


The background is a solid blue color with a repeating pattern of white line-art icons. These icons include a cash register, a storefront with an awning, a shopping cart, a wallet, a gift box, a delivery truck, a shopping bag, a speech bubble, a price tag, a credit card, and a box with an upward arrow. The icons are scattered across the entire background.

# Ecommerce 101

ALL YOU NEED TO  
START AND GROW A  
SUCCESSFUL ONLINE  
BUSINESS

BY  
ATIF & RABI



# ABOUT

# ATIF

**I am working in the fields of Digital Marketing, Growth Hacking, E-Commerce, and ROI Marketing. Over the years, I've gained a wealth of experience from effectively running various online businesses. This experience has allowed me to fine-tune the skills required to turn your digital dreams into real-world accomplishments. Your journey toward online success is something we both share, and I'm wholeheartedly dedicated to making it a reality. So, how can I assist you in achieving your digital goals?**

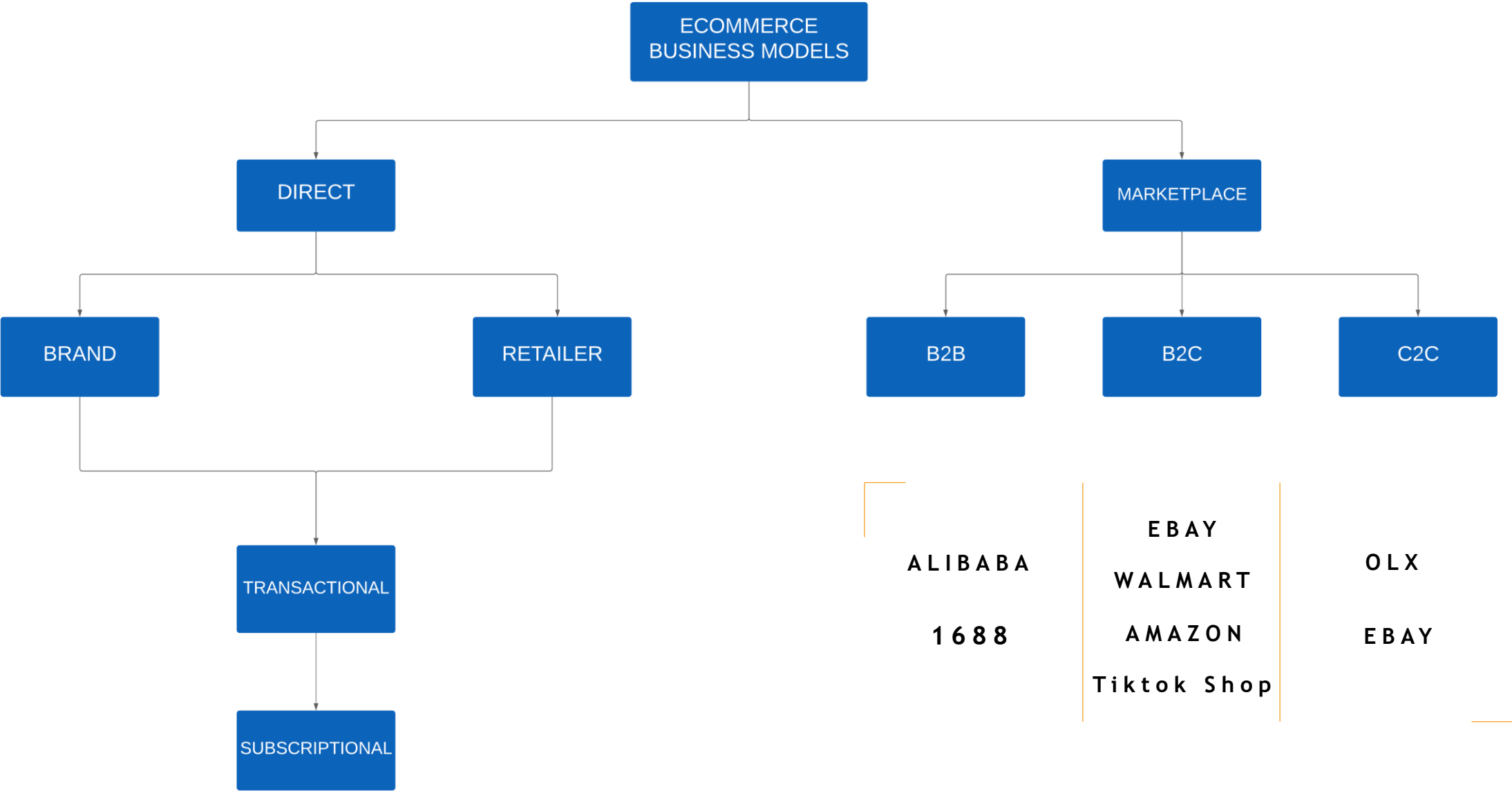
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# ABOUT RABI

**Online Seller and Consultant. MBA qualified with majors in Marketing. 27 years old recently moved to Lisbon. Started my career at PwC as an Auditor and then moved to Digital Services in 2018 and have been working in this field ever since. Currently working on a new project called Migrate Pro that helps and facilitates people in their immigration journey.**

