



FOAL is a multi-channel distributor of Horse Products and Sportswear with operations in North America, Europe and Asia.

The horse industry in the European Union is of economic importance to all countries. The European Union today consist of 27 member states and the total number of horses in the region is estimated to exceed 5 million. In the past horses were vital in industry, agriculture, transport and the military. Horses today can represent a leisure or sporting activity, a way of life, a working companion or simply a pet.

The European equestrian market is very different from the US. FOAL were keen to take advantage of the opportunities Europe would bring; particularly in the UK and Germany which are very important geographies to the equestrian market and have the largest horse populations in the European Union.

FOAL's strategy for Europe is to work with in-country vendors and also utilise the Amazon network which has opened up a wide audience of consumers to the brand.

According to inc. magazine, FOAL were the 138th fastest growing company in the USA.

Alexander Lans, MD of FOAL LLC comments, *"It is very important to us as a company and as an Amazon retailer to ensure that we maintain a transparent process. We really rely on the detailed event tracking provided by wnDirect to give us visibility and our customers enhanced peace of mind"*.



FOAL needed to find a logistics partner that could help them bring their products to these markets. They needed a partner who was:

- Customer centric
- Cost effective
- Had existing infrastructure





FOCUS ON SMALLER BUSINESSES

FOAL also needed to find a partner who was keen on supporting smaller businesses who did not have significant budgets or volumes.

"It took us a while to find a partner who was willing to work with a small volume player in international markets. wnDirect not only was a willing partner, but was able to tailor their services around our business so that we could reach new lanes rapidly".

DUTIES

They were also keen to find a partner who had the ability to enable pre-paid duties. As an Amazon seller this is a pre-requisite as Amazon states that the consumer has to feel as though they are 'buying from their country'.



This requirement eliminated a number of potential partners immediately; even some of the larger logistics brands struggle to offer a comprehensive solution. "wnDirect offers a straight forward and streamlined brokerage process that takes the hassle out of international shipping. Larger carriers typically are riddled with hidden fees in our experience, inflating costs".



Returns have to be part of the Amazon infrastructure and a positive returns strategy was something of considerable importance to FOAL. wnDirect's offering was a very attractive draw.

CATALOGUE SIZE

FOAL has a significant catalogue with up to 70,000 SKUs. Many of the carriers initially approached wanted the data presented in a certain way. wnDirect was the ONLY partner willing to offer flexibility with this and allowed FOAL to provide the information on an 'as needed' basis.

FOAL noted that wnDirect's approach was 'accommodating' and 'helpful'. Not something they witnessed with other providers.

"wnDirect has supported FOAL's tremendous international growth. We project to do some 6k parcels internationally this year versus a handful of international parcels in previous years. This would not be possible without the flexibility and hard work of wnDirect."

EASY TO WORK WITH – SPREADING THE LOAD

FOAL has a very small team who found the process very confusing and labor intensive. Since working with wnDirect the amount of work to process orders has been significantly reduced and, therefore, margins have improved. This has helped them to become much more competitive.

"FOAL looks to expand its reach around the globe. Critical to this mission is establishing relationships with partners that can provide the highest level of cost effective, but efficient service and delivery. wnDirect has gone out of their way to make sure that FOAL, currently a small player in the international market, has access to these resources".

