

CASE STUDY

Seasoned Amazon Seller improves inventory and cash flow with Liquid Inventory

Product Movement Technologies, led by owner and CEO Luke Sutherland, operates an Amazon-focused e-commerce business where inventory availability is critical to capturing demand and maintaining consistent sales performance.

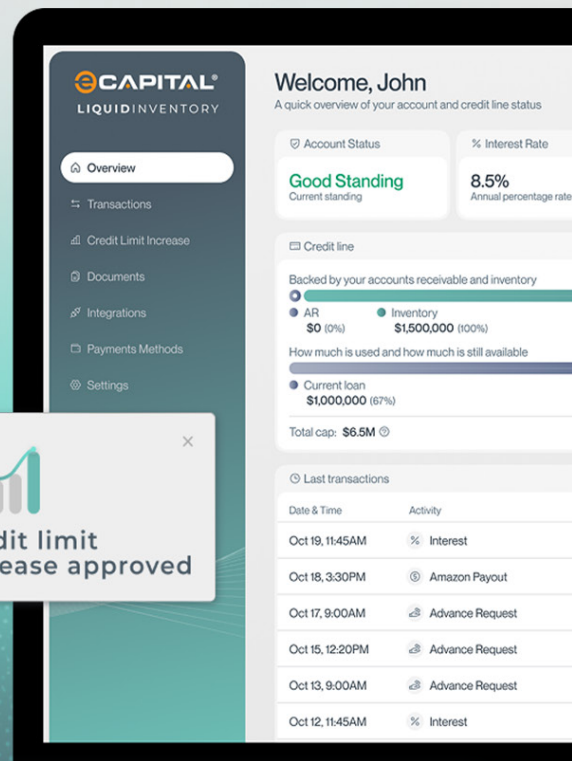
As the company grew, keeping enough inventory stocked at Amazon's fulfillment centers while maintaining sufficient cash flow became an ongoing challenge.

THE CHALLENGE

Financing that didn't reflect how Amazon sellers operate

Rapid growth brought increasing pressure on working capital. To continue delivering top-tier talent across multiple regions, the company needed a financing solution that could keep pace with their expansion and allow for agile responses to client demand.

"We chose eCapital because they offered a flexible, scalable solution that aligned with the evolving needs of our organization. Their financing has supported our ability to maintain strong cash flow, onboard new clients, and confidently expand across multiple regions," said the Finance Director.



Company profile

INDUSTRY:
Amazon Marketplace Seller

SOLUTION
Liquid Inventory
(revolving line of credit)

IMPACT:
2x sales growth in February

FORECAST:
100% revenue growth in 2026



I would tell other Sellers to consider eCapital Liquid Inventory because it grows with your business"

– CEO, Luke Sutherland

THE SOLUTION

Revolving line of credit reimagined for marketplace inventory

eCapital's Liquid Inventory solution was structured to finance inventory held within Amazon's fulfillment network, recognizing it as a core business asset rather than requiring inventory to sit in a traditional warehouse.

This allowed Product Movement Technologies to access capital tied to inventory already positioned to sell on Amazon, while working with **a single financing partner that understands the Amazon marketplace model.**

Luke said, "eCapital was willing to lend against our largest asset, our Amazon FBA inventory."

Liquid Inventory operates as a revolving line of credit, giving sellers the flexibility to draw capital as inventory needs grow and reduce usage when demand changes, helping ensure they can always stock top-selling SKUs without overextending cash flow.

The facility also includes interest-only payments, allowing businesses to direct more cash flow toward inventory purchases and growth rather than servicing fixed term loan repayments. This structure helps ensure sellers only pay for the capital they use.

THE RESULTS

Stronger inventory levels and accelerated growth

With financing aligned to how its business operates, Product Movement Technologies was able to maintain stronger inventory levels, avoid stockouts, and better meet customer demand on Amazon.

Luke shared the impact:

"Liquid Inventory has been a game-changer for us. We doubled sales from 2025 in February and we anticipate 100% revenue growth in 2026. We are better stocked and capturing more customers than we were when we were capital constrained."



