



CASE STUDY:

BACKGROUND:

Ex-Marine Jason Boyce founded sports and leisure retail website Dazadi.com in 2002 with his brothers Ari, Elan, and Josh Klaristenfeld. Their first instinct was to “grow big”, so they leased a big warehouse and hired lots of staff.

CATALYST:

High overhead costs forced them to lay off most of the staff and cancel the warehouse lease in 2008. They eventually bounced back, but they made the same mistakes and found themselves stretched too thin once again in 2013, this time on the advice of a consulting firm that they hired. They found themselves 1 million dollars in debt with no idea how to turn themselves around.

On the brink of losing their homes and with obscene amounts of debt, Jason started working out of his own home and consulted with 2ndoffice.co, a Philippines-based company that manages data entry and time-consuming tasks for e-commerce businesses. To try them out, Jason had them load new listings from a vendor he hadn't had the time to look into. The initial test was successful, and Jason quickly began to rely on them more and more.

OUTCOME:

Fast forward to mid-2015, and Jason now has 5 full-time assistants and plans to hire more. All of his assistants are 2ndoffice.co staff 100% dedicated to the Dazadi.com account. Jason has nearly daily email exchanges and a weekly Skype call with them to keep things running smoothly. Jason still needs to supervise everything, but 2ndoffice's project management software helps keep track of progress and ensure documentation on every project under way.

Dazadi is on the fast track to their most profitable year yet, overhead costs are very much under control, and 2ndoffice's partnership frees up Jason to focus on new product sourcing- something he loves. Game on!