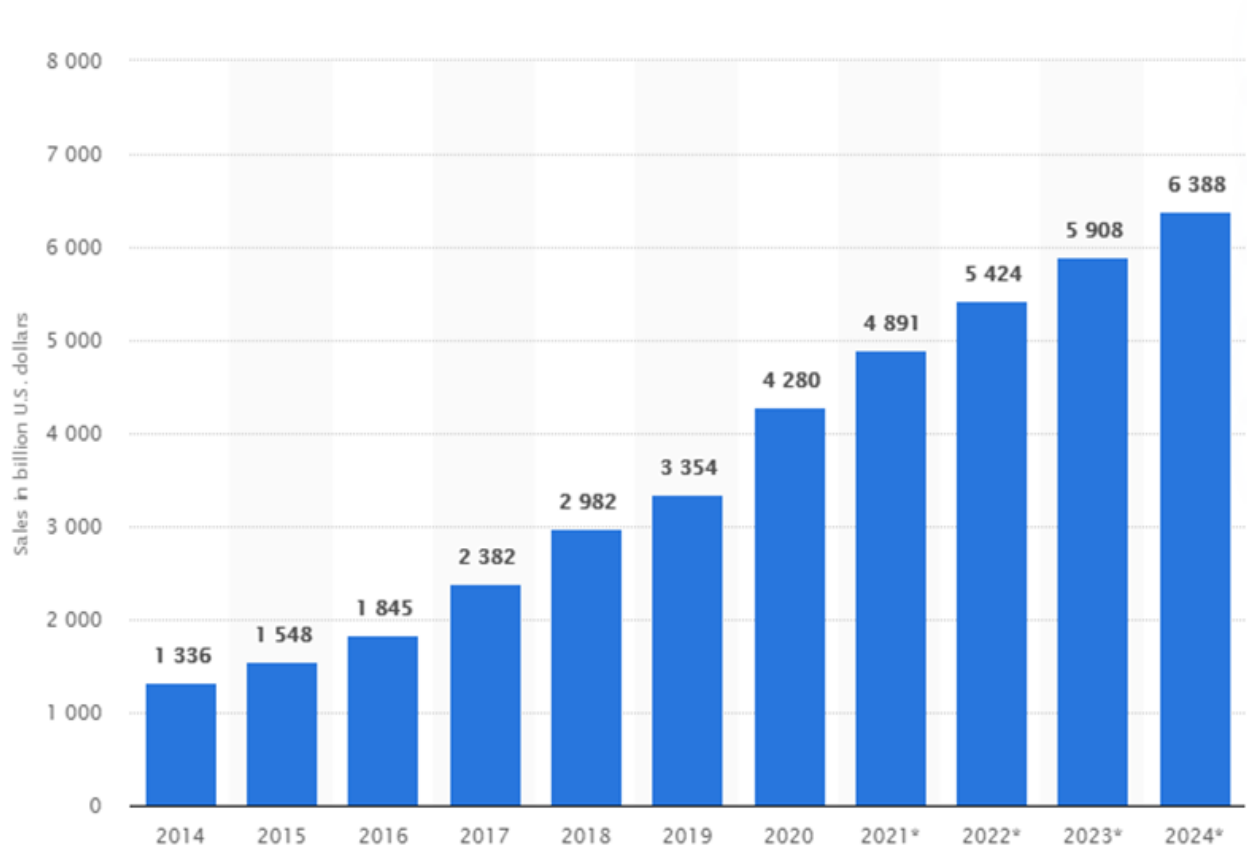
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# UNDERSTANDING ECOMMERCE BUSINESS MODELS



# Ecommerce Sales Worldwide from 2014 to 2024

*(in billion U.S. dollars)*



For the past 10 years, ecommerce was growing an average of 15% year-over-year.

However, in 2020, it grew almost twice that number.

