



Mytrucknation shifts into a whole new gear

Small business teams with UPS to drive explosive sales



Case Study: Mytrucknation, Inc.

Mytrucknation designs and markets specialty step rails and grille guards for pickup trucks and SUVs. The small operation sells exclusively online, leveraging UPS® technology to efficiently serve major markets from the East Coast to the West Coast.

Challenge

Time is money ... but at a small company, time is opportunity. Mytrucknation sold exclusively on eBay, where each order required manually filling out shipping labels. The company needed a time-saving shipping process that freed it to focus on developing new products and markets.

Solution

Mytrucknation adopted UPS® *marketplace shipping*, a technology suite designed to support the efficiency of small businesses ... and grow them into large ones. The innovations helped streamline operations, boost sales and raise customer satisfaction.

Results

- Doubled quarter-over-quarter sales in year 2016
- Cut in half the time spent on shipping paperwork
- Streamlined warehouse flow to reduce pickup/delivery time by 50 percent
- Improved online customer reviews, driving sales and loyalty

With UPS as its GPS, Mytrucknation charts a course for growth

Wayne Chen's proud customers step up into their pickup trucks and SUVs on his specialty running boards. Chen's eye-catching front grilles also make rides stand out.

Mytrucknation, Chen's San Francisco e-commerce supplier of specialty automotive accessories, is ready to make the leap from a small online business to a multichannel power player.

"We want to launch sales of our products in the five or six largest online marketplaces in the country," says Chen, the company founder. "We plan to diversify our products, keep customer service at a superior level and grow the business."

Chen's company currently sells exclusively on eBay, but that's about to change. Mytrucknation's trusted e-commerce sales and shipping advisor, UPS, is guiding a transformation.

Exponential growth in 2016

Chen can see the future in what happened in 2016. Mytrucknation hit the accelerator on growth, doubling customer orders every quarter — an annualized rate of 800 percent.

The surge came after Chen handed over fulfillment logistics to UPS, which quickly recommended UPS marketplace shipping and other technology innovations.

UPS marketplace shipping helps small businesses like Chen's operate as efficiently as big businesses. The technology consolidates orders for multiple online stores to a single dashboard. Chen can review 250 orders at one time and finalize some shipments in two clicks. He can edit orders or bundle multiple orders into a single shipment.

The e-commerce technology also lets Chen personalize shipping preferences and automate labeling. "Before UPS," he says, "I spent 15 minutes manually filling out each shipping label."

And after UPS?

"I cut operation time to a few clicks," Chen says. "Now I focus more energy on designing new products and looking at new channels to grow sales."

UPS tools scale up businesses

Many online businesses like Mytrucknation have a predictable growth pattern. First, they enter a single digital marketing channel, as Chen did with eBay. There's a low barrier to entry and minimal transitional cost.

The small business then branches into multiple sales channels. Next comes a robust website, letting customers order directly from the supplier. Product lines expand. Growth goes from specialty goods for a limited customer base to global offerings for mass markets.

"UPS has a full range of tools to help small companies scale up," says Benjamin Gormley, the UPS account manager for Mytrucknation. "Our expertise ... and the innovations that UPS and our provider



"I cut operation time to a few clicks," Chen says. "Now I focus more energy on designing new products and looking at new channels to grow sales."

— Wayne Chen
Company founder, Mytrucknation

partners offer ... help customers grow. That's the best way for UPS to grow, too."

UPS's problem-solving capabilities go beyond technology. Daily package car pickup, for example, evolved into an onsite trailer that Chen loads at his convenience. When it's time, UPS speedily transports the trailer to its distribution center.

Chen directly credits UPS guidance for his explosive growth.

"I have someone I can count on," he says. "When I have a problem, UPS solves it. That's the number one thing I appreciate. I haven't had this kind of service and reliability before in my career."

A business development company

In less than one year, Chen grew from fewer than 20 shipments a day to nearly 70. Mytrucknation is a top seller on eBay Motors power sellers for aftermarket truck accessories. Annual revenues top seven figures.

The company's boom reflects its newly streamlined operations as well as quality eBay reviews for products and on-time transit. Fast, on-time delivery is a hallmark of UPS offerings, and a differentiator for any e-commerce company. Strong online reviews influence other buyers.

Chen says UPS gives him much more than good solutions and reliable service.

"UPS is not just a shipping company," Chen says. "It's like a local business development company. UPS is showing us how to grow and scale up. UPS helps us see things we couldn't see."

