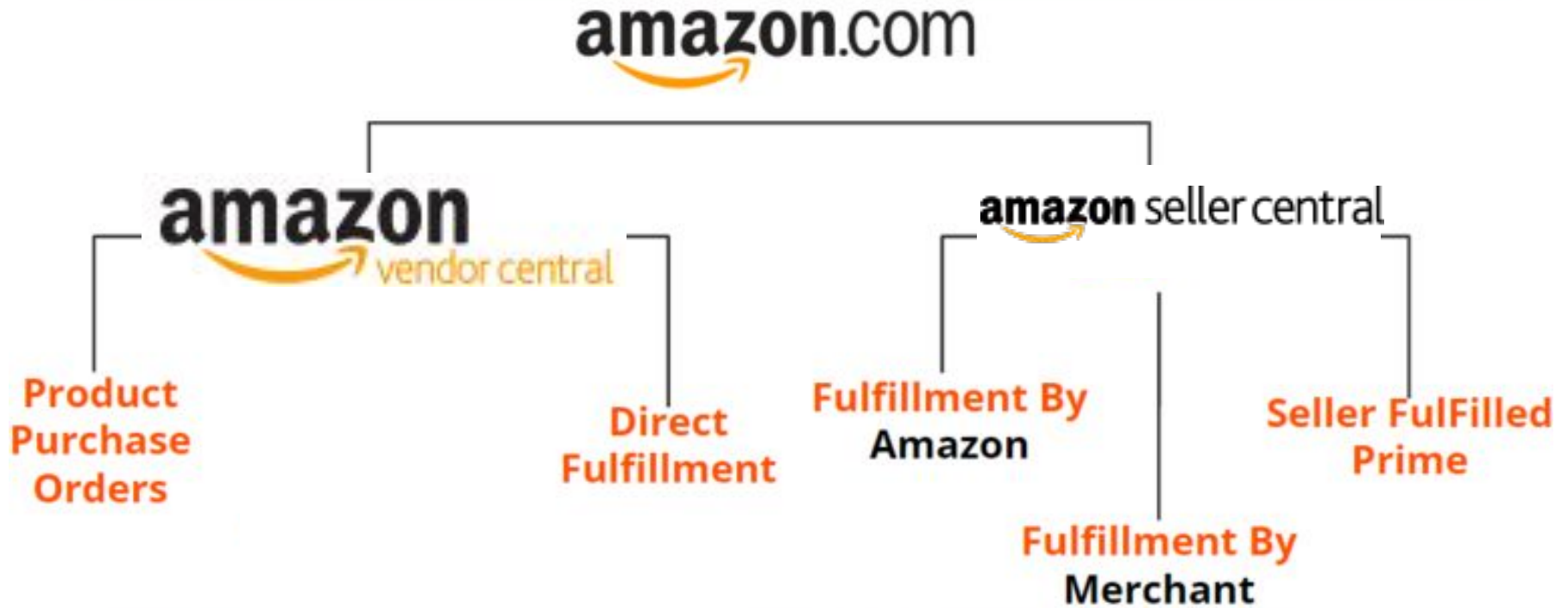


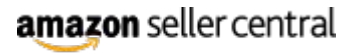
# Today's Amazon Selling Ecosystem



# Amazon Vendor vs. Seller



Vendor/Distributor  
Relationship



Seller/Merchant  
Relationship

## PROS:

- Amazon Sends Weekly Purchase Orders
- Amazon handles all returns
- Amazon pays freight with allowance
- DF does not take freight allowance
- Amazon manages taxes
- **Always Prime**, All the Time

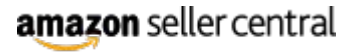
## CONS:

- Fixed PO Costs = **Hard** to Raise Prices
- Annual negotiation on allowances
- **Amazon** Sets Retail Price (follows the market)
- Amazon keeps customer info
- Minimal loyalty - Amazon can shut off business without warning

