

CH A

N G E



Stage 2

Amazon FBA



What is Amazon FBA?

Fulfilment By Amazon (FBA) is an excellent opportunity for those looking to leverage one of the most popular ecommerce platforms in the world. Using this service, sellers can list their products on Amazon and use Amazon warehouse locations as fulfilment centres for their products. To do this, sellers source their products, which get shipped to Amazon. The company stores and dispatches them to customers who purchase them on the Amazon platform. It's an excellent opportunity for those familiar with drop shipping and white/private labelling. The initial outlay can be expensive. However, FBA can be very lucrative over the long term. Amazon is also a very well regulated and trusted site.



Advantages

Amazon is one of the world's leading ecommerce platforms and is several times bigger than many other competitors. It was reported that in 2020 Amazon had topped the global list of online retailers with a 7.7% market share. The ecommerce giant is constantly investing in warehouses, aeroplanes, trucks, cars and staff to bolster its logistics chain offering next day and, in some cases, same day delivery. The globally trusted platform is a great way to secure sales. Its brand name translates to your products, especially when listed as dispatched by Amazon. They also have significant organic in-house traffic. Millions of people use it daily. Your products can get great exposure with features such as related items and comparisons.



Disadvantages

Due to its popularity, Amazon has high seller fees, including unpacking, storage, shipping and selling charges. Whilst the site's popularity is generally a benefit, one drawback comes from competition with several other sellers with similar products. Setting an account up and getting your product on the shelves can take a long time, with some not seeing positive results the first year. Furthermore, there are several guidelines sellers need to be aware of when using the site to ensure they meet Amazon's stringent requirements. If you miss anything, you could lose your account and revenue stream. The seller support service also leaves much to be desired. It can take days, and in some cases weeks, to get responses and liaise with the company.



Is FBA for me?

Going into FBA shouldn't be taken lightly, but don't let the downsides deter you from trying. There are some successful FBA products on Amazon, and the number of people using this service is growing every year. Change's founders and community have seen very positive results on the platform. FBA is an excellent opportunity for those willing to invest the time, effort and money into reaching the top pages of the marketplace. Change recommends this service to those with experience in dropshipping and white or private labelling spaces.



Where do I start?

When building a plan for FBA, it is recommended that you investigate Amazon's top seller's list and search for products similar to the ones you plan to sell. Read reviews and find out what their customers are saying to try and find market gaps and pain points. When setting up, you should read all terms and conditions and adhere to every one of Amazon's guidelines.



Initial Goals

Your primary initial efforts on the platform should be focused on pushing your product to the front pages. There are several strategies you can use to achieve this. This includes using keywords to appear more in product searches and using social media to promote your listing with links pointed directly at your product to increase traffic. When you sell your products, you will naturally get feedback. Take all reviews and questions seriously, whether from Amazon or a customer. Take decisive action swiftly and effectively to solve any potential problems diplomatically.



How Can Change Help?

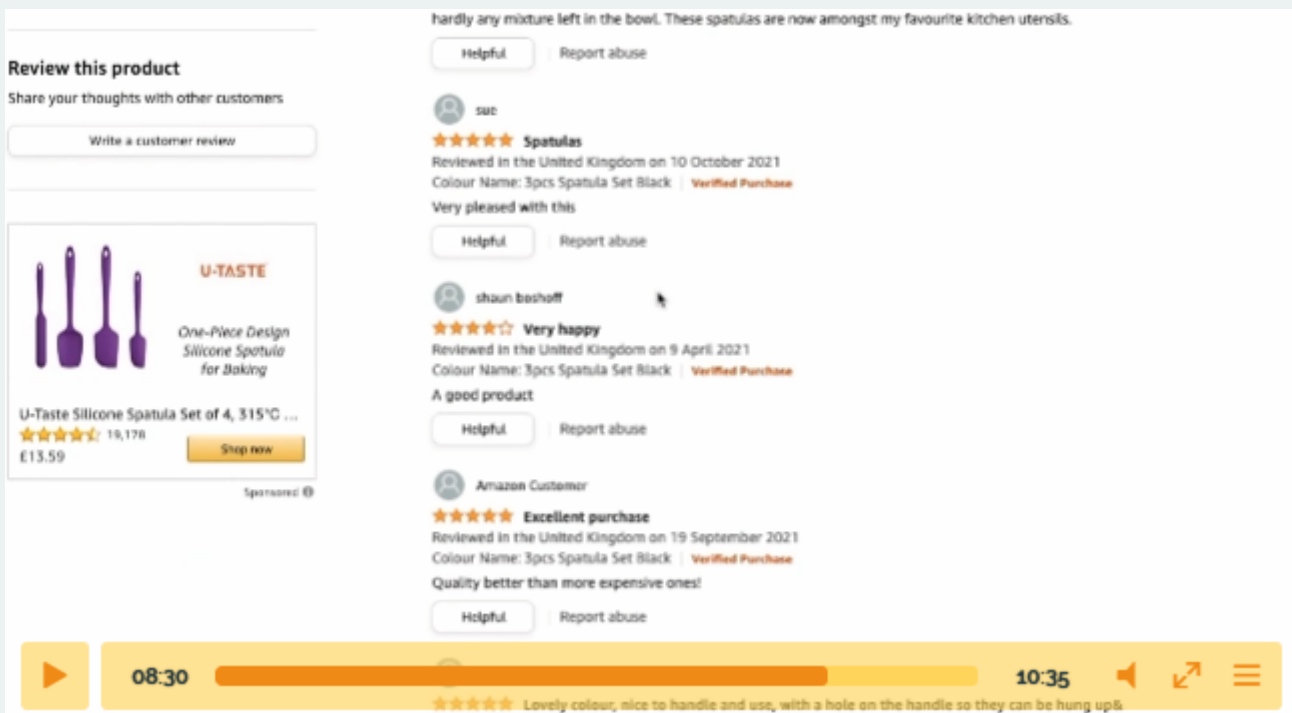
Change has dedicated support and step-by-step guides on establishing your products on Amazon and how to push those products to the top of the platform's sellers list. Some of it will also be included in the training workshops. Still, there are plenty of other resources and information at your disposal. We recommend getting in touch with some of the community members who have seen success. You can also contact mentors and founders through the Change portal to get 1-to-1 advice and feedback.



Amazon FBA

Amazon is a platform that's seen massive growth year on year since its inception in 1994. It is one of the world's largest ecommerce platforms, and there's enormous investment being poured in for future growth. This E-Book provides insight into the Fulfillment By Amazon (FBA) service. It outlines the training available within Change for those interested.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

