



Meet the seller



Nick Harman

Randimals
Ketchum, ID



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seller's storefront

What do you get when you mix a zebra with a kangaroo? A Zangaroo, of course. Or an eagle and a leopard? You get a flying feline called an Eagard!

While many might find the idea strange, Nick Harman and Casey Finegan were confident that their unusual toy concept—and the Randimals origin story told in the award-winning children’s book, *The Randimals*—would resonate with kids growing up in an era that emphasizes inclusivity. “The idea is to demonstrate that our differences are our superpower,” said Harman. The theme is incorporated into the company tag line: What makes us different, makes all the difference in the world. Three years after launching Randimals, Harman and Finegan are preparing to take their toys global with Amazon as their partner.

When Harman first showed early prototypes to manufacturers, “they thought they were strange and that we must’ve made a mistake.” However, whenever he showed the toys to kids, they embraced the creatures with excitement and joy. “Kids don’t see differences the way adults do. That’s why these toys resonate,” said Harman.

As an advertising and marketing professional, Harman knew how to develop the brand story, but logistics and fulfillment were not his areas of expertise. This is where Amazon has been a crucial partner for Randimals. As Harman said, “The business would never have worked if we tried to handle distribution and fulfillment. That’s what Amazon excels at. We excel at designing toys.”

Amazon has helped Randimals gain exposure internationally, allowing the company to launch in the UK and Europe over the next several months. Harman noted that, “Amazon helps facilitate the legal process and the tax collection requirements [to sell globally]. It’s an incredible benefit to small businesses like ours.”

Harman believes that harnessing customer engagement, social media marketing, and ecommerce is the formula for success in today’s small business environment. “When we had the original Randimals idea in 2012, it was a different landscape. But now the barrier to entry has been lowered. We can actually compete with major toy companies by partnering with Amazon.”

Independent Sellers

2,000

There are more than 2,000 independent sellers in Idaho selling in Amazon’s store.

Average Annual Sales

\$190,000

In Idaho, average annual sales per independent seller was more than \$190,000.

Items Sold

16 million

Independent sellers in Idaho sold more than 16 million items in 2023.