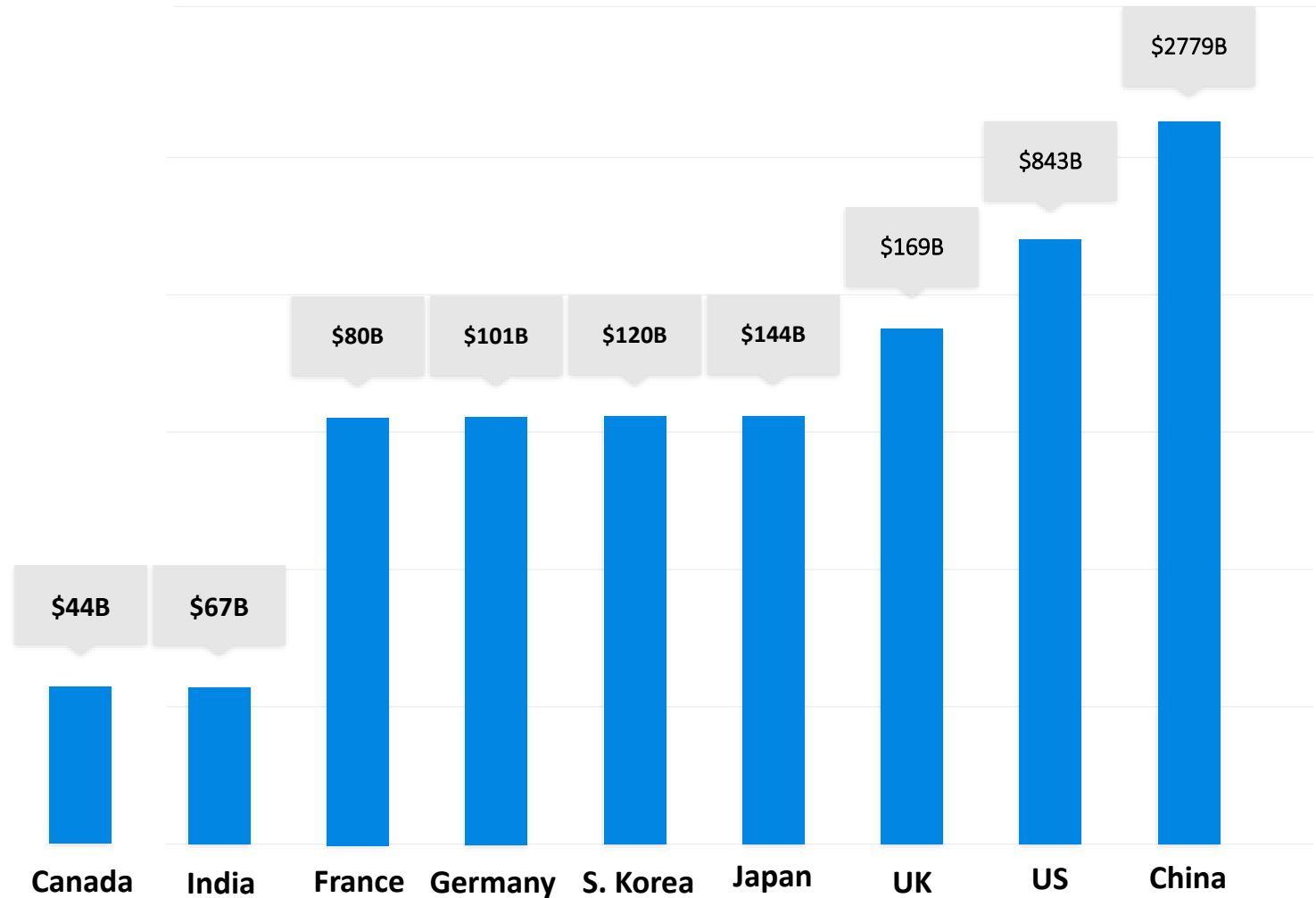
Ecommerce grew 28% in 2020 to reach \$4.2 trillion—that's up from \$3.3 trillion in 2019!

Ecommerce also represented 14% of total retail spending in 2020!

# Top **online** shopping countries in 2023

China	\$2779B
US	\$843B
UK	\$169B
Japan	\$144B
South Korea	\$120B
Germany	\$101B
France	\$80B
India	\$67B
Canada	\$44B

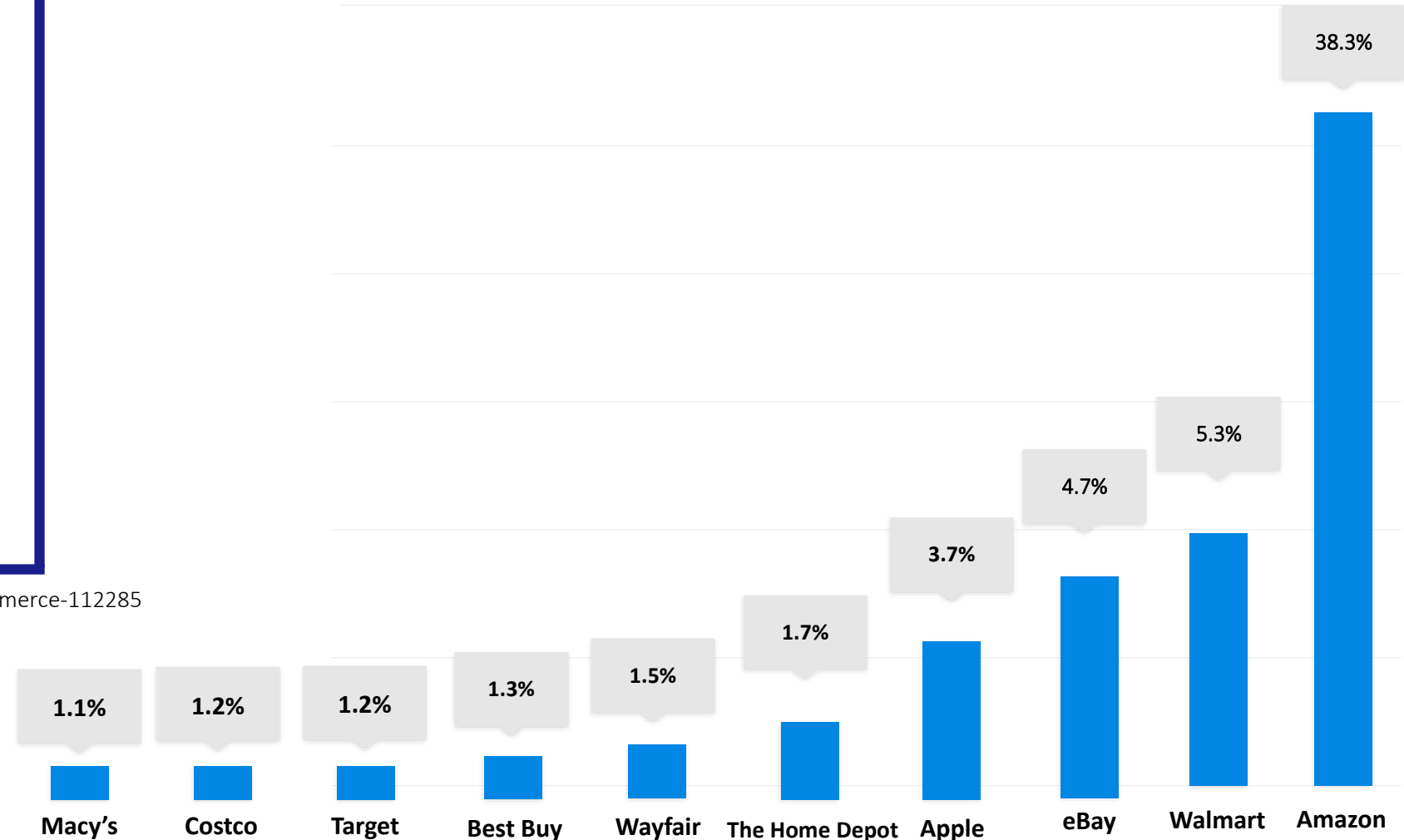
<https://www.oberlo.com/statistics/ecommerce-sales-by-country>



