

Growing Sales using Amazon

LR Data Science

[Stephan Pire](#), Supply Chain CMO



How to Sell Online?



LOGO TEXT HERE
- Slogan Here -



Become an Amazon seller

More than half the units sold in our stores are from independent sellers.

[Sign up](#)

[Learn more](#)

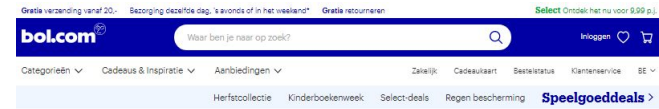
€39 (excl. VAT) per month



Owning your own Online Shop vs Using Marketplaces

	Own Shop	Marketplace
IT Infrastructure	High Maintenance	No Maintenance
Marketing	Relying 100% on you	Large volume of Users
Target Market	Anywhere in the World	Only where Amazon is
Logistic (Reverse and Small Quantities)	Organize Small Parcel Picking (or Outsource it)	Outsource to FBA
Consumer Insights	Full Control	No / Few Control

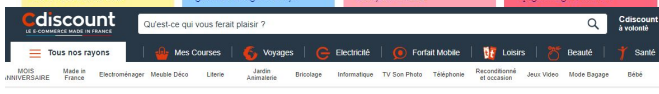
Why Selling on Marketplaces?



bol.com website header. Navigation menu includes: Categorieën, Cadeaus & Inspiratie, Aanbiedingen, Zaken, Cadeaukaart, Bestelstatus, Klantenservice, BE. Promotional banner: "Speelgoed Deals".



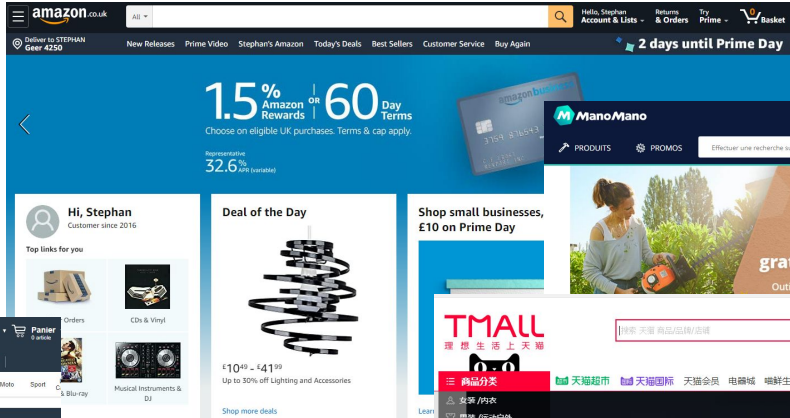
Large promotional banner for "Speelgoed Deals" (Toys Deals) featuring a child with a toy airplane. Text: "Bekijk nu alle deals".



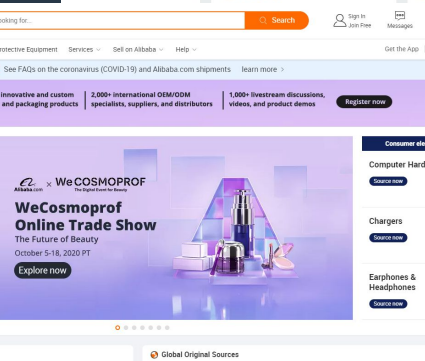
cdiscount.com website header. Navigation menu includes: Tous nos rayons, Mes Courses, Voyages, Électricté, Forfait Mobile, Loisirs, Beauté, Santé, Dcny. Promotional banner: "LIVRAISON GRATUITE DÈS 25€ D'ACHAT".



cdiscount.com product page for Spotify Premium. Offer: "Offre à durée limitée 6 MOIS DE SPOTIFY PREMIUM". Product images include headphones and smartphones.