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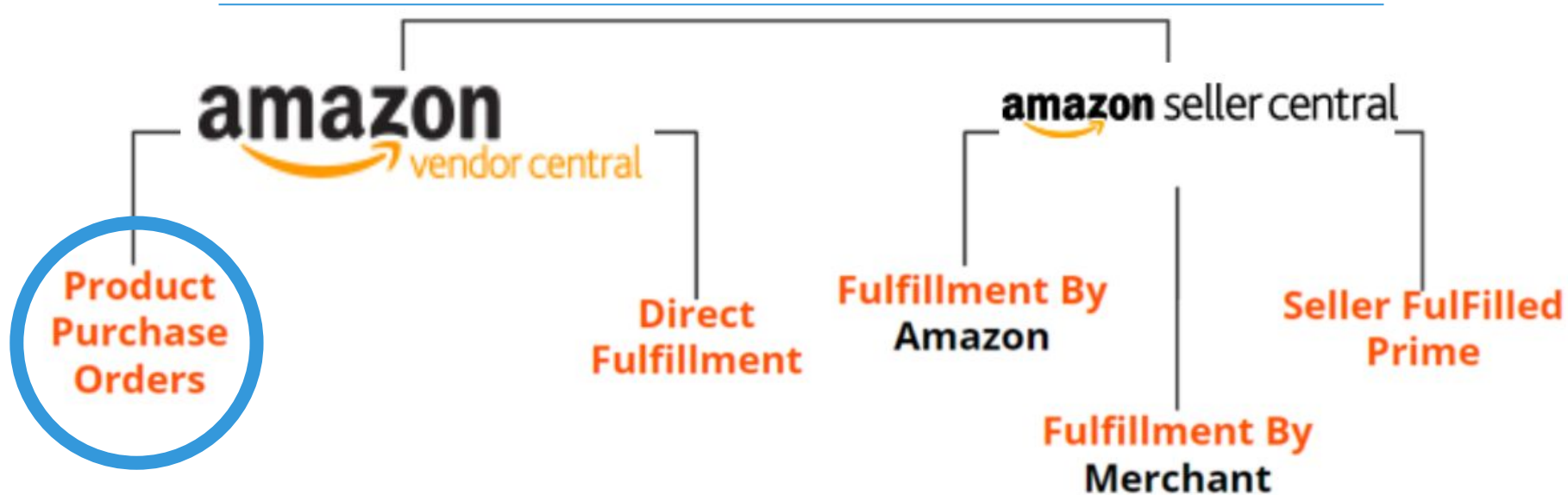
PROS:

- Seller keeps 85% of retail!
- Seller sets Retail Price!
- Seller gets customer contact information in case of product failure/etc.

CONS:

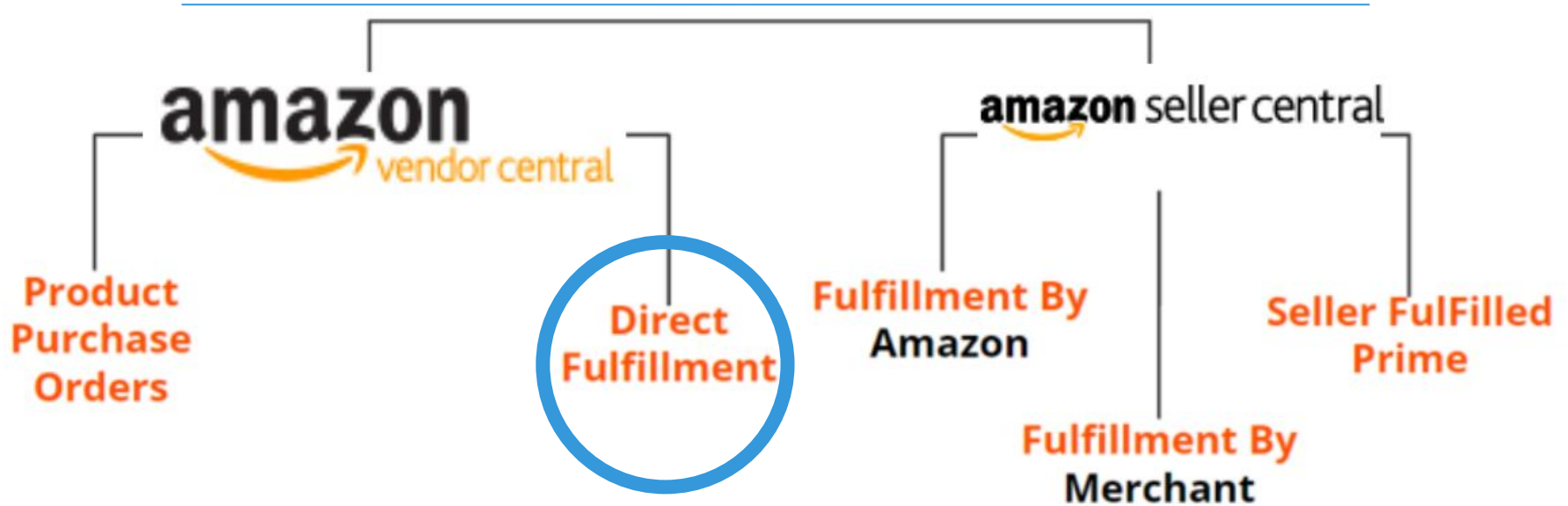
- Amazon charges 15% of retail
- Seller pays freight to end customer
- Seller partially responsible for sales tax
- Seller handles customer conflicts

