



Ideal Retailer Launches B2B and B2C eCommerce with System

Located in Hightstown, New Jersey, Ideal Retailer operates as a wholesale distributor that's focused on providing eCommerce and brick and mortar retail stores with the best electronics, games and gaming accessories in the industry.

By providing innovative products along with exceptional customer service, Ideal Retailer is not only the wholesale distribution backbone of the nation's leading gaming retailers, but also sells directly to a rapidly growing number of consumers.

Highlights:

- System makes it easy to list on Ideal Retailer's multiple marketplaces, including Wal-Mart, Amazon and eBay.
- Enabled move from selling exclusively via marketplaces to their own B2B and B2C ecommerce site.

“We evaluated Jazva, Fishbowl, and Agiliron, and System was hands down the most robust platform to meet our needs long-term.”

Raza Rizvi, Owner



Challenges

As Founder Raza Rizvi grew his business via ready-made marketplaces, like Amazon, WalMart and NewEgg, it became more and more challenging every day to tightly manage inventory, logistics and orders. Rizvi also needed a solution that made it easy to update and manage products in multiple marketplaces.

In addition, Rizvi needed to be able view inventory and sales across every channel in real time. Although Amazon FBA provided the ready-made inventory management he needed when he started the business, it was expensive and required someone dedicated to ensuring its success.

Lastly, as the business grew, managing inbound receivables and their own warehouse inventory became more challenging. They used to Quickbooks as their accounting tool of choice and Excel to track inventory.

Rizvi knew he needed a single solution to help them bring all of those activities into view daily or remotely when away from the office.

Solution

As Rizvi searched for a single solution that could help him address every challenge that was in front of him, he came up short every time in finding a solution that could do it all until he found System.

System not only helped Rizvi manage his products in multiple marketplaces, it provided the tools he needed to closely manage orders, inventory, his warehouse and build his own brand and website via the built in CMS.

System also has an integration with Quickbooks and other 3PL companies that allows Rizvi to integrate his accounting and logistics into the platform, which removes the need for a human to enter duplicate data into those necessary, but different cloud-based systems.

By unifying data into a single source of truth, or System, Rizvi is always in the know on how his business is doing, whether he wants to check in on sales, inventory or any matter from the platform and from within the office or remotely. He now has the tools he needs to scale his business up quickly and efficiently.



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