to put the customer at the center of everything we do,” explains D2P Autoparts’s CEO Dipam Patel. “That means strong warranties, fast delivery, reliable service, and going above and beyond whenever possible.”

## The challenge: Growth was making customer experience harder to deliver

As the business expanded, the team began selling across multiple online channels, but managing inventory and orders across these platforms quickly became complicated.

Many operational processes were still manual. Stock updates, order management, and forecasting required significant time from the team, while errors could result in overselling or stockouts.

“Before we had the right systems in place, we were spending far too much time firefighting operational issues,” Dipam explains. “We were dealing with stockouts, backorders, and manual processes when we should have been focusing on growing the business.”

Because of long manufacturing and shipping timelines, inventory planning became critical. Without accurate inventory visibility, even small miscalculations could lead to weeks of delays for customers.

## Building a scalable ecommerce operating system

With Linnworks as their partner for more than 13 years, D2P Autoparts has created a central operational hub for its entire ecommerce operation. Linnworks has significantly reduced manual work and improved operational visibility across the company — benefits the team expects to strengthen even further with Linnworks’ launch of Spotlight AI.

“Linnworks gave us a strong, trusted core operating model we could rely on to scale,” says Dipam. “It meant we could focus our time on growth rather than solving operational problems.”

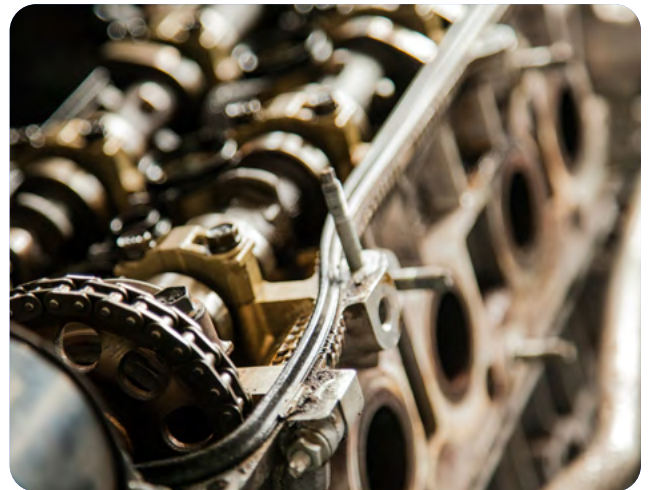
Having a single source of operational data has also become essential. With long supplier lead times and thousands of SKUs to manage, the team relies on Linnworks to maintain accurate stock visibility across all channels and to avoid overselling.

Key reporting tools allow the team to track sales performance, monitor demand trends, and make more informed purchasing decisions. This visibility is critical when managing international supply chains, where inventory decisions must often be made months in advance.



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**Dipam Patel**  
CEO, D2P Autoparts



## eBay: A strategic marketplace partner

While Linnworks provides the operational backbone, eBay has remained the primary growth engine for D2P Autoparts and has been fundamental to its success. The business began selling on eBay shortly before it officially launched, attracted by the platform’s ease of use and ability to reach customers quickly.

“eBay allowed us to start selling almost immediately,” Dipam says. “It gave us access to a large audience without needing to build everything from scratch.” Today, eBay has remained the company’s largest revenue-driving sales channel, helping the business achieve **an average 25% year-on-year growth rate**.

Several platform features have played a key role in supporting that growth:

- **Vehicle compatibility tools:** Features like My Garage and advanced fitment data help customers quickly identify parts suitable for their vehicle. “In automotive, compatibility data is incredibly important,” Dipam explains. “When customers know a part fits their car, it removes a huge amount of friction from the buying process.”
- **Brand badging:** Highlights trusted sellers and builds credibility with buyers. “Brand badging has helped validate what we’re building,” Dipam says. “It reinforces trust and helps position us as a recognized brand within the automotive category.”
- **Advertising solutions:** Improve visibility for key products, allowing the company to compete effectively in a crowded marketplace.

The scale of eBay also allows D2P Autoparts to test new product lines and categories quickly. By launching new listings on eBay and monitoring demand through Linnworks data, the team can identify high-performing products and expand those ranges further.



Small operational improvements make a big difference when you’re processing hundreds of orders a day. It saves time and keeps everything running smoothly.

**Dipam Patel**  
CEO, D2P Autoparts

## Optimising Warehouse Operations

As order volumes increased, warehouse efficiency became increasingly important.

Today D2P Autoparts operates from a 20,000 sq ft warehouse with a team of around 15 staff.

The facility processes hundreds of orders each day, and as order volumes increased alongside catalog growth, warehouse processes had to evolve to maintain speed and accuracy.

Using Linnworks, orders are printed as batch pick lists organised by warehouse location, allowing pickers to move efficiently through the warehouse.

Previously, orders were printed randomly, which could send staff moving back and forth across the warehouse.

Sorting orders by location significantly improved efficiency and has enabled D2P Autoparts to continue fulfilling customer expectations without delays or discrepancies.

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“It saves time and keeps everything running smoothly.”

## The results

By combining the operational capabilities of Linnworks with the marketplace reach of eBay, D2P Autoparts has built a highly scalable ecommerce operation.

- 7x overall business growth
- Significant expansion in product catalog (500 → 3,000+ SKUs)
- Hundreds of daily orders fulfilled from a 20,000 sq ft warehouse
- Centralized inventory and operational visibility across all sales channels

“Linnworks and eBay have both been fundamental to our growth,” says Dipam. “They’ve allowed us to move from constantly solving operational problems to focusing on building the business.”

## Looking ahead

The automotive aftermarket still presents significant opportunities for online growth, and the company plans to continue expanding its catalog and strengthening its presence on eBay.

“Marketplaces like eBay are where customers are searching,” Dipam says. “If you can stand out there, you can build a strong brand anywhere.”

With strong operational foundations with Linnworks and a clear strategy, D2P Autoparts is well-positioned to continue scaling in the years ahead.



Find out how Linnworks can grow your business.  
**Request a demo at [www.linnworks.com/demo](http://www.linnworks.com/demo)**