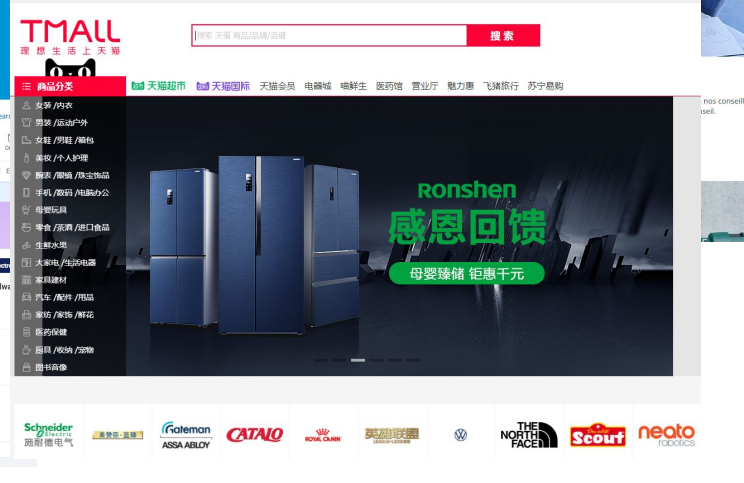
amazon.co.uk website header. Navigation menu includes: New Releases, Prime Video, Stephan's Amazon, Today's Deals, Best Sellers, Customer Service, Buy Again. Promotional banner: "1.5% Amazon Rewards OR 60 Day Terms".



Alibaba.com website header. Navigation menu includes: Categories, Ready to Ship, Trade Shows, Personal Protective Equipment, Services, Sell on Alibaba. Promotional banner: "WeCosmoprof Online Trade Show".






Manomano.com website header. Navigation menu includes: PRODUITS, PROMOS. Promotional banner: "Jusqu'à -40% Vos outils livrés gratuitement avec bingo".




Tmall.com website header. Navigation menu includes: 商品分类. Promotional banner: "ronshen 感恩回馈 母婴臻储 钜惠千元".

Amazon on Top


amazon.co.uk All  Hello, Stephan [Account & Lists](#) [Returns & Orders](#) [Try Prime](#) 

bol.com  Deliver to **STEPHAN Geer 4250** [New Releases](#) [Prime Video](#) [Stephan's Amazon](#) [Today's Deals](#) [Best Sellers](#) [Customer Service](#) [Buy Again](#) **2 days until Prime Day**


Speelgoed Deals [Bekijk nu alle deals](#)

Kinderschoenen de nieuwe collectie 





1.5% Amazon Rewards OR **60 Day Terms**
Choose on eligible UK purchases. Terms & cap apply.




Representative **32.6% APR** (variable)

 **Hi, Stephan**
Customer since 2016

Top links for you

-  Your Orders
-  CDs & Vinyl
-  DVD & Blu-ray
-  Musical Instruments & DJ


Deal of the Day



£10⁴⁹ - £41⁹⁹
Up to 30% off Lighting and Accessories

[Shop more deals](#)

Shop small businesses, get £10 on Prime Day



[Learn more](#)

More time to return


Buy today, and get extra peace of mind with extended Returns until 31st Jan

[See conditions](#)



gift cards

Let them pick the perfect gift

Shop now



Sponsored

Why Amazon?

- Volume of visits (32 billion euros sold in 2019 only in Europe)
- Ease of Listing many Products
- Ease of Outsourcing Order Fulfillment
- Ease of Advertising (Paid Clicks)
- Strong Affiliation Networks

