

# CASE STUDY

## E-COMMERCE

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### E-COMMERCE BEVERAGE COMPANY REDUCES PRODUCT DAMAGE AND ENHANCES BUSINESS PERFORMANCE THROUGH PACKAGING REDESIGN

Family owned and operated and pioneers in the coconut water category since 2001, Amy & Brian provides all-natural, never from concentrate, non-GMO premium coconut water from the freshest young coconuts in Thailand for a naturally sweet taste. It comes in five varieties, has no added sugars or artificial additives, and contains potassium, magnesium, calcium and other essential electrolytes.

Located in Buena Park, CA, Amy & Brian sells their high quality Coconut Water nationwide, and in 2010 they began an E-commerce division selling their product online through Amazon.

### CHALLENGES

Amy & Brian's Coconut Water comes in steel tin cans, which were being shipped in corrugated cardboard trays placed in boxes. The cans were getting dented during shipping and arriving to Amazon customers in a less than appealing fashion. Customers were in turn leaving negative reviews strictly based on the damages, even though feedback on product quality remained positive. Not only was this causing an issue with customer satisfaction, but Amy & Brian's Amazon seller account was put on hold until the issue was resolved.

In addition, as a small, family-owned business, Amy & Brian did not have the workforce to handle all fulfillment processes in-house and ensure that packaging consistently met Amazon's shipping standards. While they were using a 3PL to store and fulfill their in-store orders, they found it difficult to manage the E-commerce portion of the business at a traditional 3PL.

### BACKGROUND

Family owned and operated since 2001, Amy & Brian's sells high quality Coconut Water in 50 neighborhood stores in 9 states, and in 2010, they began an E-commerce division selling their product online through Amazon Marketplace.

### CHALLENGES

Amy & Brian's Coconut Water comes in steel tin cans, which due to inadequate packaging materials were getting dented during shipping and arriving to Amazon customers in a less than appealing fashion.

### SOLUTION

To better protect the integrity of the steel tin cans during shipping, Victory Packaging created a new packaging design to improve quality and enhance customer experience.

### RESULTS

By implementing Victory Packaging's new packaging solution, Amy & Brian's has been able to significantly reduced damage to cans during shipping and increase customer satisfaction.



## SOLUTION

### PACKAGING

Amy & Brian approached Victory Packaging to engineer a packaging solution that would prevent the denting from occurring in the first place. To better protect the integrity of the steel tin cans during shipping, the new packaging design included an RSC (Regular Slotted Containers) with partitions to place in the shipping box. The partitions hold the cans in place and add cushioning on each side limiting movement and optimally utilizing space within the box itself. To enhance the customer unboxing experience, the shipping box was custom designed to be heavily focused on the product with Amy & Brian's branding, including logo and slogan.

### FULFILLMENT

After working together on the packaging design and learning about their other capabilities, Amy & Brian decided to use Victory Packaging's fulfillment services for their Amazon sales. As the new packaging method required additional packaging and labor, Victory Packaging took on the repackaging of the imported product to avoid additional labor costs and to ensure it met Amazon's standards. Victory Packaging then ships the orders to Amazon Fulfillment Centers.

### SUPPLY CHAIN MANAGEMENT

Victory Packaging provides custom warehousing and inventory management programs, to help e-commerce companies free up space, money and labor. With a warehouse close by, Victory Packaging provides Amy & Brian with a custom onsite VMI (Vendor Managed Inventory) program following a Min-Max model. Victory Packaging inventories and stocks product and packaging materials (corrugated shipping boxes, partitions, tape and labels) based on anticipated sales. Amy & Brian no longer has to worry about being over or under stocked, nor does packaging take up unnecessary space at their location. The proximity also makes it easier for Amy & Brian to get materials and product from the Victory Packaging facility at any time if needed.



## REDUCED DAMAGE TO PRODUCT

## IMPROVED CUSTOMER FEEDBACK

## LOWERED LABOR COSTS

## DECREASED STRESS LEVELS

**“WITH VICTORY PACKAGING, THERE IS THAT CONFIDENCE AND TRUST WHERE YOU KNOW THAT IT WILL GET DONE CORRECTLY. BEING ABLE TO ALLEVIATE THAT KIND OF STRESS AND WORRY IS IMMENSELY BENEFICIAL.”**

**BRIAN LIU**  
Amy & Brian

## RESULTS

### REDUCED PRODUCT DAMAGE

The new packaging has significantly reduced damage to cans during shipping and Amazon orders are 100% fulfilled with minimal damage claims.

### IMPROVED AMAZON RATING AND FEEDBACK

Amy & Brian's Coconut Water was reinstated on Amazon. Since new packaging has been implemented, customer reviews on Amazon have improved with minimal damage complaints.

### TOTAL COST OPTIMIZATION

Victory Packaging implemented a solution for Amy & Brian that provided total cost optimization throughout the supply chain. The new packaging protects product and provides a better customer experience while still being cost effective. By using Victory Packaging to fulfill their Amazon orders, Amy & Brian is able to save on the labor costs of hiring and training temporary staffing during peak season order volume spikes. In addition, a VMI (Vendor Managed Inventory) program resulted in efficiency improvements of supply chain and production and supplier relations while freeing up cash for other parts of Amy & Brian's business.

### LESS STRESS, MORE CONVENIENCE

Amy & Brian has expressed that the convenience of being able to use a single source provider for packaging, fulfillment, and supply chain management for Amazon sales has reduced stress and provided them with great peace of mind.

As a family-run business, many aspects of operations can weigh on productivity. Amy & Brian have found it to be immensely profitable - financially, mentally, and emotionally - to have a single source provider to manage their E-commerce division.