



ENCEIBA

Case Study | West End Knitwear



## West End Knitwear: How a Traditional Irish Apparel Brand Leveraged Amazon to Explode U.S. Sales

### Stitching Success: West End Knitwear's Amazon Success Story

Enceiba's incredible Amazon A+ Content strategy has launched West End Knitwear to the very top of Amazon search rankings, resulting in an exciting surge in sales for this incredible knitwear company.

### Unraveling West End Knitwear

You wouldn't expect a traditional Irish Knitwear company to be on the cutting edge of technology, but West End Knitwear's Aran Crafts brand is breaking the mold. As a family-owned business that has been handcrafting their products in the Irish countryside for over 60 years, they have embraced eCommerce and sell both online and in brick-and-mortar stores globally. However, when they set their sights on expanding sales in the US, they realized that their products were being sold on Amazon by unknown retailers and even direct competitors. It was a golden opportunity, but they didn't know where to start on Amazon. Enter Enceiba - the game-changer that put them on the map.



“Initially, we knew that Amazon would be a profitable channel, given that our resellers and competitors were already there. But we were truly surprised when we saw the results. Amazon is now transforming our entire business.”

-Niall Cullen, Co-Owner



ENCEIBA

Case Study | West End Knitwear

## Knit by Knit: Our Plan For Amazon Success

To succeed in a new marketplace, it's crucial to have a thorough understanding of the opportunity at hand. Enceiba recognized this and collaborated with West End Knitwear to thoroughly examine the size of the Amazon marketplace and create a winning strategy for selling on the platform. This involved analyzing the company's existing selling channels and identifying their unique dynamics. With this information, Enceiba devised a comprehensive roadmap that included specific steps to work with current retailers, particularly those on Amazon. The ultimate goal was to effectively differentiate and showcase the Aran Crafts brand on the platform.

## From Yarn to Riches

Enceiba worked diligently to set up and launch West End Knitwear on Amazon within a mere two months, a feat that exceeded the company's sales expectations. Within three years, the company rose to become the top seller of Irish knitwear on Amazon U.S., generating millions in revenue and accounting for a significant portion of their overall sales. Enceiba's partnership with West End Knitwear also facilitated their global expansion by launching Amazon selling programs in Canada, UK, and France.

Now, West End Knitwear has complete control of its Amazon presence, with no unauthorized resellers and the ability to maintain retail prices. Amazon has quickly become one of their most profitable selling channels and boasts the fastest growth rate, with profits exceeding double their typical wholesale channels. It's a remarkable success story that Enceiba is proud to have played a part in.

## Results

- #1 Irish Knitwear on Amazon US
- Removed all unauthorized sellers
- Amazon profits are 2X over their typical whole sale channel

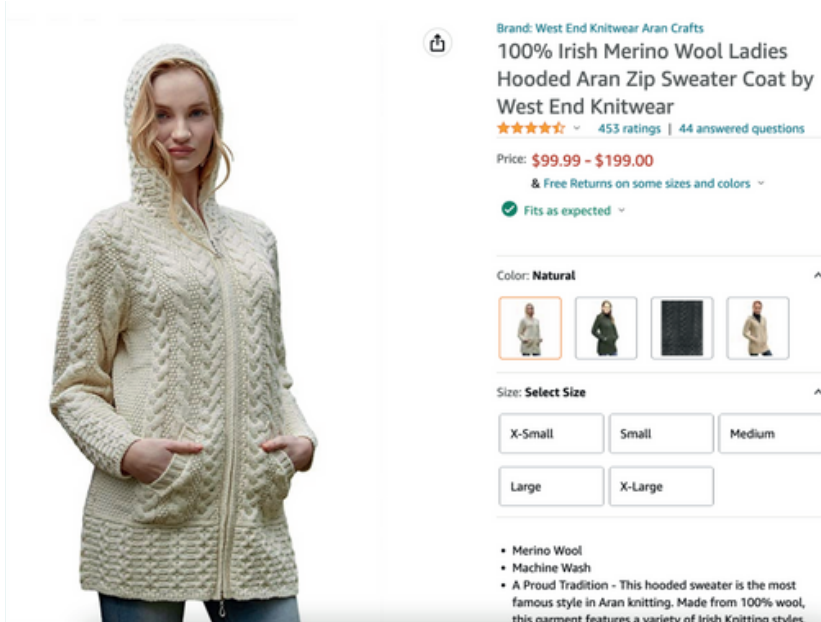






ENCEIBA

Case Study | West End Knitwear



Amazon A+ Content created by Enceiba helps West End Knitwear appear at the top of Amazon search results and drive significant sales

## Enceiba and West End Knitwear Were Knit to Fit

Enceiba played a pivotal role in enabling West End Knitwear's growth in the US and beyond. Within three years of launching on Amazon, the company became the leading seller of Irish knitwear in the country. By providing strategic advice and support, Enceiba helped West End Knitwear overcome the challenges associated with entering new markets and establishing a foothold. Furthermore, Enceiba helped West End Knitwear eliminate unauthorized resellers, protecting the brand's reputation and ensuring that customers received high-quality products. With the help of Enceiba's expertise and support, Amazon now accounts for a significant portion of West End Knitwear's sales, with profits exceeding their wholesale channels. This success is a testament to the power of e-commerce platforms and the value of partnering with an experienced agency like Enceiba.

Amazon frustration?  
Let's talk strategy.



STAND TALL IN THE AMAZON

✉ sales@enceiba.com

☎ 732.208.2763

🌐 www.enceiba.com

NOT ON AMAZON? YOUR COMPETITORS ARE.