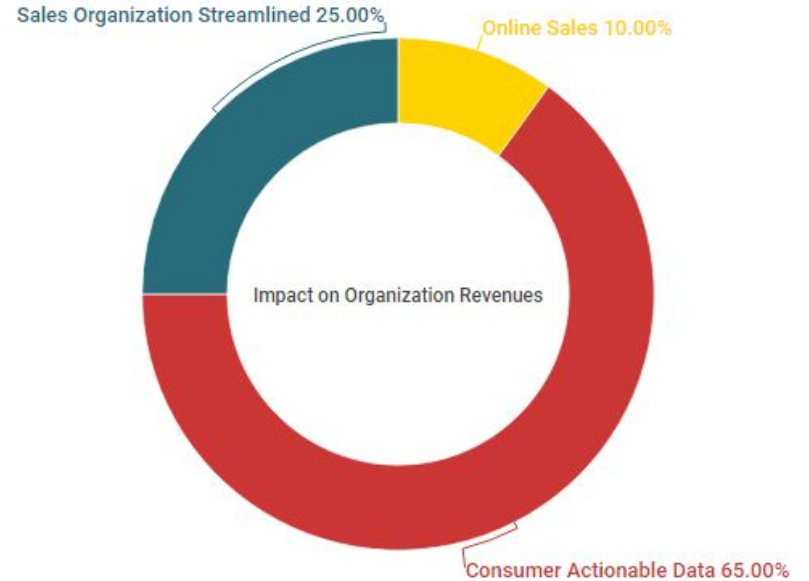
Is Amazon Evil?

- Local Distribution:
 - Amazon is better than any traditional Retailer to list an Artisan Catalog
 - A Retailer chain wants to ensure enough volume before agreeing to list a new Product
- Sales / Retail Margin:
 - A Traditional Distributor/Wholesale/Retail Margin is 45 to 55% - Amazon is 30% maximum

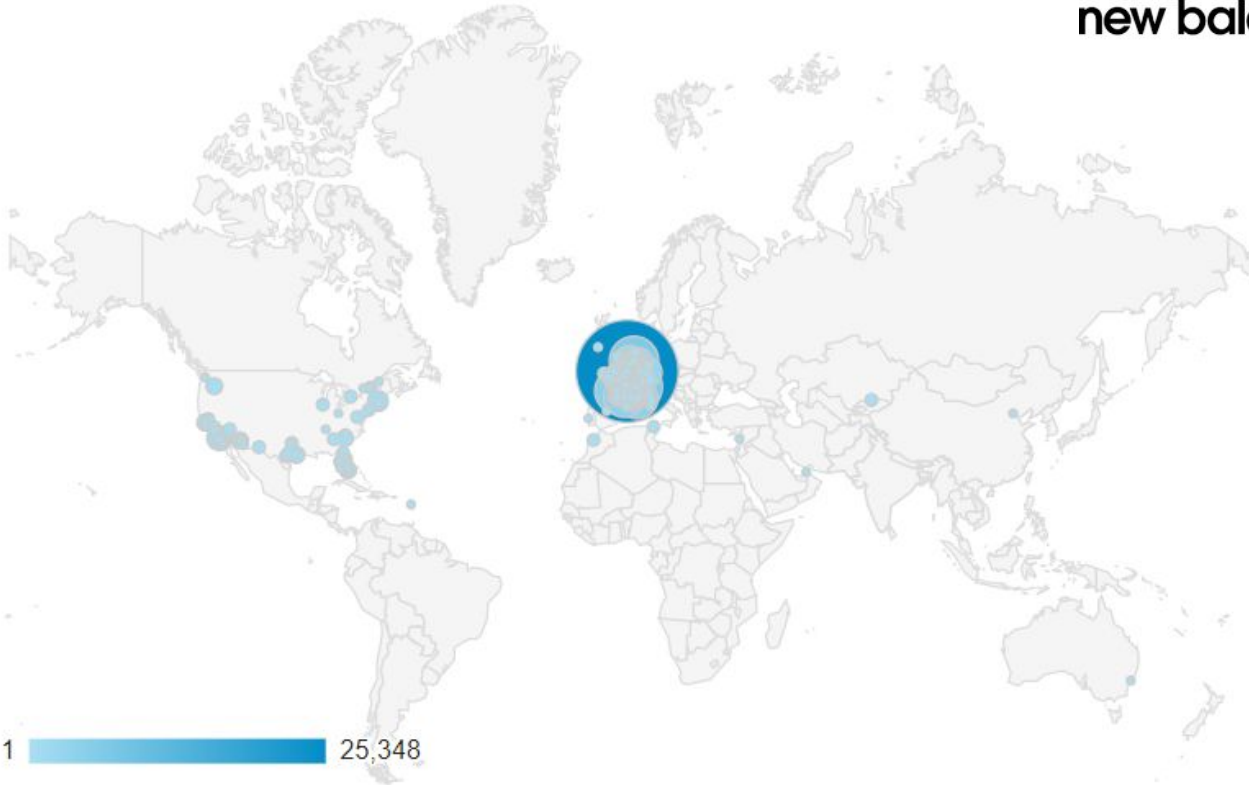
Decision drivers to sell on Marketplaces

