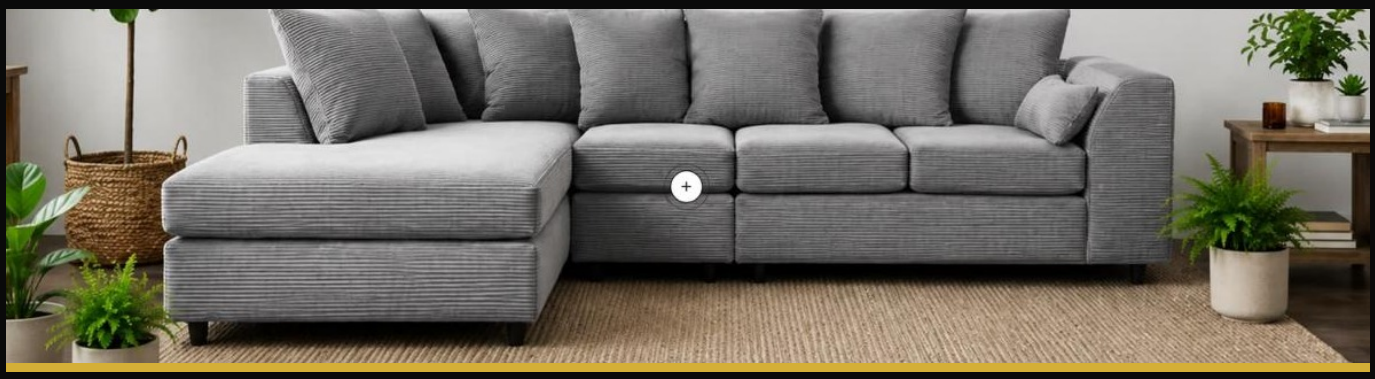
UK FURNITURE eCOMMERCE · AMAZON + SHOPIFY

£2.68M in sofa sales across four UK storefronts

How FSA Enterprises helped a UK made-to-order sofa business scale on Amazon UK & Ireland and build two direct-to-consumer Shopify stores — from product content and store builds to paid ads and conversion optimisation.



£2.68M	4,432	£601	97.3K
Total tracked sales	Amazon units ordered	Avg. Amazon sale / unit*	Shopify sessions

*Amazon Store A (UK + IE): £1,474,934 ÷ 2,453 units. All figures taken from Amazon Seller Central and Shopify Analytics screenshots, July 2025 – July 2026.

The client, the challenge & our approach

About the client

A UK-based furniture business selling made-to-order sofas — corner sofas, 3+2 sets, 4- and 5-seaters in jumbo cord, chenille and fabric ranges — to homeowners across the UK and Ireland. Average order values sit in the £450–£600 range, which means every listing, image and checkout step has to earn a high-consideration purchase.

The challenge

- Selling big-ticket furniture online, where buyers need confidence in size, fabric, delivery and quality before they pay £500+.
- Running several storefronts at once — two Amazon seller accounts and two Shopify stores — each needing its own listings, content and traffic plan.
- Launching a brand-new Amazon account and a brand-new Shopify store from zero, while keeping the established channels growing.
- Turning paid traffic into profitable orders in a low-conversion category (typical furniture eCommerce conversion is under 1%).

What FSA Enterprises delivered

Amazon Marketplace

Listing build-out and optimisation for UK & Ireland, launch of a second seller account, and ongoing catalogue and sales management.

Shopify Development

Custom product pages with gallery filtering, cart-drawer upsells (e.g. footstools), lookbook with hotspots, and a postcode-based delivery-area checker.

Paid Advertising

Google Ads & Meta Ads management focused on profitable ROAS, with landing-page alignment for every campaign.

