

1. Could you share the story behind the founding of Sneaker Laundry and how the brand came into existence?

Sneaker Laundry was founded out of a need to look after our prized possessions. I was completely baffled by how people were okay with wearing dirty sneakers out in public – a clean outfit up top but filthy sneakers. The solutions that existed were catered to dress shoes or home solutions such as using an old toothbrush and dishsoap (a recipe for disaster!). This led to the creation of Sneaker Laundry in 2017, with the mission to provide sneaker care products. We started with a small shop in a Melbourne laneway dedicated to innovation, testing, and refining our products and services to meet the unique needs of sneaker collectors and everyday wearers. Our journey has been driven by a commitment to quality, sustainability, and customer satisfaction.



2. How long have you been selling in the Amazon store, and in what ways has Fulfillment by Amazon (FBA) transformed your business growth?

We have been selling in the Amazon store since 2022. Adopting FBA has been a game-changer for our business. FBA has allowed us to streamline our operations, improve our delivery times, and provide our customers with a seamless shopping experience. I feel like my job is done once I send my stock to an FBA fulfilment centre haha. By leveraging Amazon's network, we have been able to focus more on product development and customer service, while Amazon handles storage, packaging, and shipping. This has significantly boosted our efficiency and scalability, contributing to a steady increase in our sales and customer base. Further, we're about to open in the UK and it is so much easier than traditional ways of expansion.

3. What initial results did you observe after adopting Fulfillment by Amazon (FBA)?

After adopting FBA, we observed a remarkable improvement in our order fulfillment speed and customer satisfaction. The Prime eligibility that comes with FBA also boosted our product visibility and attractiveness to Prime members. We saw a noticeable uptick in sales volume and a reduction in our return rates due to the improved packaging and handling by Amazon. The positive customer feedback and reviews further validated our decision to partner with FBA, as it enhanced our brand's reputation and trustworthiness. We didn't have any slow months and we have been growing month on month without fail.



4. What challenges have you faced selling in the Amazon store? And would you have done anything differently based on the decisions you made?

One of the challenges we faced was the intense competition within the store. Standing out among numerous sellers required strategic marketing and continuous product innovation. Additionally, navigating Amazon's policies and ensuring compliance was initially complex. In hindsight, we would have invested earlier in Amazon-specific marketing strategies and perhaps sought expert advice to optimize our product listings and advertising campaigns. Continuous learning and adaptation have been key to overcoming these challenges.



5. What advice would you offer to fellow entrepreneurs seeking to grow their businesses?

My advice to fellow entrepreneurs is to focus on delivering exceptional value to your customers. Understand their needs and continuously innovate to meet those needs. Amazon puts your product out there but if you fail at delivering exceptional value, you will struggle. Leveraging stores like Amazon can provide significant growth opportunities, but it's crucial to optimise your operations, marketing, and customer service to stand out. Also, don't underestimate the importance of data; use analytics to make informed decisions and refine your strategies. Lastly, be resilient and adaptable—challenges are inevitable, but they also present opportunities for growth and improvement.

I found great success in asking for help. Asking Amazon team members, community groups etc!