Market Potential

Fast Implementation

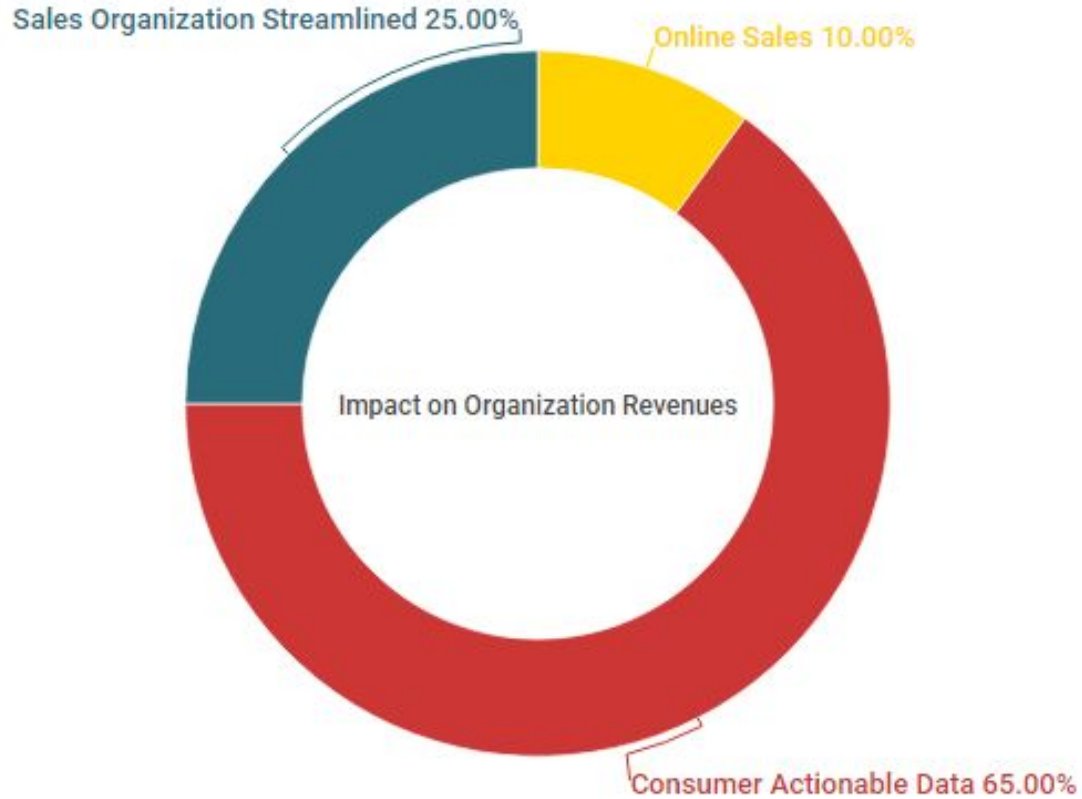


Market Potential

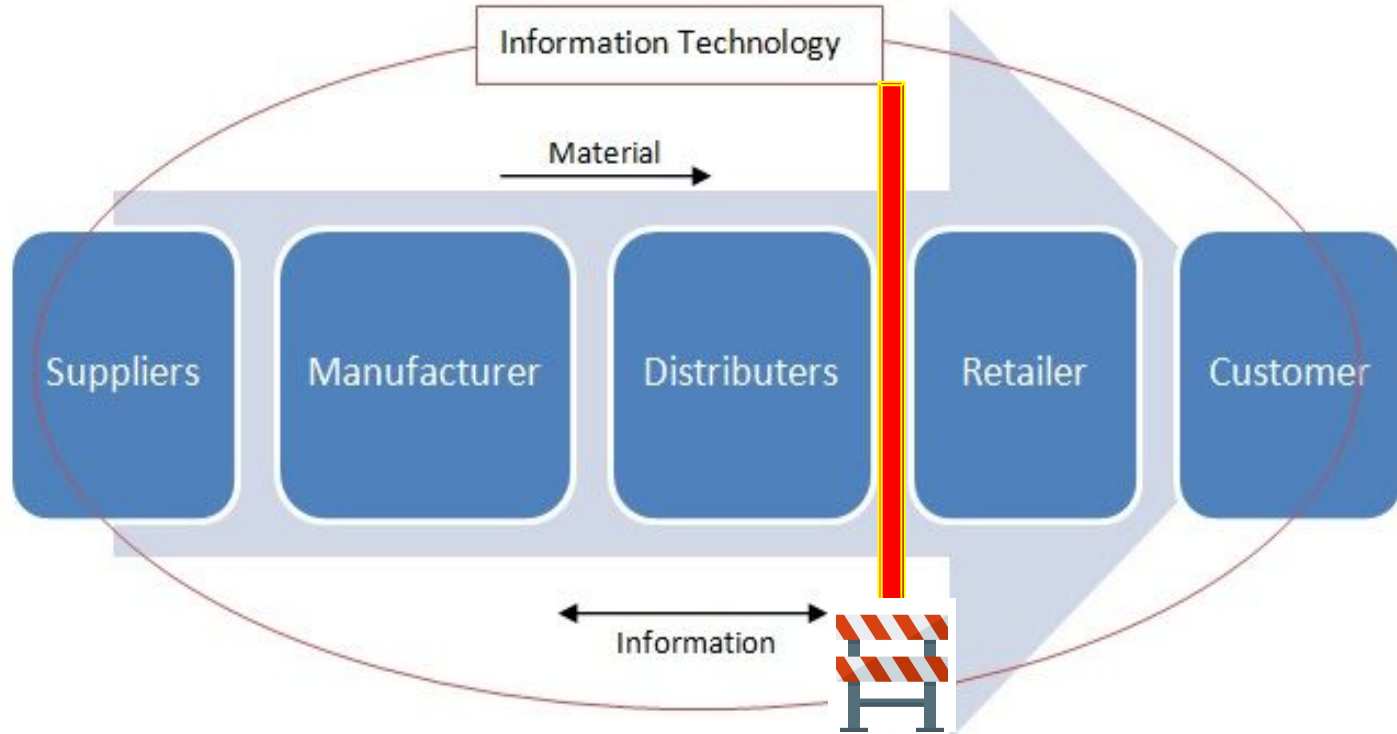


