



JEFFCOMMERCE



Amazon Seller (FBA) or Vendor Account (Retail)?
Or Both?

Amazon Sales!

50%

Of Amazon sales
are by Amazon

€184B

Amazon sales
volume in 2019

16

Amazon
marketplaces
worldwide

50%

Of Amazon sales are
by Marketplace
Sellers – SMEs that
offer their products
through Amazon

€184B

Amazon
Marketplace Seller
sales volume in 2019

3M

Active sellers on
Amazon

Other EU-based marketplaces include

Folkey

ebay

fnac

PRICE
MINISTER

GAME

COOLSHOP

flubit

bol.com

real.de

allegro

Okazii.ro

Cdiscount
Marketplace

PLXmania.com

eMAG

FYNDIQ

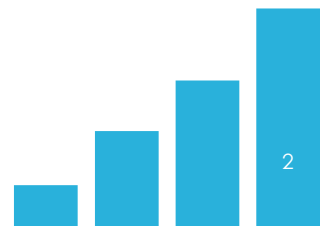
OnBuy.com

frugo

OTTO

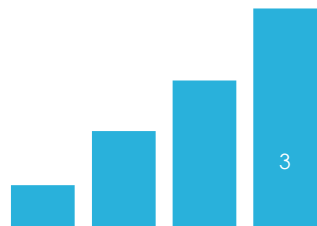
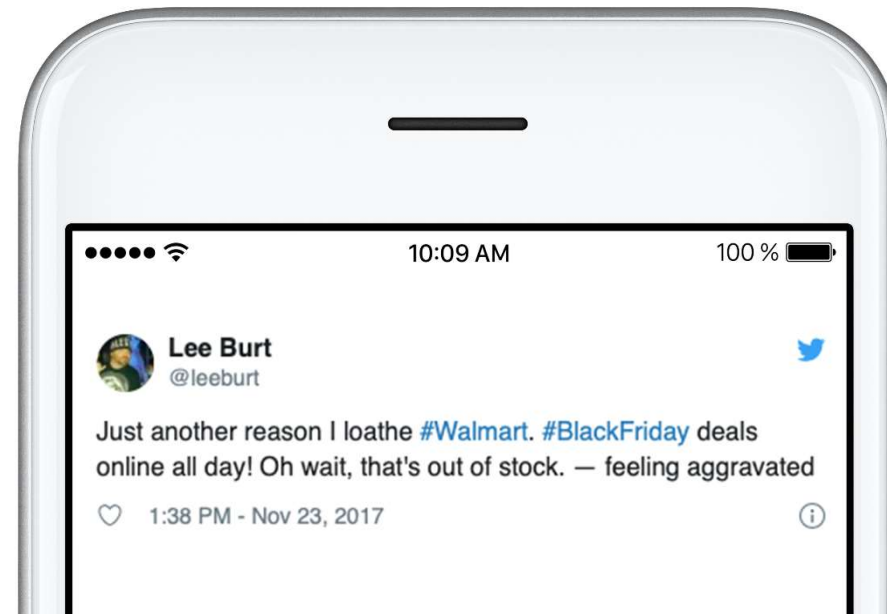
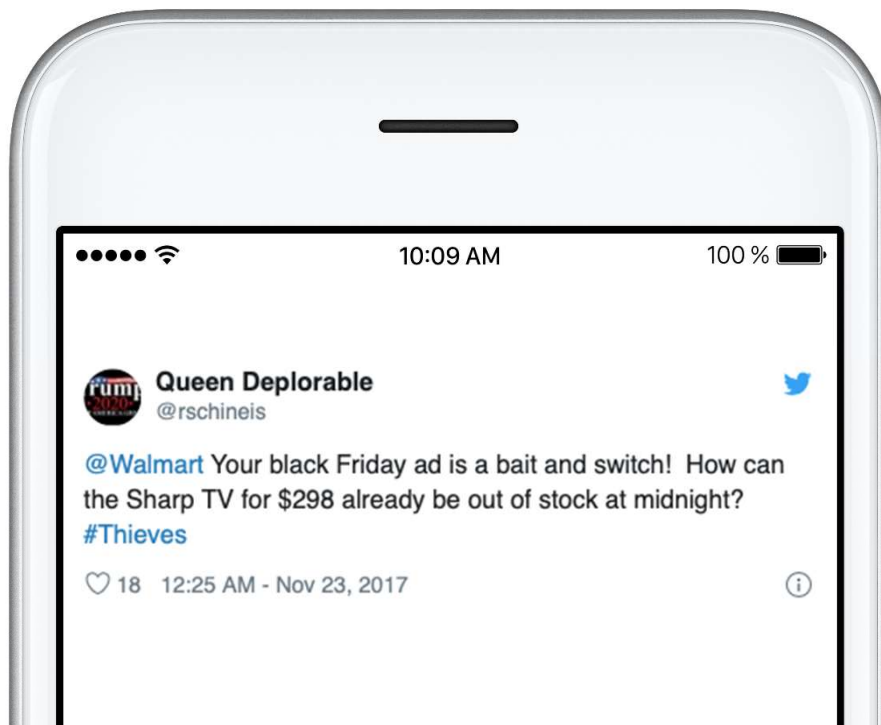
The top 100 Amazon marketplace sellers turn over
€90M+ PER YEAR

