



# How Irish brands can sell on Amazon – and make money

## The claim

**Amazon is the biggest opportunity in the history of ecommerce.....**

**And I am going to show you why + how**

**But.....**



**But distributing on Amazon is..**

***Harder* than you think.**

**Full of *hurdles* & unique characteristics.**

**Full of *opportunity* – AMZN Prime is coming!**

# eCommerce in Ireland

eCommerce  
Ireland €2.6bn

Forecast 2024  
€4.3bn

84%  
eCommerce  
overseas

19% shop only  
from abroad

67% shop on  
Amazon

500 Irish  
Brands on  
Amazon

# Ecommerce Frameworks

# eCommerce business model

- **3 levers**
  - **Customer Acquisition**
  - **Conversion rate**
  - **Average basket size**

# eCommerce Distribution Channels



# The Brilliant Basics of eCommerce

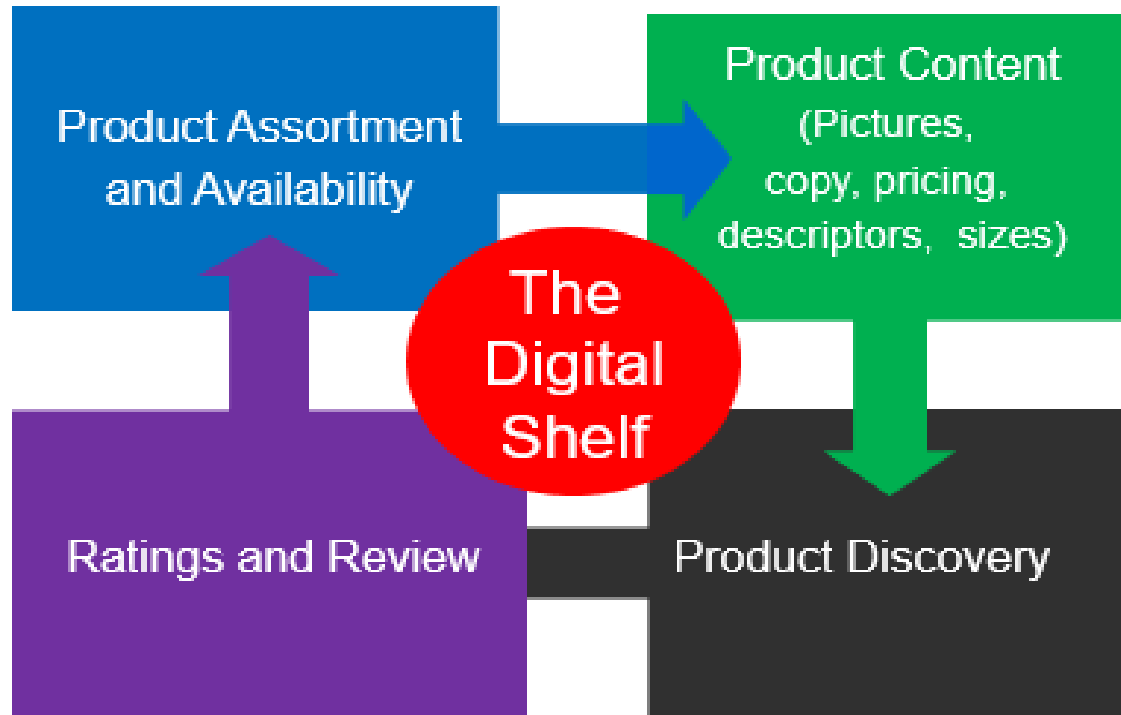
- **Product and Price**
- **Delivery and Fulfilment**
- **Stock Management**
- **Customer Reviews and Trustpilot scores**
- **Visual image - with video being important**



# The Importance of Images in Mobile eCommerce



# Understand the digital shelf



**Marketplaces**

# What is a Marketplace

**A marketplace is any platform that connects buyers and sellers with each other and provides infrastructure (such as reviews, payments, or messaging) to facilitate a transaction.**