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Fast Implementation

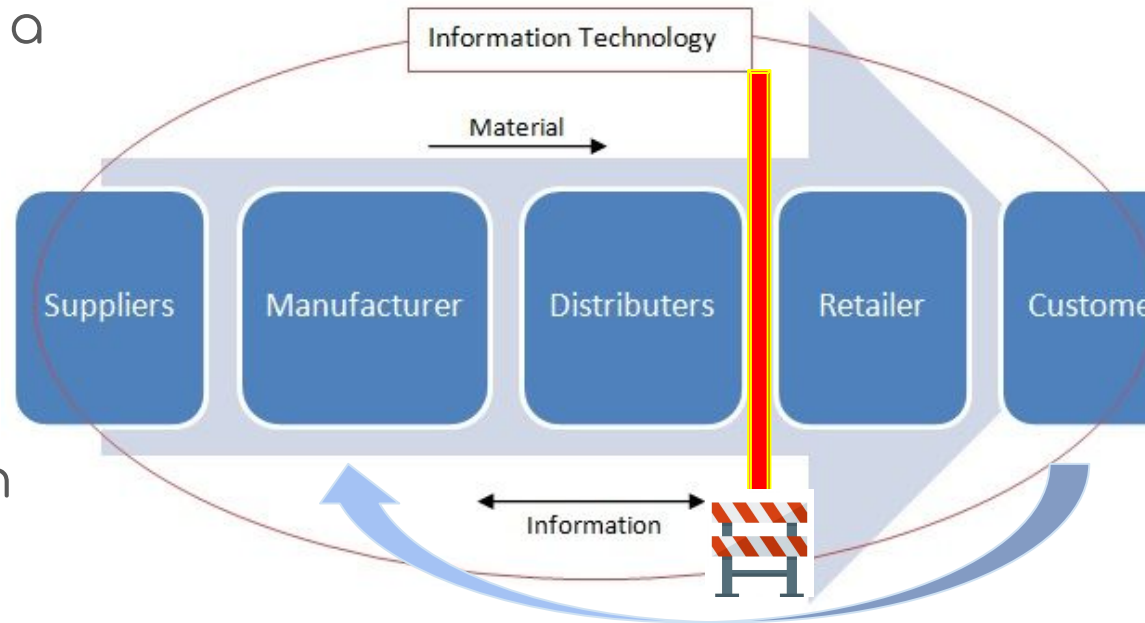


