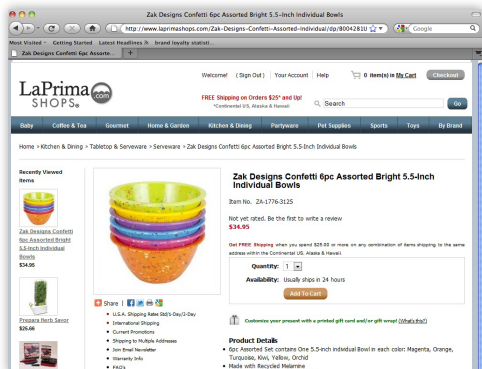


## LaPrima Shops® Finds the Right eCommerce Solution for their Multichannel Business



Increased sales **50%** in less than 2 months

Increased conversion rate **16%** in less than 2 months

**Company Information:** LaPrima Shops llc, LaPrimaShops.com  
**Powered by:** Amazon Webstore, Selling on Amazon & Fulfillment by Amazon

### From Bandage to Cure

Family owned LaPrima Shops has been selling specialty kitchen items, housewares and coffee online since 2003. They sell on multiple channels and use Fulfillment by Amazon as their shipping solution. Over the years, they've used a handful of different platforms for their eCommerce sites, but none of them were quite right. "We're a multichannel business and we needed a multichannel solution," says LaPrima Shops CEO, Joe Cimino.

In February of 2011, they decided to move LaPrimaShops.com over to Amazon Webstore. On March 17th, they launched their new site. "I'm extremely pleased with the Webstore platform and how it integrates with FBA," says Cimino. "Now we can focus on product expansion and marketing, instead of dealing with the many problems associated with running a 3rd party multichannel site."

### Do-It-Yourself Design

When they made the decision to move to Webstore, Cimino assumed he'd be hiring someone to help him design the site. Then he discovered Webstore's Style Editor. "This one feature makes Webstore one of the easiest and most powerful platforms to use," says Cimino. "The other guys don't do this—you have to pay someone to do it." Cimino designed and built his Webstore himself in less than two weeks. "I was able to go far beyond what was being offered in standard packages by outside developers," he says.

### The Benefits of Being in Sync

Since moving to Webstore, Cimino has found that one of his greatest challenges has virtually disappeared. "Automatic price syncing is a huge plus," he says. "There was always a delay with our 3rd party multichannel store. Now we update once and it's reflected everywhere."

“ Webstore and FBA have given us the ability to fulfill our dream... we can finally take the company where we want it to go. ”

Joe Cimino, CEO, LaPrima Shops

Cimino faced similar challenges managing inventory across multiple channels. "Our inventory was never in sync," he says. "We were limited to 15 minute inventory syncing. If just one item was out of stock at the time a multichannel order was submitted, the entire order was rejected." With Webstore, all of his inventory for all of his sales channels can be managed in one place. "We are 100% Amazon and we're thrilled," says Cimino. "We can finally take the company where we want it to go."

To learn more, please visit the Amazon Webstore site at [Webstore.amazon.com](http://Webstore.amazon.com).

**Webstore.amazon.com**

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