

Introduction

- Back Story
- E-commerce Journey
- Future Plans
- Questions



ECOMMERCE CAMP

15 SEP | 9 AM - 5 PM BST

CHESTER

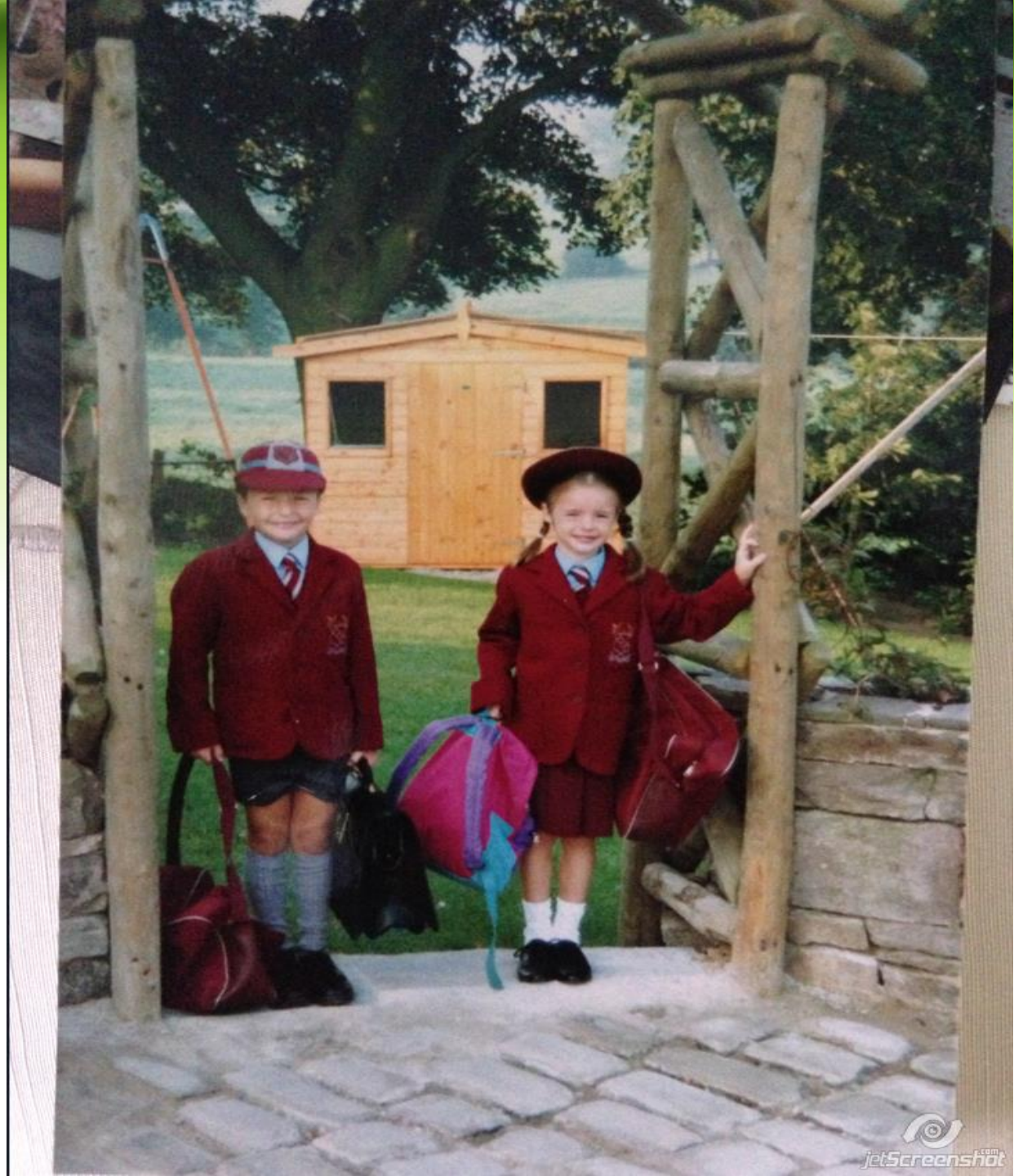
From £5,000/month to £250,000/month



Roger Firth

Owner,
A&E Leisure

JOIN AT: magecloud.agency/camp-chester



My First Real Job





Magento 1 and Ebay

- FF 2016/17- aandeleisure.co.uk – Ormit days
- C-Progress – up until end of 2019



Magecloud





A screenshot of a Trello project board for 'AE Leisure'. The board is organized into columns representing time periods: 'g-Sept 2020', 'Done July 2020 -15.5h', 'Done June 2020 - 17 hrs', 'Done May 2020 - 26.5 hrs', 'Done April 2020 - 12.5 hrs', and 'Kampa'. Each column contains a list of tasks with associated screenshots and time estimates. The 'Done July 2020' column includes tasks like 'link logo to main page (to WP)', 'think about better structure for the shop', 'revise WP header', 'check logic for upsell / related / cross sale', 'implement reviews stars on wordpress', 'check offers for some pages', and 'add trustpilot widget to magento'. The 'Done June 2020' column includes 'revise magento top navigation for mobile', 'Deploy 6/24 at 7am', and '404'. The 'Done May 2020' column includes 'make sure sitemap in WP generated daily', 'integrate trustpilot into wordpress', 'import stock / price update from supplier', and 'investigate xml issue with feed file'. The 'Done April 2020' column includes 'Migrate site to cloudways', 'activate HTTP2', 'install MagePal_GmailSmtApp module', 'CloudFlare CDN', 'setup staging in magecloud', 'setup cloudflare', and 'access to Google analytics and Google search console'. The 'Kampa' column has a single task 'To be added to website'. The board interface includes a search bar, navigation tabs (Board, Table, Calendar, Dashboard), and a '+ Add another list' button.

Staycation





2019 - £68K

2020 - £400K

2021 - £800K

2022 - £1.2M



Future Plans

- Moving our ERP, replenishment, warehousing systems
- Email marketing
- New product ranges
- Winter lines



Any
questions?