# WHY AMAZON?

## ECOMMERCE MARKET SHARE IN US 2023

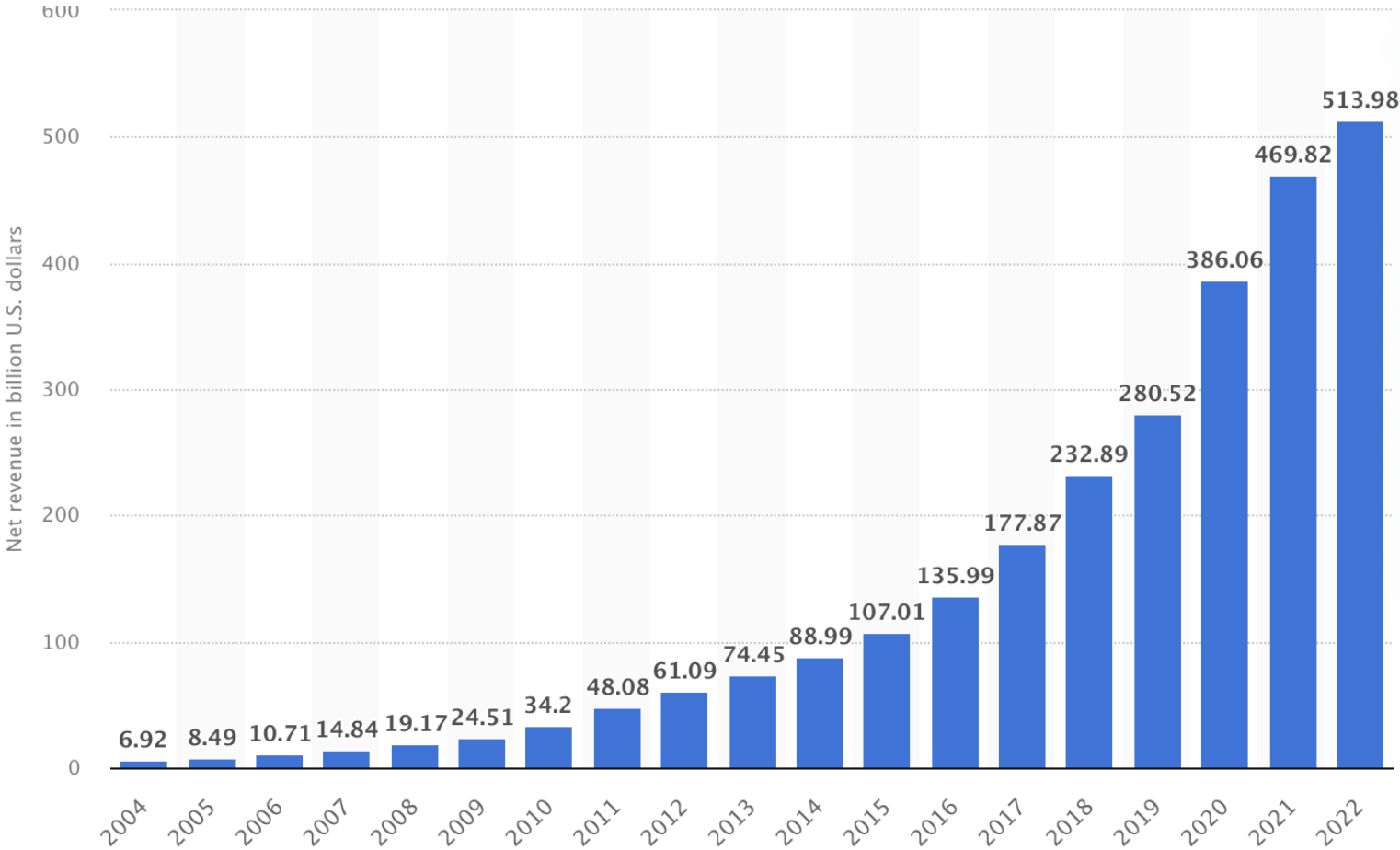
AMAZON	38.3%
WALMART	5.3%
EBAY	4.7%
APPLE	3.7%
THE HOME DEPOT	1.7%
WAYFAIR	1.5%
BEST BUY	1.3%
TARGET	1.2%
COSTCO	1.2%
MACY'S	1.1%



