

fulfillment by 

# Turkish apparel startup surges to become industry giant

MissBellyDance.com case study

 Seller MissBellyDance.com

 Industry Fashion & Apparel

 Location Atlanta, GA

## Business Impact

- 70% of sales now come through Amazon.com
- Reduced shipping costs by 40%
- Increased product offerings by adding several new products per month
- Drastic reduction in shipping costs for multiple-item orders



“Small and Light cut [our] shipping costs by 40%. It’s a big help for us.”

-Atinc Sonmezer  
CEO & Founder, MissBellyDance.com

**MissBellyDance.com is a US-based belly dance apparel and supply company. Thanks, in part, to selling on Amazon, it has become a worldwide top seller in wholesale belly dance costumes, dance troupe wear, tribal and fusion belly dance attire, professional belly dance costumes, and ethnic dance jewelry.**

## Business challenge

Atinc Sonmezer came to the US from Turkey in 2003 as a university student and needed a way to help finance his Master’s degree. He saw an opportunity to share his cultural heritage in the US and started to import authentic products from Turkey to sell online. What started out as a business to help fund college turned into MissBellyDance.com.

The business started small and between his ecommerce site and other online marketplaces, it slowly began to grow. However, his initial growth plateaued because he was limited by shipping costs and needed an affordable way to expand his product line.

*“Most of what we sell ranges from \$10.00 to \$13.00. \$3.00 shipping really eats the profit margin. We weren’t selling or carrying anything less than \$10.00 because we weren’t making any profit.”*

## Solutions and results

In 2016, Atinc’s company was identified as a key candidate for Fulfillment by Amazon’s [Small and Light](#) program. Since most of MissBellyDance.com’s apparel and jewelry weigh less than a pound, and in some cases less than 8 ounces, Small and Light was the perfect way to sell. With Small and Light, Atinc was able to reduce shipping costs by 40% while increasing his product diversity by selling items priced less than \$10.00, like leg warmers.

*“We are selling around 700 to 800 units per month. [It’s a] good addition to our revenue stream.”*

With the money saved on shipping costs, the company is now able to add three or four new products on average per month.

Additionally, MissBellyDance.com has found success using [Sponsored Products](#) to advertise their Small and Light listings on Amazon: “When you compare [Sponsored Products] to other online marketing advertising options, the costs are much lower while the conversion and revenue rates are way higher.”

By selling with Small and Light, MissBellyDance.com positioned itself to grow and become a top seller in belly dance apparel worldwide.

Looking for ways to grow your profit margins with Small and Light?  
Visit: <https://services.amazon.com/fulfillment-by-amazon/small-and-light.html>