Sources: *The Future of B2B Procurement*, sellerratings.com, bigcommerce.com, linnworks.com



You can't sell it online if you don't have it in stock

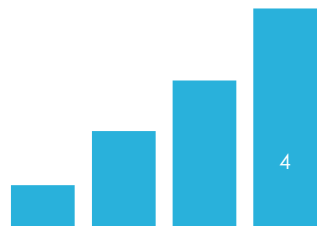
Walmart's Black Friday online sale sold out before Black Friday, and buyers were furious



Amazon Plan of Attack!



- 1) How much money = Inventory do you have?
- 2) How many (internal) resources do you have? (IT, staff, Logistics?)
- 3) Are you the Manufacturer of the brand?
- 4) Are you the local Business Unit or IP owner of the brand?
- 5) Are you the local distributor of the brand?
- 6) Can you set the EU Pricing of your product?
- 7) What is your sales strategy? B2C/B2B2C/B2X?
- 8) What is your USP? Product & Brand Development, Marketing, Sales?
- 9) What do YOU want to do?

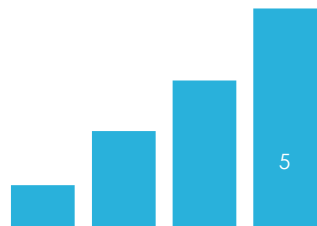


Amazon Seller Account (FBA)

(1/2)

- 1) Easy to set-up
- 2) No large investment required
- 3) Monthly set-up fee and commission per product sold
- 4) Warehousing; Storage fee per product/M3
- 5) Logistics; Merchant fulfilled or FBA
- 6) EFN (European Fulfillment Network); Sell on all the EU Amazon sites from 1 account/location
- 7) Payment; 14 days
- 8) Increase your inventory as the demand grows
- 9) (Hyper) competitive environment

fulfillment
by **amazon**



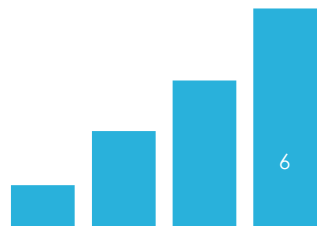
Amazon Seller Account (FBA)

(2/2)

fulfillment
by **amazon**



- 10) Pricing changes each 15 minutes
- 11) The buy-box takes more than 75% off sales
- 12) Marketing tools, you use Amazon adds to drive sales
- 13) You can use market automation tools, like repricers and programs which automate your, sales, restock processes
- 14) There are many, many, many more helpful systems and resources available for Sellers
- 15) They all cost time any money
- 16) Amazon Sales Policy; You can be banned from selling if you infringe Amazon seller policies
- 17) Most Customer centric Company in the world; Customer is Number 1, You are Number 3.
- 18) Please keep yourself up-to-date!

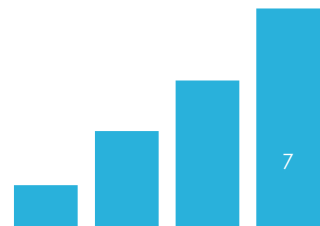


Amazon Vendor Account (Retail)

(1/2)



- 1) Hard to set-up & Invitation Only
- 2) IT investments required (ERP – EDI)
- 3) **No** Monthly set-up fee or commission per product sold
- 4) **No** Warehousing; Storage fee per product/M3
- 5) Logistics; You need to arrange logistics and meet Amazon SLA's (delivery windows)
- 6) Benelux; Delivery to warehouses in Germany/France
EU; 75+ warehouses
- 7) Payment; 60-120 days
- 8) Inventory in Amazon warehouses can (sometimes) be returned to you (No firm Sale)
- 9) When you are a local vendor you can face competition from different countries

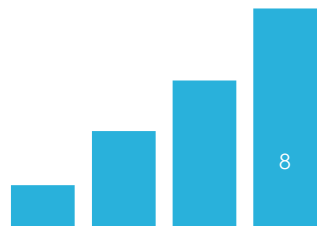


Amazon Vendor Account (Retail)

(2/2)



- 10) Amazon determines the price and margin it sells at
- 11) The buy-box goes to Amazon first if price is same or similar to marketplace seller
- 12) Marketing and content tools; You can use Amazon tools to drive sales
- 13) Brand registry
- 14) Few resources available or are expensive (consultancy firms)
- 15) Early access to promotions, like Prime Day
- 16) Very strict SLA Policy; You can get fines/charges which can be 1 to 10% of your revenue
- 17) Most Customer centric Company in the world; Customer is Number 1, You are Number 4
- 18) Please keep yourself up-to-date!



