



ASM Games

How a husband and wife team used Supply Chain by Amazon to transform their small business into a multimillion dollar global card game company.

History of ASM Games

Do you really know your family? Do you even know math? ASM Games helps people get to the bottom of these questions (and more!) with lots of laughs and friendly competition along the way. The company was started in 2017 by Alfred and Sarah Mai, who had an idea for a card game that was fun, easy to learn, and great for all ages.

Working out of their living room, with no experience in manufacturing, importing, selling, or fulfilling orders, they struggled to get the attention of local and big-box retailers. So, they launched on Amazon to bring their game directly to the consumer.

To date, they've sold over 2MM copies of their games globally.



One Viral Post = Skyrocketing Sales

At launch, sales slowly trickled in. Momentum grew as their first game, "These Cards Will Get You Drunk," gained popularity. Then everything changed when a college student's photo, with the game in the background, went viral on social media. Within two hours, ASM Games sold more products than they had the entire year prior.

They outsold some of the world's largest toy companies, becoming the number one bestselling product in Amazon's Toys & Games category. This viral moment opened the door to game-changing growth opportunities. Once they made it to the top 10 bestselling toys on Amazon, retailers were eager to add ASM Games to their shelves.

The Supply Chain Challenge

ASM Games used a third party logistics provider (3PL) to get their goods into Amazon's fulfillment network. Managing the supply chain was a manual, time-consuming process involving multiple services and solutions, portals, spreadsheets, and constant coordination between the manufacturer, freight forwarder, 3PL, trucking service, and Amazon.

During peak seasons, it became a full-time job to oversee the fragmented supply chain and get products from bulk storage into Fulfillment by Amazon (FBA) centers, and delivered in time for the holidays.

Going all in with Supply Chain by Amazon

2025 was a major turning point. Their 3PL was bought out by a larger company, leading to a 50% rate hike, an 800% increase in account maintenance fees, and a restrictive contract. ASM Games moved their entire supply chain operations to Supply Chain by Amazon and quickly experienced significant operational efficiencies and cost savings.

By allowing supply chain operations to be Amazon-managed, their goods now move from manufacturer to Amazon in one click of a button without the need for manual supervision.

Amazon Global Logistics (AGL) transports products from overseas to Amazon Warehousing and Distribution (AWD) in the U.S. With auto-replenishment, inventory flows seamlessly from AWD to FBA. Rather than spending eight hours a day for weeks to get products into Amazon's network during the holidays, they processed their Q4 shipments in just two minutes. As a result of these supply chain efficiencies, Alfred and Sarah can dedicate more time to developing new products and spending time with their family.

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It was really the best financial and operational decision we've made for our business.

-50%

Storage Fees



-50%

Inbound Costs



\$200K

Savings in 2025 vs. 2024



Operational Efficiency

- Although the business has grown exponentially, Supply Chain by Amazon solutions empower Alfred and Sarah to operate as a lean team as Amazon scales along with their inventory and fulfillment needs. This eliminates the need to invest in warehouse facilities or hire seasonal employees, enabling them to focus on growing their business.
- Multi-Channel Distribution (MCD) with AWD allows them to grow sales by distributing products across a range of online channels and marketplaces, while utilizing cost-efficient storage facilities for their inventory.

Business Growth & Product Development

- Moving their entire operations over to Supply Chain by Amazon makes it possible for Alfred and Sarah to spend less time managing inventory logistics and more time doing what they love—creating awesome games.
- In the company's first eight years, they developed 12 total games. Today, they are projecting to launch 4-6 new games per year.
- What started as an idea has transformed into a multimillion dollar business, with games available online and in retail stores around the world.