<https://www.marketingcharts.com/industries/retail-and-e-commerce-112285>

# Annual Net Revenue Of Amazon US from 2004 to 2023

*(in billion U.S. dollars)*



**IN 2023 AMAZON'S REVNUUE  
IN US ALONE IS \$538  
BILLION!**

<https://www.statista.com/statistics/266282/annual-net-revenue-of-amazoncom/>



GETTING  
STARTED WITH  
**amazon**



# AMAZON FBA

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Fulfillment By Amazon (FBA) is a service offered by Amazon that provides storage, packaging, and shipping assistance to sellers.

Amazon FBA allows sellers to ship their products to an Amazon fulfillment center, where items are stored until they're sold.

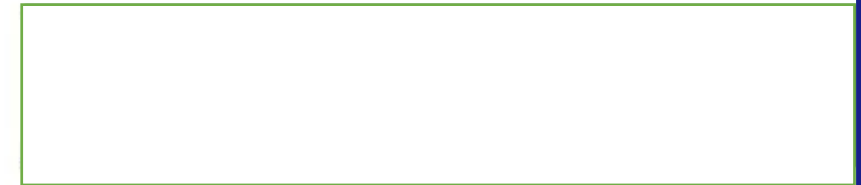
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# AMAZON SELLING MODEL FBA

## INTERNATIONAL MANUFACTURING



PAKISTANI SELLER'S FOREIGN COMPANY & BANK ACCOUNT ANYWHERE 100+ AMAZON PERMITTED COUNTRIES



# AMAZON FBM

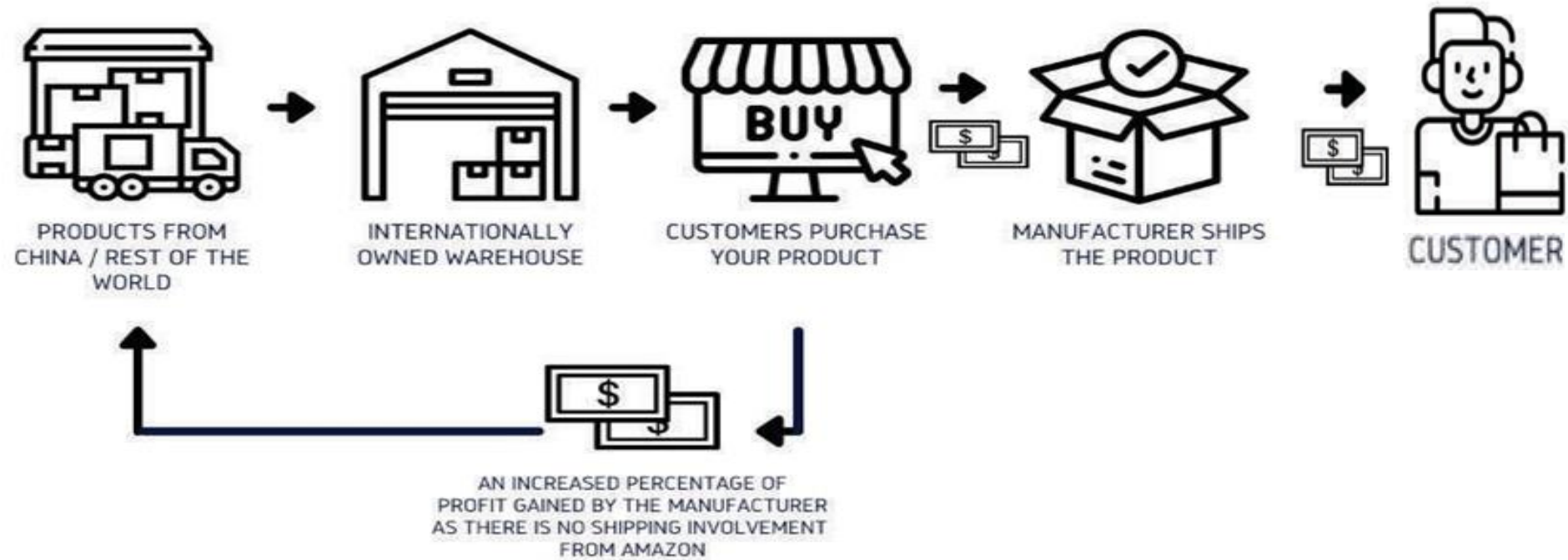
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Fulfillment By Merchant (FBM) is when the seller is in control of his entire [handling](#) and shipping [process](#).

Instead of paying a [service fee](#) and shipping inventory to [Amazon](#) to handle, the seller uses his or her own resources and sends the items directly to the buyer.

