

Case Study

J&M Golf scored a hole in one with Cart Multichannel Management



The company

Serving the golf industry since 1987, J&M Golf is a family owned and operated golf wholesale business—known for a vast selection of over 6,000 products, outstanding in-stock status and same day shipping. J&M partners with PGA pros and teaching facilities, retail stores and pro shops to bring golfers of all levels the products they need and desire to enjoy the game.

The challenge

As businesses scrambled to find new streams of revenue and many golf stores shuttered during the financial crisis of 2007-2009, J&M Golf decided to offer their products on Amazon—even though their two-and-a-half person team didn't fully understand what would be required for ecommerce expansion.

Business quickly picked up speed on Amazon, so the team added more and more items to their product catalog there, expanded their offerings to eBay and got set up with Stamps.com to provide tracking numbers to customers. The first couple of years on eBay proved difficult, especially with inventory management and listing accuracy. That's when J&M turned to a well-known ecommerce platform for help.

Unfortunately, the initial platform J&M Golf selected didn't fit the business needs and led to numerous problems, including:

- Lack of timely, helpful customer service or support via phone
- Customer support that required an understanding of technical jargon
- Inability to get accurate listings published
- Solution was expensive compared to other ecommerce platforms

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The solution

J&M Golf was looking for a communicative ecommerce partner to help them manage their multiple-marketplace business, and found a perfect fit in Cart.com. Cart Multichannel Management (MCM) proved as beneficial as hiring a new employee for the company, with:



Customer service and support
J&M Golf could count on



Automation that keeps them
competitive on Amazon and eBay



Simple shipping and
ease of use

“It blew my mind how quickly I could list an item, then how quick it lists on Amazon and on eBay. Within like 10-15 minutes, it’s live on those marketplaces. With our previous platform, it’d be like a day. The customer service is like night and day, compared to our last platform. With Cart.com, it’s like we hired another employee.”

-Josh Guidarelli
Ecommerce Manager at J&M Golf



The result



A repricing
strategy keeps
their business
competitive
online



Minimum
threshold
settings, which
help J&M prevent
overselling



A variety of
shipping options
available through
Cart MCM’s
integration with
ShipWorks



Best-in-class
selling features
and support for
a reasonable
price

Grow your brand on Amazon, Walmart, eBay and
beyond with Cart Multichannel Management

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