



"Fruugo gave us an opportunity to provide a stable and consistent level of sales as well as entering new markets."

Simon Pretswell
UK Soccer Shop

UK Soccer Shop are a hugely successful UK retailer who specialise in providing a wide-range of football shirts with options to personalise each with printing. Formed in 2002, the business was initially set up as a bit of a fun and as a side project, fast-forward to 2022 and UK Soccer Shop are leading the way and selling to over 40 countries worldwide with Fruugo.

Q When and why did you join Fruugo?

Multiple sales channels have been an important foundation to our business. Nothing works forever - 'free' traffic from Google is a thing of the past, CPC costs continue to rise each year and any seller on Amazon is only 5 minutes away from a suspension at any period of time. Fruugo gave us an opportunity to provide a stable and consistent level of sales as well as entering new markets.

Q What was your experience with marketplaces?

Fruugo adopts a seller first policy, which is absolutely not the case with some of its more well known competitors. If we ever have a problem or suggestion, we actually get to speak to a human! It's a novel concept for marketplaces these days sadly, but it gives us a lot more confidence in the platform and as a result, we focus more of our energy with Fruugo. If we have an idea to increase sales, we can run it through with them. If we have an issue, we work together to solve it.

Q Have there been any notable findings or stats through selling on Fruugo?

Selling on Fruugo has allowed us to enter new markets. Given the nature of our business, sourcing shirts from all over the world, this has been very helpful in helping us mitigate risk. If we buy in a shirt for a French team, for example, and it doesn't sell as expected on our website, we find we get good results selling it on Fruugo's France site. It's therefore been really important to helping us expand our business.

Q Which of Fruugo's features have you enjoyed the most?

Fruugo's translation service has been invaluable to allow us to enter new markets. They provide a hassle free, risk free service. If our products don't sell, we aren't charge and the fact Fruugo effectively adopt the risk gives us a lot of confidence in their business and their commitment to the seller. By handling the advertising for us, we benefit from their vast experience and are obtaining incremental sales for very little effort.

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