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# AMAZON SELLING MODEL FBM



# DIFFERENT BUSINESS MODELS ON AMAZON

## AMAZON PRIVATE-LABEL

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Creating your own product label/brand

## AMAZON WHOLESALE

Buying products in bulk directly from a brand or from distributors with extra stock in order to sell on Amazon

# WHY PRIVATE-LABEL?

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## AUTOMATION

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Since Amazon will be responsible for pick, pack & ship, it will give you  
**TIME, MONEY & LOCATION**  
independence!

## FLIPPABLE ASSET

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Once your **Private-Label** starts giving a consistent profit, you can flip it on **Empire Flipper** and get 36 months profit together!

# WHAT YOU DO-

## AMAZON BUSINESS LAUNCH PROCESS

### PRODUCT RESEARCH

RESEARCH PRODUCTS THAT HAVE HIGH DEMAND AND LOW COMPETITION ON AMAZON TO FIND THE MOST PROFITABLE OPPORTUNITY



### PRODUCT SOURCING

FIND A SUPPLIER OR MANUFACTURER TO CREATE YOUR PRODUCT AT THE RIGHT COST. THE SUPPLIER CAN SHIP YOUR PRODUCTS DIRECTLY TO



### PRODUCT LISTING

CREATE LISTING(S) FOR YOUR PRODUCT WITHIN YOUR AMAZON SELLER ACCOUNT AND BRAND YOUR PRODUCT



### PROMOTIONS

LAUNCH AND ADVERTISE YOUR PRODUCT TO STAND OUT AMONG AMAZON'S CATALOG OF MILLIONS OF PRODUCTS AND RANK IN THE PRODUCT'S SEARCH RESULTS.



### LAUNCH

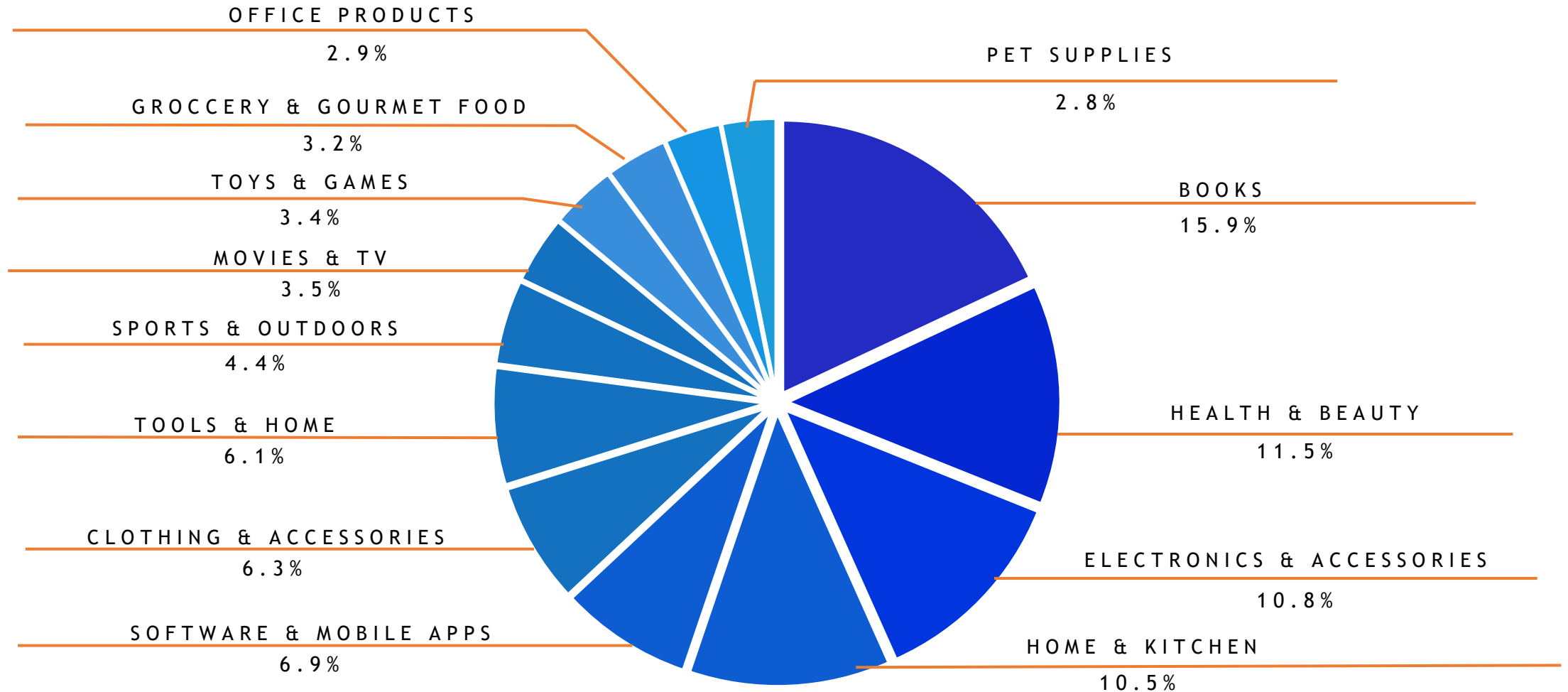
MONITOR YOUR INVENTORY AND SALES, AND SCALE YOUR BUSINESS TO KEEP THOSE PROFITS COMING IN!





