

Scuba Choice Improved Inventory Accuracy and Minimized Errors with Descartes Sellercloud



Scuba Choice is a California-based ecommerce retailer specializing in scuba diving equipment, water sports gear, and component-based products assembled in-house. Founded in 2011 and headquartered in Chino, the company sells through multiple online marketplaces, including Amazon, as well as its own ecommerce website.

As the business expanded, managing component-based inventory and maintaining consistency across marketplaces became increasingly complex. Manual processes and limited system capabilities led to errors, inefficiencies, and rising operational stress. To gain better control and scale more effectively, Scuba Choice implemented Descartes Sellercloud™.

"I chose Sellercloud because it offered the biggest bang for my buck within my budget, and the amount of features it had was more than ChannelAdvisor had to offer."

Ryan Lin
Operations Manager

Company Profile

Scuba Choice

Descartes Solution

Descartes Sellercloud™

About the Client

Scuba Choice sells scuba diving equipment, water sports gear and component parts through ecommerce marketplaces. Many products are assembled in-house, requiring accurate inventory mapping and structured fulfillment workflows.

For more information, please visit <https://scuba-choice.com>

Quick Overview

Challenge

Manual inventory tracking, component-based product complexity and inconsistent marketplace listing requirements.

Solution

Centralizing inventory mapping, listing templates and shipping workflows within Descartes Sellercloud.

Results

- Reduced Shipping Errors
- Eliminated Overselling Risk
- More Accurate Inventory Forecasting
- Lower Operational Stress

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Challenge: Managing Component-Based Inventory and Reducing Errors

Before implementing Descartes Sellercloud, Scuba Choice relied on manual processes for inventory tracking and purchasing. Paper-based workflows and memory-driven warehouse organization created inefficiencies and increased the likelihood of human error.

"I think the biggest thing was organization because we previously used paper purchase orders. We just did everything by hand, which made error rates very high," explains Ryan Lin.

Component-based products added further complexity. Many items required combining multiple parts into a finished product, but the existing system could not properly manage these relationships. This created challenges in tracking inventory accurately and increased the risk of overselling.

Marketplace listing requirements also created inefficiencies. Each channel required different formats and attributes, forcing the team to rely on guesswork. "With ChannelAdvisor, we had to guess what was needed because each marketplace has its own requirements," Lin notes.

Without structured systems, daily operations became increasingly stressful, with shipping errors and inventory inconsistencies impacting performance.

Solution: Structuring Inventory and Listings in One System

To address operational challenges, Scuba Choice implemented Descartes Sellercloud as its centralized ecommerce operations platform. Inventory management, product mapping, and marketplace listings were unified within a single system of record.

Descartes Sellercloud enabled detailed component mapping, ensuring that finished products could only be sold when all required parts were in stock. "With Sellercloud, I can map out product A and product B equals product C, and set rules so that product C can't be sold unless all required components are in stock," explains Lin. This functionality eliminated overselling and ensured accurate inventory tracking across all channels.

Listing management also became more efficient. "I can export a template that shows exactly what information each marketplace requires and how it needs to be formatted," Lin says. This removed guesswork and improved consistency, helping Scuba Choice maintain a more professional online presence.

By consolidating workflows into a single platform, the company reduced manual processes and improved operational efficiency across the business.

Results:



Reduced Shipping Errors

Scuba Choice significantly improved fulfillment accuracy by reducing shipping errors and minimizing manual mistakes through structured workflows.



Eliminated Overselling Risk

Component-level inventory mapping ensured products were only sold when all required parts were available, preventing overselling across channels.



More Accurate Inventory Forecasting

Consistent inventory tracking enabled better purchasing decisions, allowing the team to order the right quantities and plan for seasonal demand.



Lower Operational Stress

Improved systems and automation reduced the day-to-day operational burden, creating a more manageable and efficient workflow.