Traditional Supply Constraint



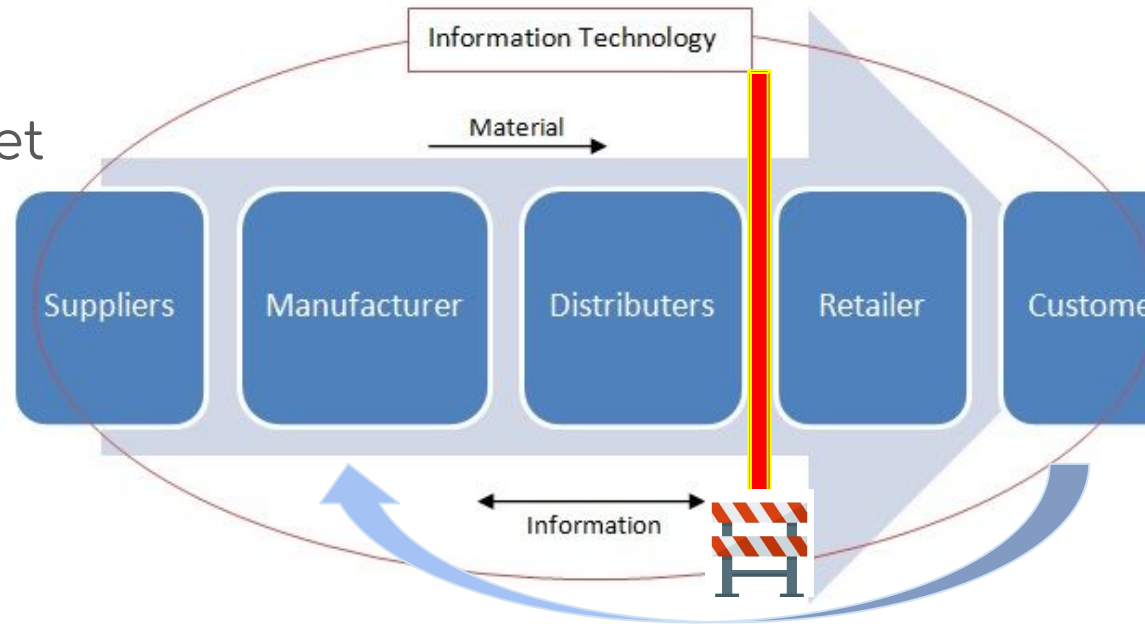
How we overcome the Supply Chain constraint