LiquidInventory

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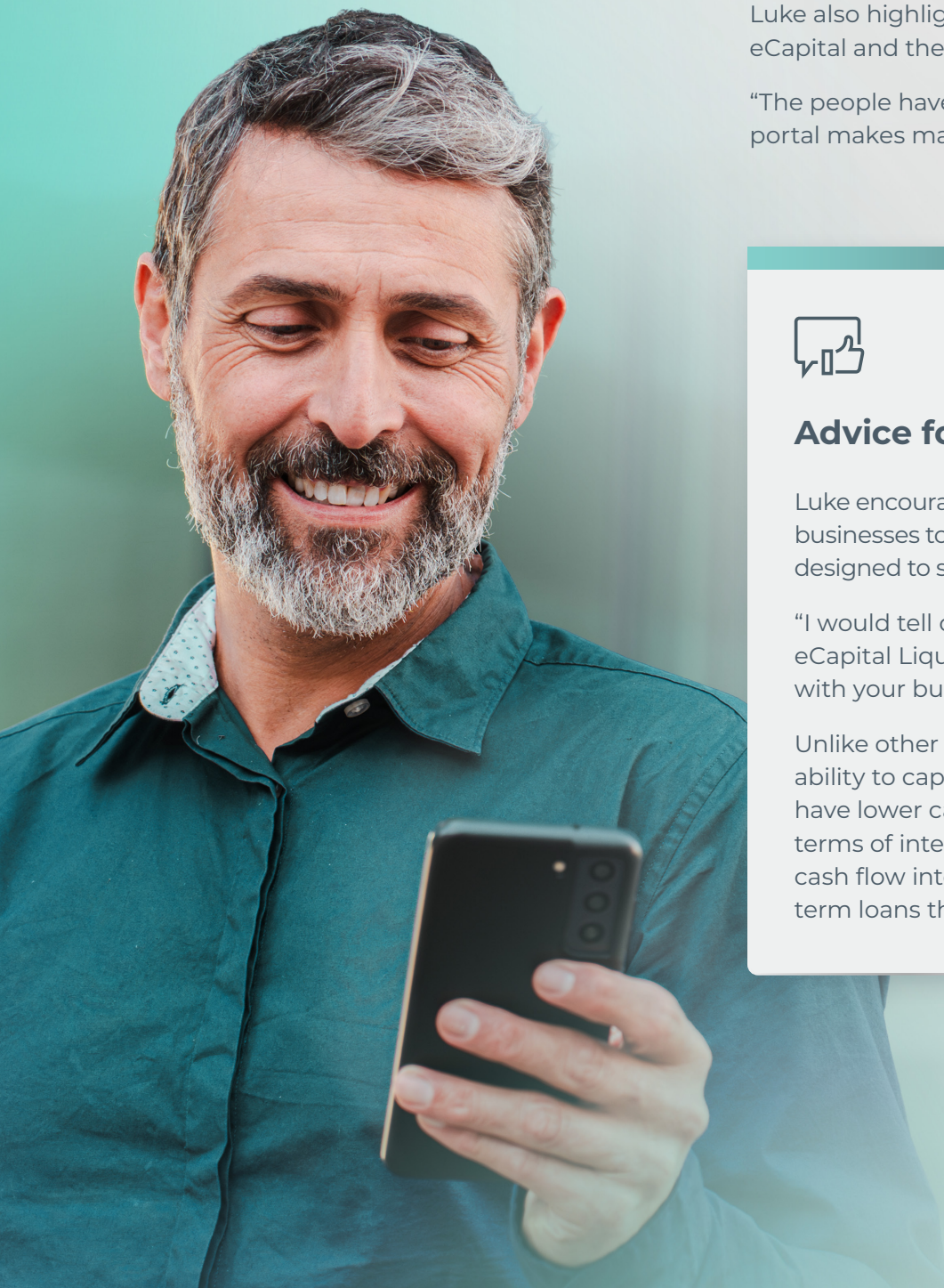
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– Luke Sutherland, CEO





THE EXPERIENCE

A supportive team and evolving platform

Luke also highlighted his experience working with eCapital and the Liquid Inventory platform:

“The people have been great, and the self-serve portal makes managing our financing easy.”



Advice for Other Sellers

Luke encourages other marketplace businesses to consider financing options designed to support inventory-driven growth:

“I would tell other Sellers to consider eCapital Liquid Inventory because it grows with your business.

Unlike other lending products there is the ability to capture interest savings when you have lower capital demands. The payment terms of interest only allows us to turn more cash flow into growth rather than servicing term loans that we renew over and over.”

LET'S TALK!

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