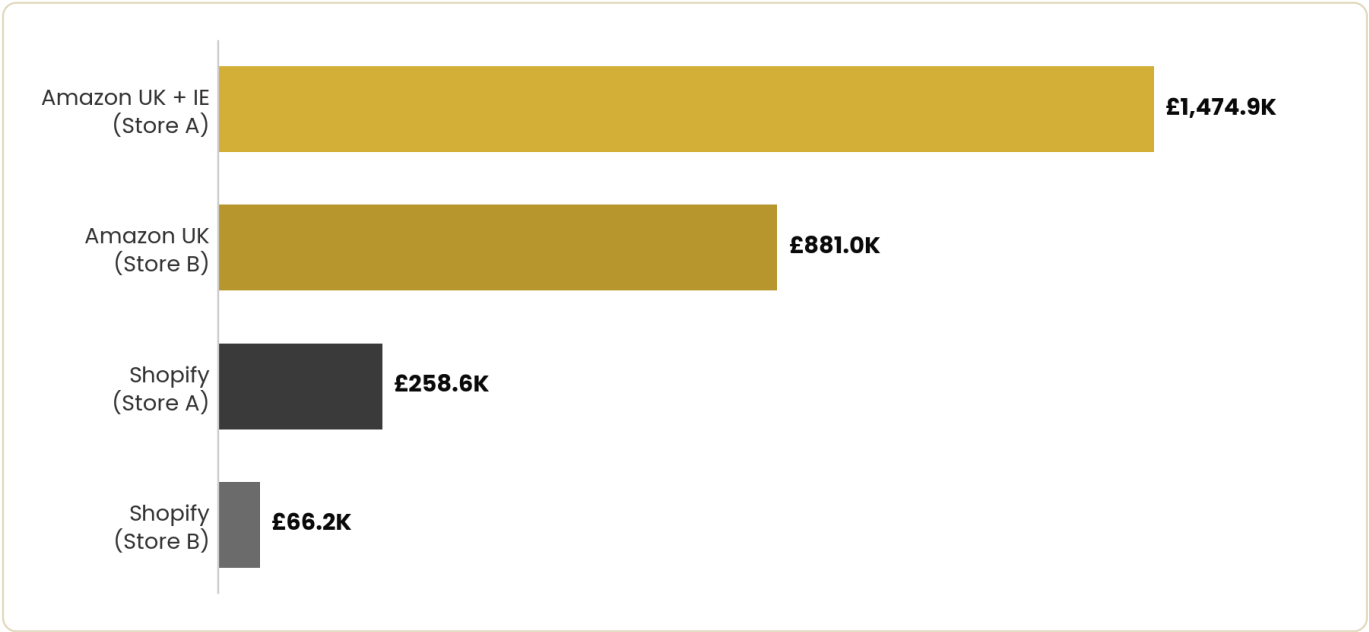
Product Content & SEO

Dimension diagrams, feature infographics, lifestyle imagery, and SEO collection articles with hub-and-spoke internal linking.

> Our approach: treat every channel as one business. Amazon brings volume and trust, Shopify brings margin and brand, and paid ads plus CRO connect the two — so growth on one channel is never paid for by the other.

Results at a glance

Sales by channel



Channel	Period	Sales	Units / Orders	Conv. rate
Amazon UK + IE — Store A	1 Sep 2025 – 30 Jun 2026	**£1,474,934**	2,453 units	0.4%
Amazon UK — Store B	Jul 2025 – 29 Jul 2026*	**£880,985**	1,929 units	—
Shopify — Store A	30 Jul 2025 – 30 Jul 2026	**£258,560**	650 orders	0.71%
Shopify — Store B	30 Jul 2025 – 30 Jul 2026	£66,158	—	0.36%
Total		**£2,680,637**		

*Store B report range is 1 Jan 2025 – 29 Jul 2026; the account had no sales before its launch in July 2025. Periods overlap and are not identical across chan

Key wins

£1.47M
Amazon UK & IE sales in 10 months on Store A — 2,453 sofas at roughly £600 each, with peaks close to £19K in a single day.

£0 £881K
Amazon Store B launched in July 2025 and reached £880,985 in its first 12 months (1,929 units, £475.69 avg. per order item).

