

Fulfilio powers sales growth for small and medium sized businesses during Black Friday

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“When we were looking at the data this week, we almost couldn’t believe the numbers,” said Mathew Galt, CEO of Fulfilio.

“We’re talking about businesses who would normally send 100 orders over a weekend that were sending up to 400 orders, and others even more.”

International shopping festivals have been increasingly shaping Australian online shopping behaviour during the past few years. Australia Post’s Inside Australian Online Shopping Report revealed that Black Friday and Cyber Monday alone generated an extra 27 per cent in sales for Australian retailers last year.

But the increasing popularity of these sales events present significant challenges for merchants, particularly those fulfilling orders themselves during the peak period, managing limited storage space, fluctuating inventory and increased labour costs.

“Fulfilment is such an important part of any eCommerce business, and by looking after that for our merchants we allow them to take full advantage of the sales weekends,” Mr Galt said.

“Approximately 50 per cent of our trading merchants advertised a sale at some point

during the Black Friday Cyber Monday weekend. Those who offered 20 per cent or more discount, experienced the most significant increase in sales.”

Ruby Wang, founder of beauty and skincare company Nudie Glow, has been a customer of Fulfilio since 2017 and experienced strong sales during Black Friday and Cyber Monday.

“We didn’t know Black Friday was going to be such a big sales event, luckily we were able to focus on connecting with our customers while Fulfilio looked after our entire inventory and fulfilment process,” Ms Wang said.

“Our customers still expect their orders to be delivered in a speedy manner and their products to be packed with the same personal touch. It was a relief for us to know that Fulfilio were looking after this for us, no matter how many orders came through.”

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Fulfilio expect to see even greater growth around the Boxing Day sales, and Galt said his team have already started preparing for this period.

Source: [Australia Post](#)