

How an Overworked E-commerce Business Got Their Time and Profits back

Introduction

Our client, an e-commerce company, were struggling to meet growing customer demand due to inefficient business processes. In spite of working 70+ hours each week and adding new employees, the client experienced a decline in profit margins.

They felt stuck and lacked confidence in their decision making process. Improper task delegation and poor employee management were creating loss-making bottlenecks. They lacked clarity around the internal business structures and processes required to scale sustainably.

The client approached Escala to identify a systematic growth strategy. Escala, gave the client a road map to achieve their future business goals. The client gained the confidence and knowledge required to take their company forward without compromising on work-life balance.

The story of a successful e-commerce start up

The client's business was in the baby products niche. They sold tools and accessories to new parents via their E-commerce platform and Amazon. The family-owned company had already scaled the business to over \$2 million in annual revenue.

Increasing revenue but decreasing profits

Early success had given the company founders greater clarity around their business potential.

With the goal of doubling their revenue firmly in sight, the client began working harder and longer on their business. They put in 70+ hours of work each week as they tried to provide real-time support to their growing customer base. They believed that if they just did more of what they had been doing so far, they would eventually hit their target numbers.

Unfortunately, the reality was that they ending up burning out pretty quickly. Time was a clear constraint and adding employees seemed like an obvious solution. But the training, on boarding, and other employee costs were cutting into their profit margins. They now had revenue growth but were still working impossible hours and had less profit to show for it.

The client felt stuck in a catch-22 situation and lacked clarity on how to proceed.

Why the client chose Escala

The client heard about Escala through their business network. Before that, they were unaware that a cost-effective scaling solution like ours existed. They had been hesitant to try expensive agencies without understanding how it would impact their bottom line. They decided to trust us

not only because we came highly recommended but also because we offered a solution that would have a very positive impact on their business as a whole.

How Escala Responded

Our consultants began the scaling process by first studying the day-to-day operations of the business. We assessed them in three key growth drivers – people, process, and technology. We then gave them a business blueprint, effectively creating a plug-and-play model for efficient scaling.

They were given new ideas around restructuring, resource allocation, and internal division of task responsibility. We made them aware of existing errors and bottlenecks and also provided solutions on how to fix them. They were then able to leverage technology and staff time more effectively.

The turning point for the client was looking at the different data points and understanding which tasks needed their focus and which could be effectively delegated. This helped C-level executives hand over task execution to more junior member and focus on key business growth areas. This led the client to design their business while prioritizing their personal life and not the other way around.

The Results

We used our in-house maturity analysis framework to rate their business. Within two months, we had developed a road map on how to take the company from the bottom to the top of that scale. Within twenty weeks they were able to measure the results of the change. Their work hours had reduced and they were saving thousands of dollars due to modifications in their employee onboarding process.

The client now has a systematic plan in place to scale sustainably. They can make better decisions with a long-term vision and strategy. They have already doubled their revenue and are now focusing their energy on optimizing the business further.

Contact us to grow your business

Would you like to grow your business sustainably? Without the right structures in place, it can be challenging to maintain profit margins, despite revenue growth. Enjoy the benefits of scaling with Escala's innovative solutions. [Schedule a call](#) with our senior partner today.

