



What is Multi Channel Retailing?

Essentially multi channel retailing software streamlines and simplifies your stock control across multiple channels including your website, ebay and amazon. It provides a big picture dashboard glance of those all important stock figures having taken into account sales on your website and any affiliate channels like Ebay, Amazon and Play.

The Khaos Control multi channel retailing software will automatically communicate with Amazon and Ebay and it will de-list the stock when appropriate. The automated order management system will ensure that the channels are updated through the pick, pack and despatch process. Also, the system will generate shipping notifications automatically, so that will make your job a lot easier.

It is also possible to connect Amazon and Ebay with your Magento website with multi channel retailing software by using the fully featured API. It is designed to let you integrate your inventory,

customer data and order management into once place. This ensures that your Magento website will not fall into issues with stock outages and over selling.

The benefit to customers is huge because they will be able to enjoy consistent stock levels, reliable prices and offers no matter how they shop with you. The Khaos Control API will allow the customer to manage their data, track their orders and review their order history – so that you will be able to concentrate on the important task of growing your business.

Amazon and Ebay Integration for Your Website

If you have an ecommerce website but you haven't integrated it with Amazon and Ebay, you are missing out on a lot of potential revenue. Many ecommerce site owners are recognising the power of integrating their website with Amazon and Ebay and the increased profit that this can bring.

The internet is booming at the moment and the world of online retail holds the possibility for high potential earning power. One of the important decisions that you will have to make when you are setting up your online store is which ecommerce software you should use for your business needs. Multi channel retailing software is a serious consideration for most mainstream businesses these days as people want to use popular platforms with massive footfall and through brand awareness and growth launch their own website too. Equally, struggling websites turn to Amazon, Ebay and Play to sell their products and carry out user testing and research to inform their buying process for the website.

The right multi channel retailing software will be one of the most important parts of having a successful online store. A good software will allow you to integrate all of the items on the website into Ebay and Amazon so that you can expand your customer base. Khaos Control offers a specially designed software that is ideal for Amazon and eBay integration and will make things easy and efficient when you are selling online.



The Benefits of Integrating your Website with Amazon and Ebay

One of the best things that you can do to boost the success of your online store is to integrate it with eBay and Amazon. If you haven't considered this yet, your competitors probably have and it is important to keep up so that you can gain an edge.

There is eBay ecommerce software available that will allow you to automate the task of importing your eBay products into the store. This software is quite sophisticated and it is able to handle different categories and variations of products as well as support unsold, scheduled and active products.

As well as integrating with eBay, it is also possible to integrate your ecommerce store with Amazon. It is even possible to connect those channels to your suppliers, so that you will be able to implement advanced styles and methods for order management such as cross-docking and drop-shipping.

Typically, the integration with eBay and Amazon will include managing inventory for one or more listings per SKU. These listings can be across Amazon, eBay and your website. It will also include pricing and repricing, centralised inventory control and full order lifecycle management.

So what are the benefits to connecting your online store to Amazon and eBay?

- *Automatic communication with Ebay and Amazon's API.*
- *The listing will be automatically updated throughout pick, pack and despatch.*
- *EBay and Amazon are both humongous marketing platforms that are very well known and visited by millions of buyers. It is a great place to show off your products and receive new customers.*
- *One of the main advantages of selling on marketplaces such as eBay and Amazon is the enormous scale, Amazon draws nearly 85 million unique visitors per month. That is a lot of people, so that can translate into higher sales volume for you. According to an executive from Amazon, the average seller reports a 50% increase in sales when they join the Amazon Marketplace.*
- *It is simple and safe to sell on Amazon or Ebay. Listing products is safe and there are a lot of people looking at the websites.*
- *Sometimes the listing fees on eBay can be expensive, so when you use your online store you will reduce your eBay costs so that you can make special offers for your customers to draw them over to your store.*
- *When people visit eBay or Amazon they are not necessarily searching for your store, but they might just discover your product- which they might not have found otherwise. Once you have got your customer in the door you have a chance to win their repeat business by offering them an excellent product and superb customer service.*

Most of all, one of the biggest benefits is that you can use a multi-channel retailing software that will multiply your chances for success and reduce your costs – which will improve your return on investment. This can be a huge benefit for you and can take your business to the next level. **To find out more about Amazon and eBay integration for your ecommerce website, please feel free to ask us any questions that you might have or try a free demo!**