# Why Marketplaces?

## Brand

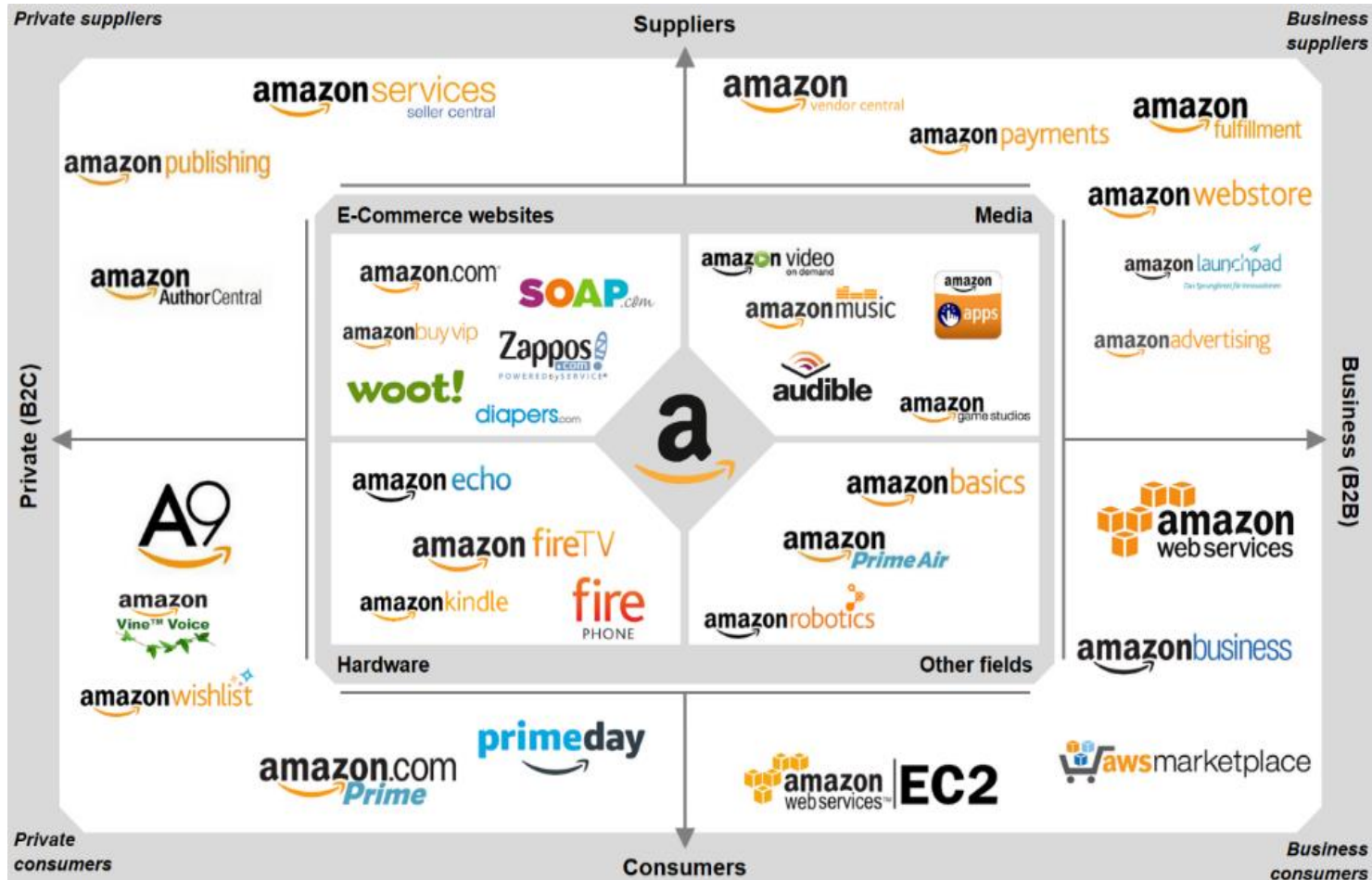
- Access + exposure to wider customer base
- Brand equity associated with marketplace
- Access to advanced platform, payment + fulfilment options

## Consumer

- One stop shopping
- Wider selection
- Greater trust in unknown brands
- Customer service guarantee from AMZN / Ebay

**Amazon**

# What is Amazon



## Brands

- amazon echo
- amazon alexa
- audible
- kindle
- twitch
- aws
- prime
- WHOLE FOODS MARKET
- Zappos (POWERED BY SERVICE)

# Why does it work

- Where your customer is
- Amazon Customer Obsession principle
- Delivery: Ship in 1-day to 72% of US
- Amazon same-day delivery: order before noon, and it will arrive at your home by 9 p.m on the same day in 14 US Cities





...and

- **Best logistics network on the planet**
- **Continuous improvement**

fulfillment  
by **amazon**



**amazon.com**  
*Prime*

# Why will it work for your brand?

- **Traffic**
- **Comparable products**
- **Guaranteed Customer Service**

- **Access to international markets with one click**
- **Standardised process**
- **High standards – better than yours!**

# Why is it hard to 'get'?



Product search,  
Visual search,  
AR  
Advertising

# Why is it hard- Staying...

## Synchronized

- Get Listed
- Updates
- Stock
- Prices

## Competitive

- Buy Box
- Pricing
- FBA
- Advertising
- Discoverability
- Desirability

## Alive(Sorry!)

- Customer Service
- Fulfilment
- Order Metrics

## Profitable

- Impact of options
- Versus .com and other channels
- Conversion to .com



**Solution**

# What's the solution

- What is your Business Strategy
  - Grow by 10%/20%
  - Reach international markets effectively
  - Test market for new products – understand competitive forces
- Assess how Amazon can help you reach your strategic goals



# What's the Solution – Staying...

## Synchronized

- Integration with Inventory:
- eCommerce
- PIM

## Competitive

- Amazon Reports
- Amazon Metrics
- Third-party tools

## Alive

- Upgrade Back Office processes and fulfilment to Amazon standards

## Profitable

- Enable international sales
- Price strategy versus other channels
- Customer pays for Amazon Service



# Case Study



**Take-away**

# Wrap

- **Customer more options than ever**
- **Amazon sets their high expectations on experience + delivery times**
- **Can you compete with a .com only offer?**
- **Huge opportunity**
- **Execution is a challenge but can be met**

# Aidan Duffy

**E: [aidan@df5ecommerce.com](mailto:aidan@df5ecommerce.com)**

**<https://www.linkedin.com/in/aidanduffy/>**