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Case Study | Grasshopper



By capturing full retail price and expanding their Amazon sales, the company achieves increased margin and revenue while better serving their ultimate customer

Jumping Ahead: How Grasshopper Mower Became an Amazon Bestseller

After a year of putting Enceiba's innovative Amazon sales plan, Grasshopper had not only achieved stability but also had grown remarkably. The sales of parts increased quickly, which significantly increased revenue. Grasshopper already has more than 500 SKUs available on the platform, and with Enceiba's help, it is constantly adding more.

From Zero to Lawn Hero

Grasshopper, a leading commercial lawnmower manufacturer, is renowned for innovating the industry with the invention of the zero-turn lawn mower. Their commitment to building top-of-the-line mowers with long lifespans is reflected in their robust post-purchase service, which supports mowers that have been in the field for over two decades. Since 1969, Grasshopper has sold their products through a global network of dealerships, catering to institutions, government agencies, higher education, and large corporations worldwide.



Committed to the Cut.®



"Enceiba showed us that Amazon could be a viable sales channel for us that didn't have to compete with our traditional resale partners. We now view the Amazon Marketplace as a core part of our business and are actively working to grow our presence there. "

-Trent Guyer
VP Marketing & Digital Strategy



Examining the Situation

A thorough Amazon search revealed low-priced aftermarket parts for Grasshopper mowers, some presented poorly and with falsely claimed certifications. The company had no control or knowledge of who was selling their product on the marketplace. To address the issue, Grasshopper sought Enceiba's guidance and assistance.

Grasshopper faced a risk to their business due to changing market dynamics. Their brick-and-mortar dealers were not providing adequate coverage or service to customers using Grasshopper mowers. Management observed that the dealer base was turning over, closing, or shifting to other businesses, with many legacy dealers lacking succession planning. Dealers were introducing more competitive product lines and not stocking necessary parts, leaving end-users unable to service their mowers effectively. Furthermore, uncertified and counterfeit aftermarket parts for Grasshopper mowers were increasingly available on Amazon, potentially damaging equipment as they did not meet the company's standards.

Our Strategy to Cut Their Way to The Top

Enceiba's thorough Amazon analysis was crucial in developing a strategy to address control issues and strengthen Grasshopper's Amazon positioning. The analysis included aftermarket and Grasshopper-manufactured products, considering presentation, sellers, and pricing. The recommended strategy includes a Minimum Advertised Price Policy (MAP) and distribution agreement for resellers, along with monitoring and enforcement leveraging Amazon tools such as Brand Registry. Additionally, the strategy involves improving and optimizing Grasshopper's brand and product presentation on Amazon.

Enceiba proceeded to implement the plan to improve Grasshopper's position on Amazon. This involved gaining ownership of all brand content, allowing Enceiba to analyze search data and gain insights into how customers searched for and bought Grasshopper's products. Enceiba also performed a brand overhaul on Amazon, establishing a Seller Central account owned by the company, streamlining Grasshopper's listings, merging duplicate products, eliminating counterfeit goods, and increasing prices to comply with MAP. Additionally, dealers were engaged to accept Grasshopper's distribution and MAP agreements.

Results

- **Zero Complaints from Traditional dealers**

It is important to consider how traditional dealers will react to the change. A positive outcome indicates that the manufacturer has successfully managed the introduction of the new product or pricing policy.

- **Increased Client Base**

70% of Amazon buyers are more than 40 minutes from a grasshopper dealership and now have the option to purchase via Amazon

- **MAP pricing had lead to reduced channel conflict**

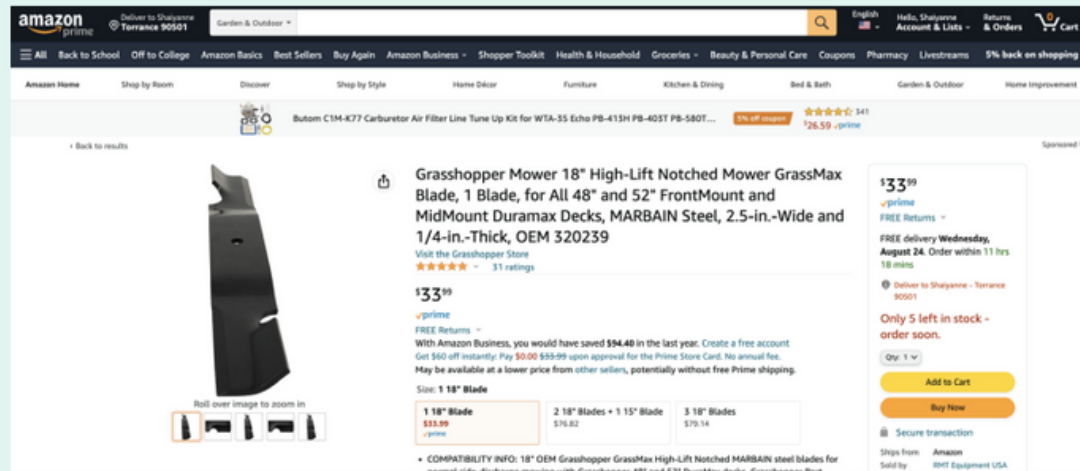
MAP pricing helps to maintain the value of a brand by preventing discount retailers from selling the same product at a lower price than other retailers. This can help to build buyer trust in the brand and maintain a consistent image of quality.



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A+ Product Content Created by Enceiba



The Grass is Always Greener with Enceiba

The availability of Grasshopper's products on Amazon has had a significant impact on the company's visibility and sales performance. With the help of Amazon's powerful search engine and extensive customer base, Grasshopper has been able to expand its product offerings and make them easily accessible to a broader audience. Amazon's platform has enabled Grasshopper to showcase its extensive inventory of parts and accessories, allowing customers to find exactly what they need with ease. In addition, Amazon Prime's quick shipping options have made it possible for customers to receive their orders in a timely and efficient manner, enhancing the overall shopping experience.

By leveraging Amazon's reach and capabilities, Grasshopper has been able to recapture sales that were previously lost to uncertified aftermarket parts. This has not only resulted in increased revenue for the company but has also allowed it to better serve its customers, providing them with genuine, high-quality parts that are designed to work seamlessly with their equipment. Moreover, Grasshopper's partnership with Amazon has helped the company overcome one of the biggest challenges faced by dealers - effectively supporting customers. With Amazon's customer service and support systems in place, Grasshopper has been able to provide its customers with top-notch assistance and ensure their satisfaction with the brand. Overall, The presence of Grasshopper on Amazon has been a game-changer for the brand, enabling it to offer a vast selection of parts, reach a broader audience, and better serve its customers.

Amazon frustration?
Let's talk strategy.



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NOT ON AMAZON? YOUR COMPETITORS ARE.