# WHAT TO SELL?

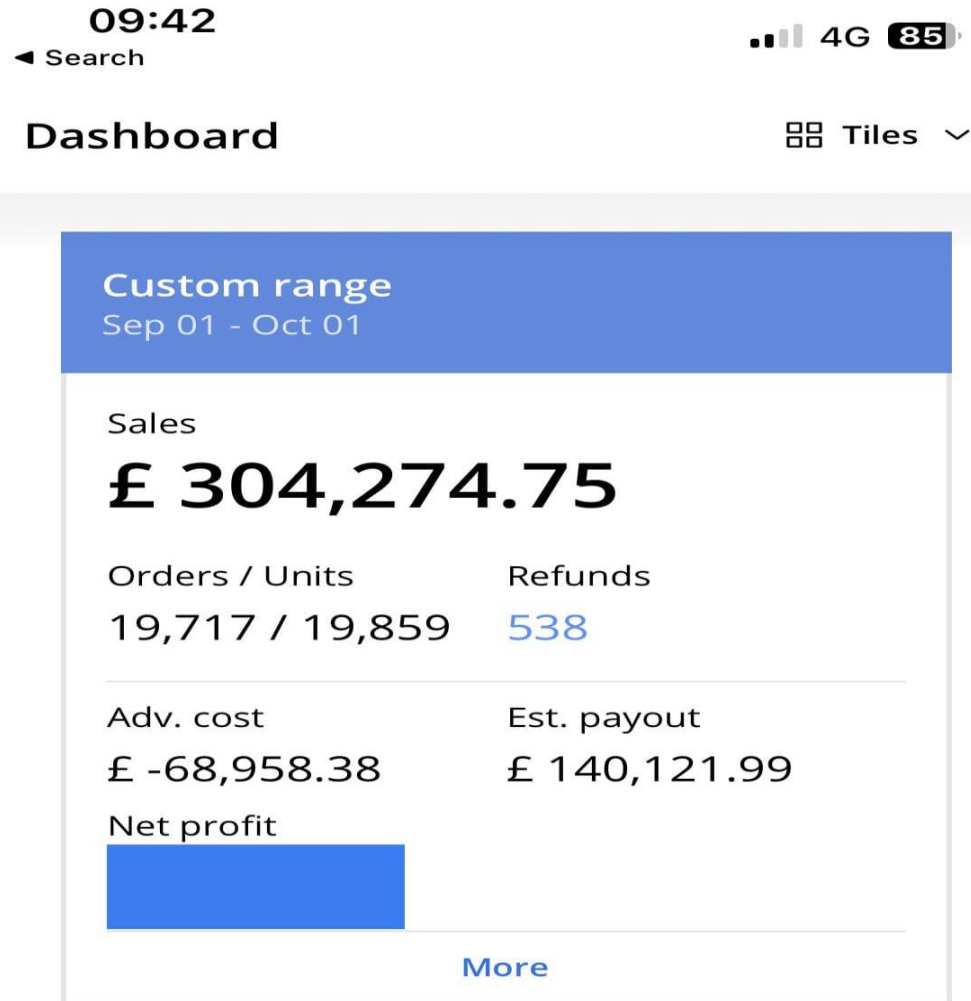
## AMAZON CATEGORIES BY PERCENTAGE OF ITEMS SOLD



# PROFIT POTENTIAL

Rank	Product Category	Average Profit Margin
1	Computers	28%
2	Video Games	26%
3	Handmade	26%
4	Books	25%
5	Apps & Games	24%
6	CDs & Vinyl	24%
7	Home & Kitchen	23%
8	Pet Supplies	23%
9	Beauty & Personal Care	23%
10	Kitchen & Dining	23%
11	Luggage & Travel Gear	22%
12	Office Products	22%
13	Sports & Outdoors	22%
14	Health, Household & Baby Care	22%
15	Arts, Crafts, & Sewing	22%
16	Baby	22%
17	Tools & Home Improvement	21%
18	Toys & Games	21%
19	Garden & Outdoor	21%
20	Grocery & Gourmet Food	21%

# CASE STUDY



# CASE STUDY

I'm excited to share some impressive milestones from the past year:

- In the last 12 months, my sales have exceeded £300,000.
- What's even better is that in the most recent month, I achieved over £43,000 in sales with a profit of £11,000. My Advertising Cost of Sales (ACOS) stands at 28%, and my Total Advertising Cost of Sales (TACOS) is 21%.

Here's a bit of a journey from where I started:

- A year ago, I was selling my product for £11.99 and moving 800 units per month.
- Now, I've increased the selling price to £16.99 and I'm selling an impressive 2,700 units per month.

# CASE STUDY

This growth didn't happen overnight:

- It took 21 months to reach the £100,000 sales mark.
- Nine months later, I hit £200,000 in sales.
- In just four more months, I reached the £300,000 milestone.

Here's an interesting observation:

- Last year, when my review rate was at 4.2 and I had a 4-star rating, increasing my price would negatively impact my Best Sellers Rank (BSR) and ACOS, forcing me to lower the price back to £11.99.
- However, things have changed. I've been steadily increasing my price without a drop in BSR. My ACOS may temporarily jump a few percentage points, but with a review rate of 4.3 and a 4 1/2-star rating with over 2,000 reviews, I can confidently maintain the higher price. This proves that better product quality leads to better profits, thanks to improved conversion rates driven by a higher review rate.

