

**E-COMMERCE**  
**CASE**  
STUDY





## HOW WING ENABLED ELW TO GROW 100%+ IN 2021



European Leather Works (ELW) brings professional-quality domestic and imported leather at a great value to the leather-crafting DIY & professional market.

### THE PROBLEM

Before ELW partnered with Wing, owner Sacha Hason used to run everything himself. He needed to offload several tasks so he has time to think about and execute strategy.

Everything fell on him—FBA administration, order and shipping management, and customer service took hours every day, leaving Sacha no time to have real conversations with his customers.

### NO LUCK WITH FREELANCERS

ELW hired freelance virtual assistants through Upwork and other platforms, but they left after only a few months. They were difficult to manage, did not deliver on promises, did not work full hours, and could not integrate to the team.

What's more, Sacha spent more time than he wanted on screening, interviewing, and hiring freelancers. He knew something had to change.

### AT A GLANCE

E-commerce company experiencing bottlenecks in various areas of the business. Owner needs a reliable, dedicated assistant who can handle menial and admin tasks for him.



## THE SOLUTION

Wing freed up Sacha's schedule so he can grow his business. The flexible month-to-month subscription lets him scale as necessary.

### HOW WING OPERATES



#### DAILY SUPPORT

Wing produces 16 assistant hours every day for ELW, ensuring momentum for its operations.



#### ADMIN TASKS

Wing VAs manage logistics and solve customer and shipping problems for ELW- all while following the rules and regulations of marketplaces like Amazon.



#### CUSTOMER SERVICE

Wing VAs handle the needs of ELW's customers. They manage various channels: Amazon, eBay, Walmart, Etsy, and the brand's Shopify store.



#### MARKETING

Recently, Sacha added 2 assistants who focus on generating new business through email and social media and improving the brand images.

“Spending literal days and weeks finding a new assistant with the experience I was looking for became a time sink. Wing now automatically substitutes assistants if someone is sick, or even replaces an assistant if it doesn’t work out.”

**SACHA HASON**  
European Leather Works

“With the top-notch support I get from my dedicated assistants, I can rely on my fulfillment and customer service to be professionally managed, Amazon FBA logistics management, and marketing & social media channels to be grown. At the same time, I can focus on talking to my customers and overall growth.”

**SACHA HASON**  
European Leather Works

## RESULTS WITH WING

### \$100K+ IN SAVINGS

Wing assistants save ELW \$120,000+ per year in payroll, and Sacha gets a 150%+ ROI on his Wing subscription.

### MORE THAN 100% GROWTH

After starting with the first assistant in early 2021, Sacha was finally able to work on his growth strategy. Since partnering with Wing, ELW grew more than 100% year on year. Sacha expects the company to grow another 50-70% YoY in 2022.

### LEVERAGED SCALABILITY

Sacha adds and decreases the number of assistants he hires depending on his needs at the moment. He recently hired more VAs to handle ELW's marketing.



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