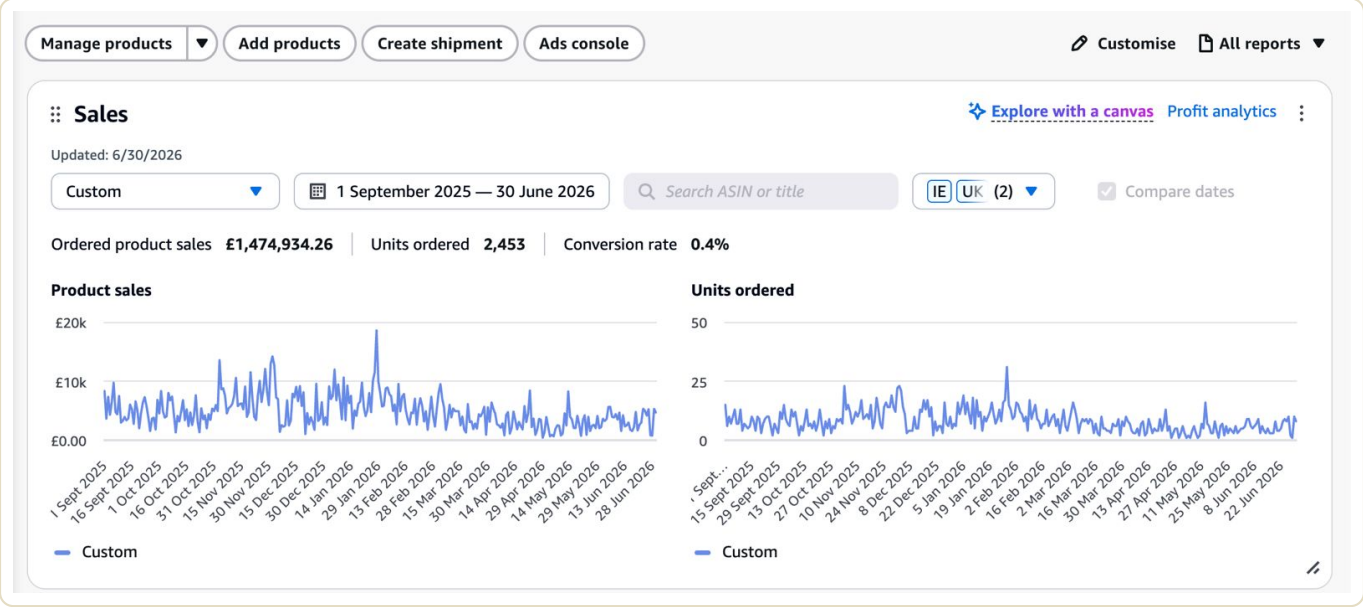
+17% CR
Shopify Store A conversion rate up 17% year-on-year to 0.71%, with sessions up 15% to 65.9K.

4× monthly
Shopify Store B grew from roughly £3K/month in spring 2026 to about £12.5K/month by June 2026 after its paid-ads restructure.

Amazon: volume and trust at scale

Store A — Amazon UK + Ireland

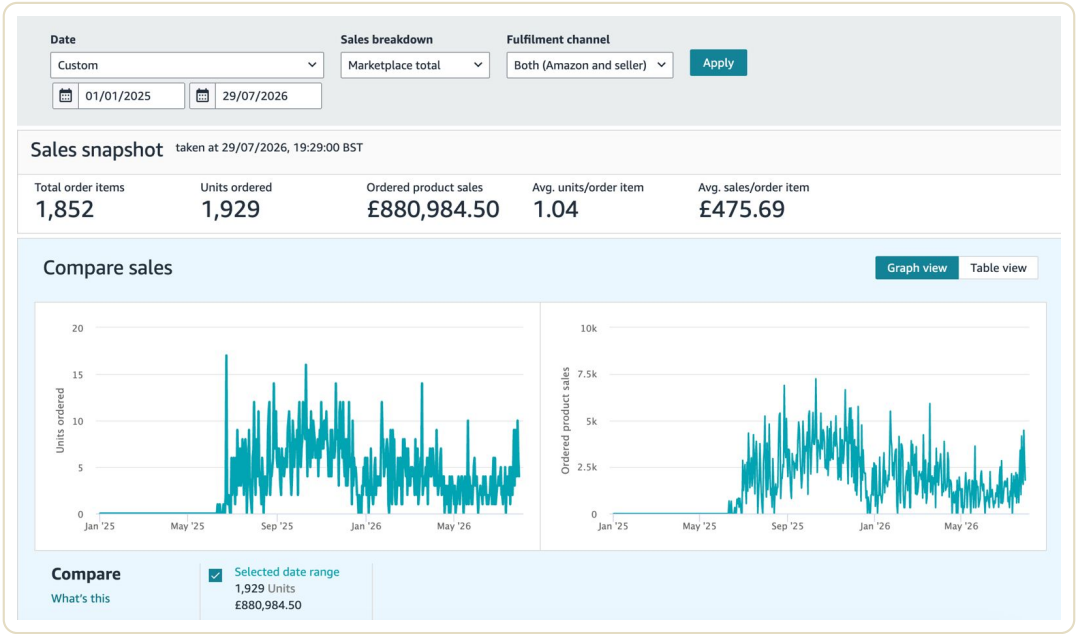
Across 1 September 2025 – 30 June 2026 the account generated £1,474,934.26 in ordered product sales from 2,453 units. Sales peaked through Q4 and the January sale period, with the biggest single day approaching £19K.