We **optimize global supply chains** by connecting the world's biggest E-tailers with the world's leading products

For **brands** our primary focus is generating more sales by simplifying and taking care of data management and logistics, which enables them to reach and increase sales to 2 billion consumers without any software requirements.

For **E-commerce** companies we simplify the access to product catalogs of the world's leading brands and increase their revenue by optimizing their fulfillment. Which results in revenue growth, margin and customer loyalty.

Amazon is our **#1 B2B** E-commerce customer

We supply them in **8** marketplaces including Middle East and India

1000+ brands

10+ product groups include games, toys, health & beauty, consumer electronics, party supplies and merchandising

ZERO product returns

98.9% of everything we invoice is paid

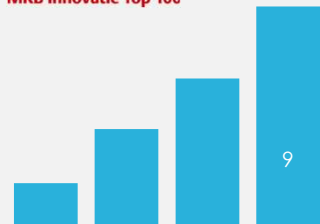
Awards & Nominations Include



for Quality excellence



MKB Innovatie Top 100



Our future is more than just Amazon.

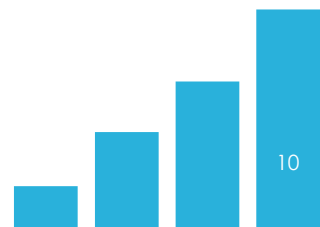
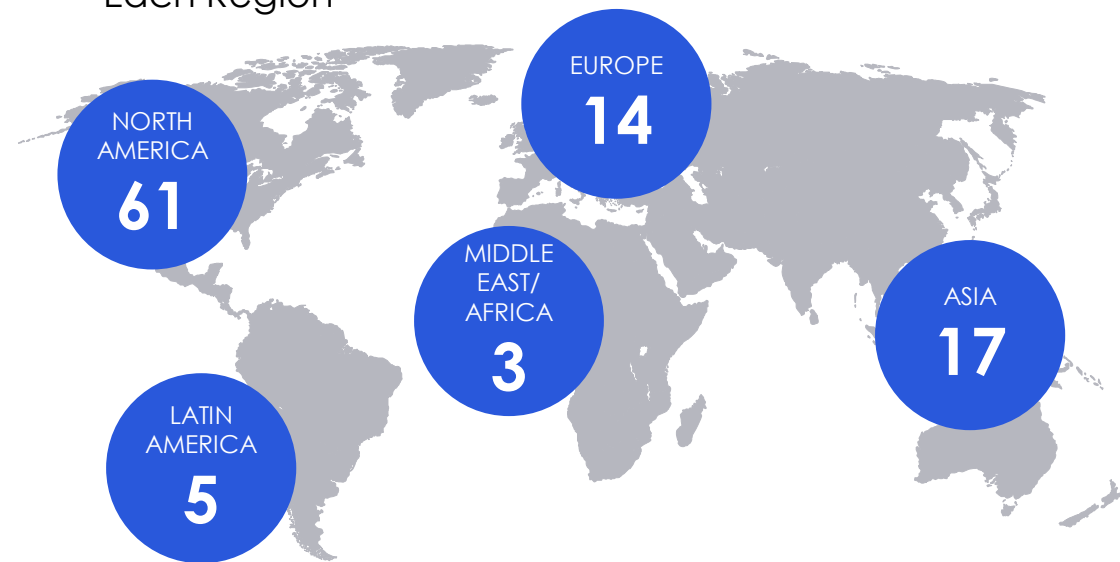
The top 100 marketplaces account for 95% of marketplace sales and are all over the world

For every marketplace, there are **hundreds of marketplace sellers.**



The combined sales of the top 100 other marketplaces exceed Amazon's

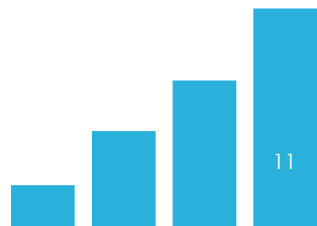
The **Number of Top 100 Online Marketplaces** in Each Region



Whatever you choose...



There is a reason that this guy always laughs...





JEFFCOMMERCE

Thank You!

Contact Us

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