



From dozens to hundreds of orders per day

Bezos's flexibility to deliver IQT's accessible technology



iQualTech has chosen Bezos to deliver reliable and accessible technology, growing their business and mitigating risks.

Company Profile

Company Name

iQualTech

Company Type

Tech startup selling online

Headquarters

London, UK

No. of Employees

9

iQualTech: The story of Zamir's digital mission and vision

Zamir Cajee, Managing Director at iQualTech, has always had a passion for the "online". From 2001 to 2011, he successfully run a Digital Marketing agency with passion and dedication. A great vision, though, requires a greater mission, mixed with some entrepreneurial bravery. For this reason, in 2011 he decided to use all his creativity to serve his own purpose, and launched an online retail business focused on selling via online marketplaces. iQualTech was born, starting with two product lines – headphones and phone chargers – and launched in 2013.

Zamir has worked to create a brand that could deliver quality technology, but making it affordable for everyone and reliable at the same time. You can choose your favourite items from an intuitive collection that includes the essentials, but also products for more specific needs. You can judge their performance yourself, thanks to a free 30-days trial on any product, with no commitment. iQualTech's business model is, in fact, very much customer-oriented: in addition to this innovative, risk-free satisfaction guarantee, the team gives great value to customer feedback, inputs, suggestions and proposals for collaboration. This real engagement with the clients is part of the formula that, at present, allows iQualTech to sell in not only the UK, where the brand was born, but worldwide (and especially in France, Germany, Italy and Spain).

What are the other ingredients of this magic mix? For sure, forward thinking, a smarter way of working and a heavy, but efficient, utilisation of automation and data, to support the decision-making process and improve the brand's success rate. But there's more: an equally smart, flexible and reliable fulfilment solution that could go hand in hand with iQualTech values and rapid growth. Here is the part of the story in which Zamir met Bezos.

A fulfilment partner to scale-up and mitigate risks

A rapidly growing tech accessories start-up, based in a fast-paced, dynamic and challenging city such as London, needs a fulfilment partner that can match its business strategy, meeting customers' expectations and ensuring fast and affordable delivery.

Since September 2019, Bezos has become the answer to iQualTech needs. "We needed a solution that could easily grow while mitigating risk, leveraging resilience and costs savings only traditionally available to large operations at scale. Essentially we needed an 'Amazon FBA like' service, for our non-FBA orders", says Zamir Cajee. Choosing Bezos third-party logistics (3PL) solution over a traditional warehouse services has been a real boost for iQualTech. The brand passed from direct fulfilment, from their own offices, to a reliable, fast and supportive fulfilment partners.



Spend less, win more time and money with Bezos

Saving time and energy that was before spent on shipping and delivering the orders has two immediate effects: it makes your way of doing business more sustainable, leaving you and your team more time to think about the brand's evolution and next steps, focusing on generating more sales.

Furthermore, it concretely scales up your success. Since partnering with Bezos, iQualTech went from dozens of orders a day to hundreds of them, without any worry or concern, experiencing at the same time a remarkable reduction of direct costs, especially on European shipping.

In a nutshell: you spend less and win more. The friendly environment and the supportive interactions with Bezos have been, for Zaid and his team, an added value of this partnership. "Bezos enables us to focus on scaling our non-FBA business with the same confidence we do our Amazon FB business. We know our orders are being handled by an organisation that takes our customers' orders as seriously as we do", concludes iQualTech Managing Director. "I highly recommend its services if you are looking for a reliable, easy to use and all-in-one fulfilment solution".

Results of partnering with Bezos

Order Growth

From dozens to hundreds orders a day

Direct cost reductions

European delivery

Added Values

Contact support and friendly relationships

Other benefits

More time for generating sales

Are you looking for a fulfilment partner to boost your e-commerce?

Get in touch with Bezos.ai for a free consultation and find the best solution for your business!

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