1. Use the Marketplace as a Data Bridge
2. Share Data with the Distributors
3. Communicate with the whole Chain to agree on Non-Compete Pricing



The Benefits for Supply Chain

1. Improve Demand Data
2. Find new Demand Market
3. Analyse Distributor & Retailer Performance
4. Reduce Inventory On Hand / Increase Inventory Turnover



Weakness of 3rd Party Marketplaces

No control on Data



NO DATA

Indirect relationship with new clients



How do we mitigate Marketplaces flaws?

Integrate an Upsell offer in the Physical Products

Give away Discounts with the first Orders



B2B Workflow with Amazon



Case Study B2C ioPool [\(<https://iopool.com>\)](https://iopool.com)

- 2019

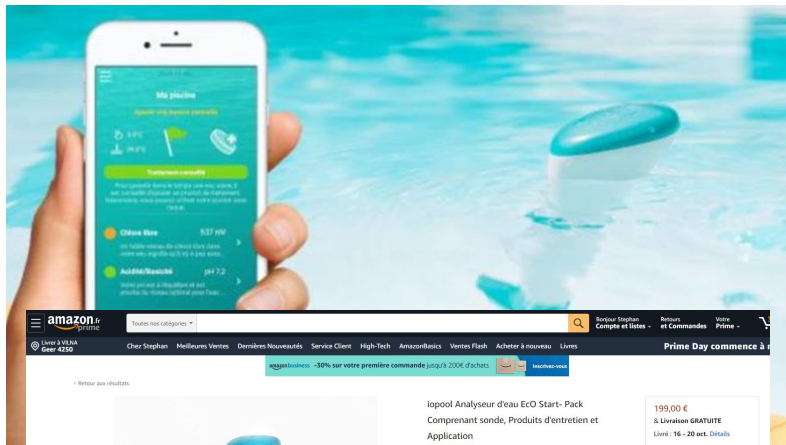
- Uses Amazon FR & UK as leverage
- 80% of Revenues came from Amazon
- 15% of returning Customers came from Amazon

- 2020

- Amazon provides new Customers
- Amazon provides a “guaranteed” feeling
- 30% of Revenues come from Amazon
- 2% of returning Customers comes from Amazon

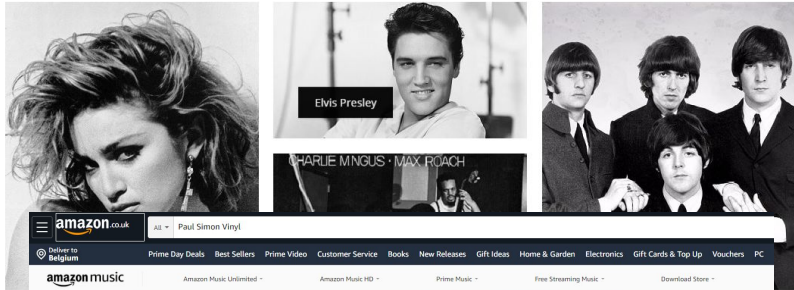
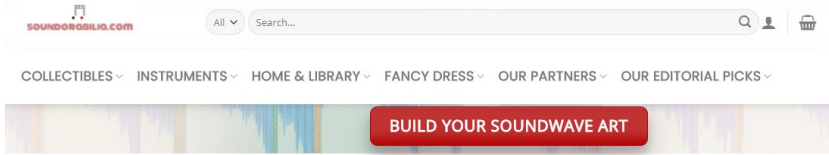
- Future

- No plan to withdraw from Amazon



Case Study B2C Soundorabilia

(<https://soundorabilia.com>)



