ABOUT THE CLIENT

United Fuel Injection (client) is an organization based in Perth, Australia that specializes in fuel injection and turbochargers. With the experience of more than 40 years, this firm has been known for its outstanding customer service, service of experienced staffs and professionalism. The client constantly upgrades both the workshop equipment & technical training of staffs including apprentices and Master Bosch Technicians to remain the market leader.

With the motive to enhance & boost the sales with proper management of campaigns, the client came to us with an idea to add new inventory into their eBay seller account, manage the Inventory & provide supervision of the eBay account. The project has been focused on the maintenance and support plans for United Fuel and Automotive Services.

GOALS OF THE PROJECT

The main objective of the project is to create, update as well as manage the inventory for United Fuel & Automotive services eBay sellers account. The inventory will be helpful in many ways like tracking the products being sold, categorizing, automated products listing, selling products using listing templates, checking inventory quantity and much more. This will not only help in finding out the quantity available but also to figure out how much & when to restock. Managing the inventory and the promotional campaigns will enhance the sales and efficiency of the client's business.

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CHALLENGES

One of the most challenging tasks is to automate the entire process by migrating data from existing system to new one based on eBay SDK for creating new inventory. Though there were some challenges in the project, it was discussed thoroughly to understand & resolve the client's requirements. Some of the crucial issues faced are as follows:

✓ **Inventory creation:** Adding the new inventory/stock to the United Fuel and Automotive Services eBay seller account.

✓ **Managing:** Supervising and managing the eBay account with current market analysis to catch up with industry and competitor trends.

✓ **Updating:** Keeping the changes updated in the existing inventory like the SKU's change in price, images, quantity etc.

✓ **Promotion:** Initiating, managing and executing promotion campaigns on the eBay seller account to boost sales.

✓ **Support:** Resolving the inventory related bug issues (24*7), a complete support needs to be dedicated to United Fuel and Automotive Services.

SOLUTIONS

After a series of interactive discussions held with the client, solutions were implemented for the successful development of the project. They are as follows:

- ✓ An intelligent inventory analytics was configured for United Fuel & Automotive Services to analyze and predict sales trends across different distributors and product groups.

- ✓ A system to manage eBay listings has been added to control the inventory more effectively and keep track of shipping information & customer communication.

- ✓ Marketing promotional campaigns have been configured to boost the sales and efficiency of the client's business for greater customer experience.

TECHNOLOGIES USED

The tools & technologies that were used by the team of Clavax for this project are as follows:

- — APIs: C#, eBay .net SDK

- — Scripting Languages: C#

- — Platform Environment: Windows

- — Database: SQL Server 2012

- — Project Management: JIRA

- — Version Control: Bitbucket/Gitlab

RESULTS

The project turned out to be a remarkable success for both Clavax as well as of United Fuel Injection. The motive of the project i.e. to boost the sales through eBay channel has been served successfully. As per the records, the project has made an increase of 21% in the overall sales volume within a month. We are glad to be a part of this project and for the positive response achieved after the addition of new inventory to eBay seller account.