# We Create Growth!



- Weekly Outage Reporting
- New Item Setup, Cost Changes, Image / Content Updates
- AMS advertising campaign management and reporting
- Agile Project Management: New Product launches, A+ content, variations
- EDI automation management (we help onboard your teammates)
- Chargeback reporting and support

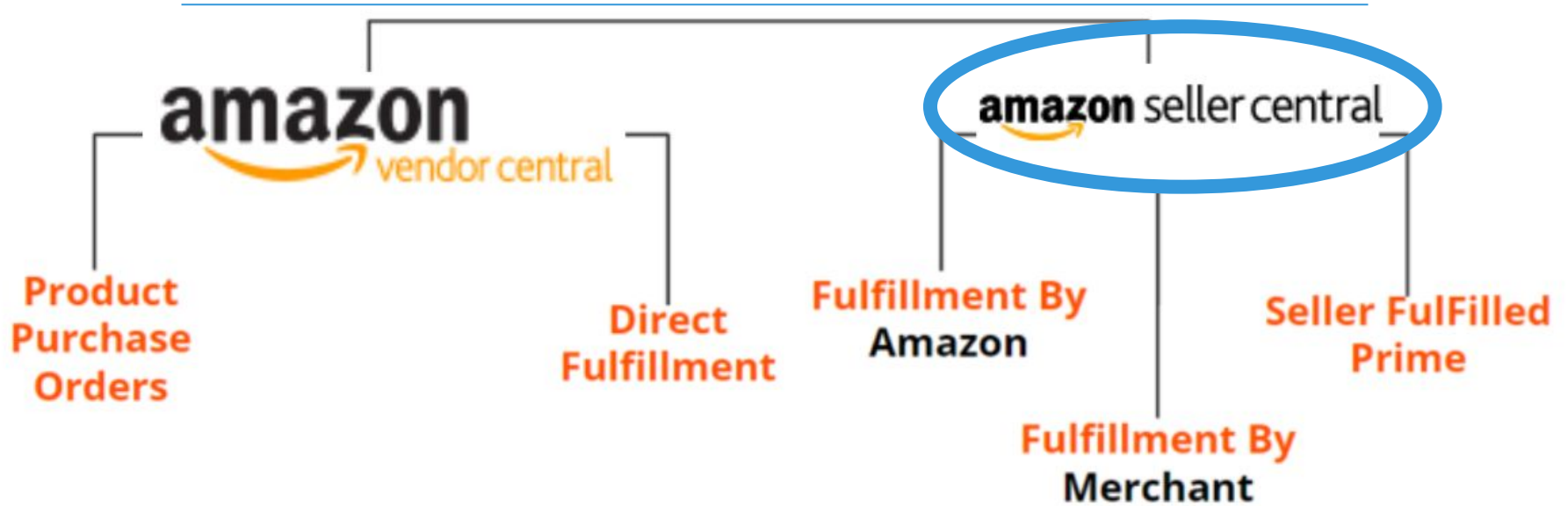
# We Create Growth!



Everything from previous page and more:

- Stocking the virtual shelves: Inventory Loading and Management
- B2B offerings, huge assortment expansion through full-carton dropship
- EDI automation management

# We Create Growth!



Seller Central management, Hybrid or with 3PL partnerships:

- FBA - help calculate all fees and get inventory shipping
- FBM - manage software integration to scale pick/pack/ship operations
- ALL: pricing calculations and repricing

We are very flexible depending on your involvement with this sector! Its part of our program.