- 2018
 - Started as an Amazon Affiliate
 - 95% of Revenues came from Amazon commission on Sales
- 2020
 - Launched its own Platform
 - Still suggest Amazon Items
 - 30% of Revenues come from Amazon
 - 20% of Revues come from Amazon Commission on Sales
- Future
 - No plan to withdraw from Amazon

Case Study B2B 2015

Kashrut Baking

<https://kashrutbaking.com>

The image shows two screenshots. The top one is the Kashrut Baking website homepage, featuring a search bar with 'ROSH HASHANAH APPLE PIE', navigation links like 'HOME', 'ABOUT', and 'BAKING PRODUCTS', and a large banner for 'KASHRUT BAKING' with 'Pastry & Bakery Ingredients' and 'Premium Quality Vanilla Bavarian Cream'. The bottom screenshot is an Amazon product page for 'Haddar by Baracke 100% Pure Ground Sesame Tahini 15.9oz Jar (2 Pack) Just One Ingredient, Gluten Free, Vegan, Keto Friendly, Kosher'. It shows the product image, price (\$12.97), and purchase options.

- Generated Products Catalog using AI Copywriting Robots
- Used Amazon US as Market Entry
- 95% of Revenues came from Amazon
- 5% of Revenues came from EBay
- 100% of returning Customers from Amazon

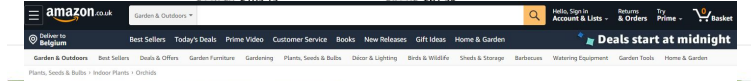
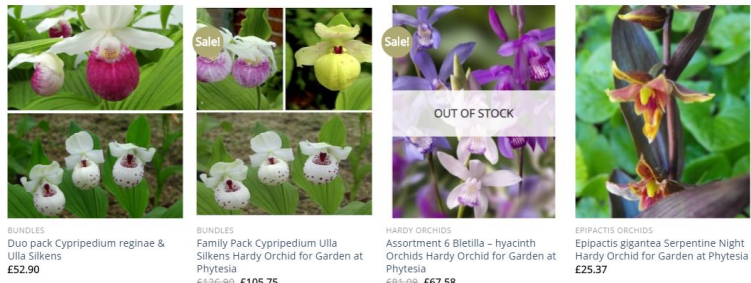
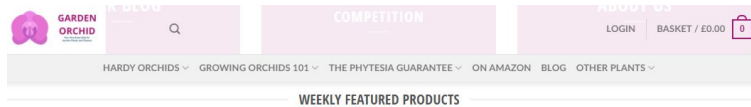
2020

- Amazon provides new Customers
- Amazon provides a “guaranteed” feeling
- KashrutBaking.com offers B2B specific services and integrate with Sales Department’s CRM
- 15% of Revenues come from Amazon
- 9 over 10 new Retailers come with Amazon

Future

- No plan to withdraw from Amazon

Case Study B2C/B2B: Phytesia Orchids



- 2013

- Uses Amazon UK as Market Entry
- 95% of Revenues came from Amazon
- 100% of returning Customers comes from Amazon

- 2019

- Amazon provides new Customers
- Amazon provides a “guaranteed” feeling
- 30% of Revenues come from Amazon
- 5% of returning Customers comes from Amazon

- Future

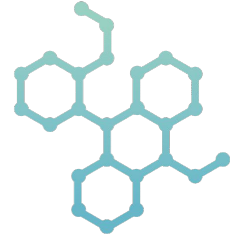
- No plan to withdraw from Amazon

Where to start?

1. Register on Seller Merchant
 - <https://sellercentral.amazon.co.uk/>
2. Listing your Products
 - <https://sellercentral.amazon.com/gp/help/external/202094740>
3. Advertise your Products
 - <https://advertising.amazon.com/>
4. Using FBA
 - <https://services.amazon.co.uk/services/fulfilment-by-amazon/pan-european-fba.html>
5. Getting the Buy Box
 - <https://tinititi.com/blog/amazon/win-amazon-buy-box/>



What's next?



LRDataScience[®]
Leveraging Retail Data

Thank you

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