Source: Amazon Seller Central — Sales dashboard, UK + IE marketplaces, 1 Sep 2025 – 30 Jun 2026.

Store B — new Amazon UK account launch

Store B had zero sales before July 2025. From launch it reached £880,984.50 from 1,852 order items / 1,929 units, averaging £475.69 per order item — built on the same product content system and listing framework as Store A.

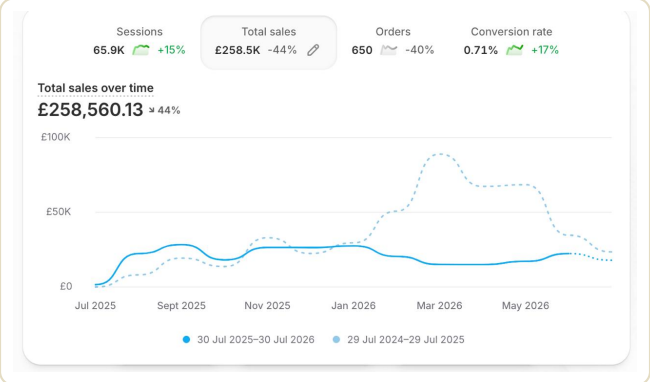


Source: Amazon Seller Central — Business Reports sales snapshot, 1 Jan 2025 – 29 Jul 2026 (taken 29/07/2026, 19:29 BST).

Shopify: owning the customer

Store A — established store

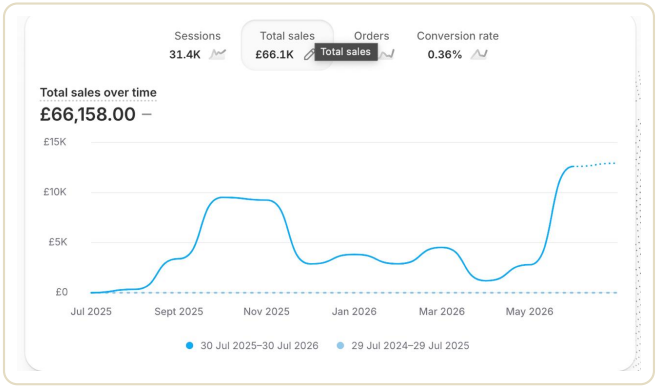
£258,560 in sales from 650 orders. Sessions grew +15% to 65.9K and conversion rate improved +17% to 0.71% year-on-year.



Shopify Analytics — 30 Jul 2025 – 30 Jul 2026.

Store B — new store launch

Launched July 2025 and reached £66,158 in year one. Monthly sales jumped to roughly £12.5K from June 2026 after the Google Ads restructure.



Shopify Analytics — 30 Jul 2025 – 30 Jul 2026.

What moved the needle

- Product pages built for big-ticket buying — dimension diagrams, fabric close-ups and filtered galleries answer the “will it fit, will it last” questions before checkout.
- Delivery-area checker — postcode-based blocking stops undeliverable orders and refunds before they happen.
- Average-order-value lifts — cart-drawer footstool upsells and related-product carousels.
- Landing-page-first paid ads — every Google/Meta campaign pointed at a page built for that search intent, with ROAS as the main KPI.
- SEO content hubs — collection articles for 4-seater, 5-seater, 3+2 and fabric ranges, internally linked to capture organic demand.

Want results like these for your brand?

FSA Enterprises builds and scales eCommerce brands across Shopify, Amazon, Google and Meta for clients in the UK, UAE, USA and Pakistan.

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