

CASE STUDY 09 · CONSUMER GOODS MANUFACTURING

Built a Manufacturing Business From Startup to Six Figure Revenue

Founder-led business growth, operations strategy, manufacturing systems, and digital infrastructure developed from the ground up.

BUSINESS GROWTH · OPERATIONS STRATEGY · MANUFACTURING SYSTEMS · DIGITAL INFRASTRUCTURE

KPI SNAPSHOT

A founder-built consumer goods manufacturer grew from an idea into a scaled operation through self-directed strategy, system design, product development, and disciplined operating infrastructure.

+54%

Annual Sales Growth

+31%

Order Volume Growth

+18%

Average Order Value
Growth

25

SKUs Managed Through
Custom Planning

ROLE

Founder-Led Business Growth & Operations Strategy

PROJECT OVERVIEW

Conceived and built a consumer goods manufacturing business from the ground up without an inherited operating model, outside consultant, or agency. Developed the product line, operating systems, manufacturing workflows, sourcing strategy, ecommerce infrastructure, retention systems, and growth strategy required to move from startup concept to six figure annual revenue.

DATA NOTE

Metrics compare Shopify reporting from 2022 through 2024. Growth during this period was achieved without paid advertising.

CONTEXT

The challenge and the strategic response

The business had to scale products, production, inventory, sourcing, ecommerce, and customer growth at the same time, with no pre-existing operating system to inherit.

PROBLEM

No operating blueprint

Manufacturing, inventory, purchasing, product development, and marketing processes had to be created from scratch.

Inventory complexity

Ingredients, packaging, finished goods, costs, and production needs had to be tracked across dozens of SKUs and components.

Software mismatch

Available inventory tools were either too broad for the business or lacked the detailed manufacturing logic required.

Growth without infrastructure

Sales growth would create operational strain unless production, replenishment, product lifecycle, and customer communication scaled with it.

STRATEGIC RESPONSE

● Designed the operating model

Mapped the workflows, data, standards, and business rules needed to run manufacturing and inventory reliably.

● Built a custom management system

Designed the Excel workbook architecture for historical demand, inventory, stock values, vendor purchasing, production needs, and product-level planning.

● Built around the business, not the software

Defined the operating logic first, then selected and configured technology to support the way the business actually worked.

● Used data to guide decisions

Used sales history, product demand, inventory position, batch lifecycle, and customer behavior to support purchasing, production, retention, and marketing decisions.

WHAT WAS BUILT

A connected operating system that supported manufacturing, product development, ecommerce, and recurring growth

→ Manufacturing Planning & Formulation

Excel-based historical demand, SKU planning, production needs, formula structure, and batch planning.

→ Product Development & Sourcing

Developed product formulas, conducted product testing, designed product labels, and secured reliable ingredient and packaging sources.

→ Lifecycle & Subscription Infrastructure

Built Klaviyo email and SMS flows, retention campaigns, plus Appstle and Recharge for recurring subscription orders.

→ Inventory, Purchasing & Loss Prevention

Excel tracking for raw materials, packaging, vendors, stock values, unit costs, purchasing needs, and product cycling to reduce batch-expiration loss.

→ Ecommerce & Post-Purchase Systems

Built Shopify storefront and order operations, with One Click Upsell supporting post-purchase add-on sales.

→ Organic Search & Content Growth

Developed SEO-led educational content, search strategy, and non-paid digital discovery supporting sustained online traffic and sales.

BUSINESS IMPACT

What changed as the business scaled

The outcome was not a single website or spreadsheet. It was a business infrastructure capable of supporting manufacturing, customer growth, repeatable decision-making, and recurring revenue.

+51%

Returning Customer Rate
Growth

+954%

Online Session Growth

+500%

Recurring Subscription
Order Growth

83%

Sales Generated Through
Online Store

OPERATIONAL OUTCOMES

01 Founder-built operating discipline

Created repeatable systems for product development, sourcing, manufacturing, inventory, sales, and customer communication without inheriting an established playbook.

02 Product lifecycle and loss prevention

Established product cycling, batch planning, vendor sourcing, and inventory visibility to reduce avoidable losses from expiration and overstock.

03 Better production and purchasing visibility

Historical demand, stock levels, product formulas, and component requirements created clearer signals for replenishment, production planning, and purchasing.

04 Growth supported by connected technology

Shopify, Klaviyo, One Click Upsell, Appstle, Recharge, Excel, and organic search worked together as a connected infrastructure rather than isolated tools.

WHAT THIS PROJECT

DEMONSTRATES

Business Growth Strategy · Operations & Process Improvement ·
Manufacturing Systems · Product Development · Digital Infrastructure &
Systems · Data-Informed Decision Making