



Case Study: Parkers of Bolton

Business Challenge

A 75-year-old business located in the North West, Parkers of Bolton has been selling bicycles for 20 years, traditionally via a retail showroom in Bolton and via wholesale. In 2001, the company became an early seller on eBay UK, experimenting with excess inventory. Demand quickly proved itself on eBay; however, the manual effort required to launch items with eBay's tools stifled the business' growth.

"With Marketworks, our growth is only limited by demand."

Results With Marketworks

Parkers of Bolton selected Marketworks because of its ability to automate across the eBay selling process. "We were able to list three times as many items, while freeing up half of our time to improve the quality of our listings," according to Paul Walsh, who runs e-commerce for Parkers-Bolton. "Before, our growth was limited by our internal resources. Today, we are only limited by eBay demand and the additional traffic we can drive."

Some of the features and advantages Marketworks has provided include:

- **Automatic launching and re-launching:** It "sells stock for us," according to Walsh. "We sell until there are none left of an item and never sell what we don't have."
- **Upsell items via Marketworks checkout:** Coaxes up to 1 in 5 buyers to add related items to their cart.
- **Marketworks image hosting:** Provides significant cost savings, as Parkers-Bolton listings typically include ten photos.
- **Automatic notifications:** Frees up time from tedious emails and allow the business to focus on strategic growth.
- **Second Chance Offers:** Provides "money for nothing," enabling Parkers-Bolton to capture sales from losing bidders.
- **Marketworks' storefront and Creative Services:** Resulted in a well-designed, strongly branded website for off-eBay growth.

With the support of Marketworks, Parkers of Bolton became eBay UK's first PowerSeller and continues to be the #1 bike seller. The business now sells 8 to 10 times the volume of its retail store and has grown so fast that the business has acquired a new warehouse facility dedicated to its online business. According to Walsh, they have been "blown away" by what Marketworks has helped the business achieve and look forward to continued e-commerce success.

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*Paul Walsh,
Parkers-Bolton*

(eBay ID: parkers-bolton)



eBay Template



Storefront

marketworks
commerce without limits

Company Background

Parkers of Bolton is a bicycle retailer and wholesaler that sells over 15,000 cycles per year. With the assistance of Marketworks, this business has become UK's first eBay PowerSeller and eBay's #1 bike seller in the UK.

Previous Solution Used

eBay Tools

Why Marketworks?

Parkers-Bolton switched to Marketworks for the following key reasons:

- Had outgrown Turbo Lister and was referred to Marketworks by eBay
- Needed a central inventory system to facilitate rapid launching and re-launching
- Recognized the automation advantages Marketworks offered across the selling

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