# CASE STUDY

Here's a breakdown of my sales by region:

- 70% of my orders come from the UK.
- The remaining 30% come from the EU, with 20% of those EU sales originating from Germany (DE).

I've focused on optimizing my product:

- It's a single ASIN in Fulfilled by Amazon (FBA) UK Private Label 1.
- I've implemented a unique design change specific to this product, which took some time to perfect without affecting its application and landing cost.

Furthermore, I've expanded my sales into the EU market and adopted a more aggressive PPC strategy, primarily through Sponsored Display advertising. All of this, coupled with the emphasis on better product quality and accumulating over 2,000 reviews, has contributed to my continued success.

# CASE STUDY

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I'd like to share some valuable lessons with you:

1. Prioritize intelligence, excellence, and data in your business, and you'll see consistent sales growth.
2. Whenever you encounter a problem, make it a habit to write it down. This simple step can be a big help in finding solutions.
3. Don't rush into making significant decisions in your Pay-Per-Click (PPC) advertising unless it's absolutely necessary. If you can avoid it, it's often best not to make such decisions hastily.

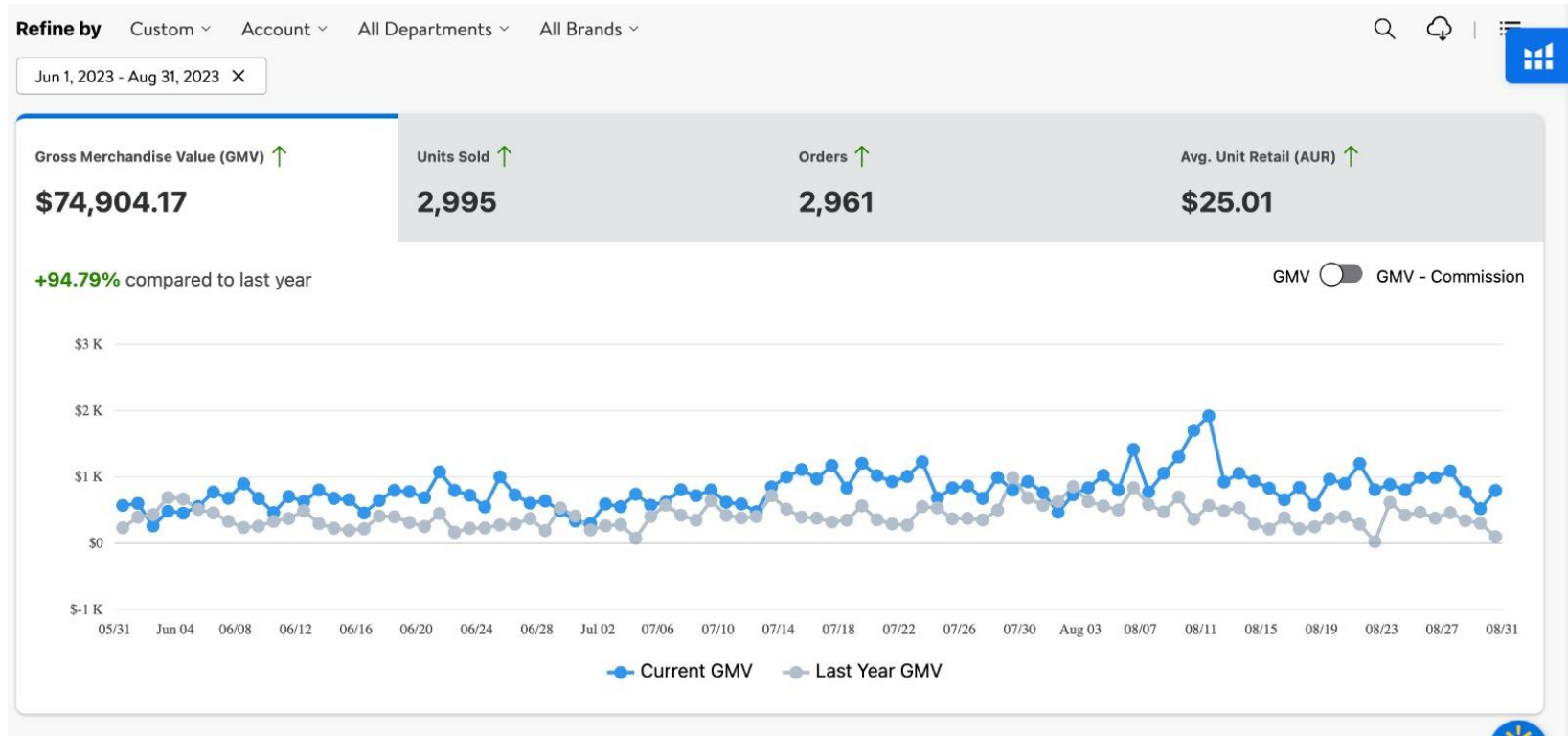
Looking ahead, my plan is to expand further in the European Union, with a particular focus on Germany. The growth potential in Germany is promising, as it has a larger market than the UK. However, to succeed, I'll need to work on building up inventory in the German market.

# CASE STUDY AMAZON

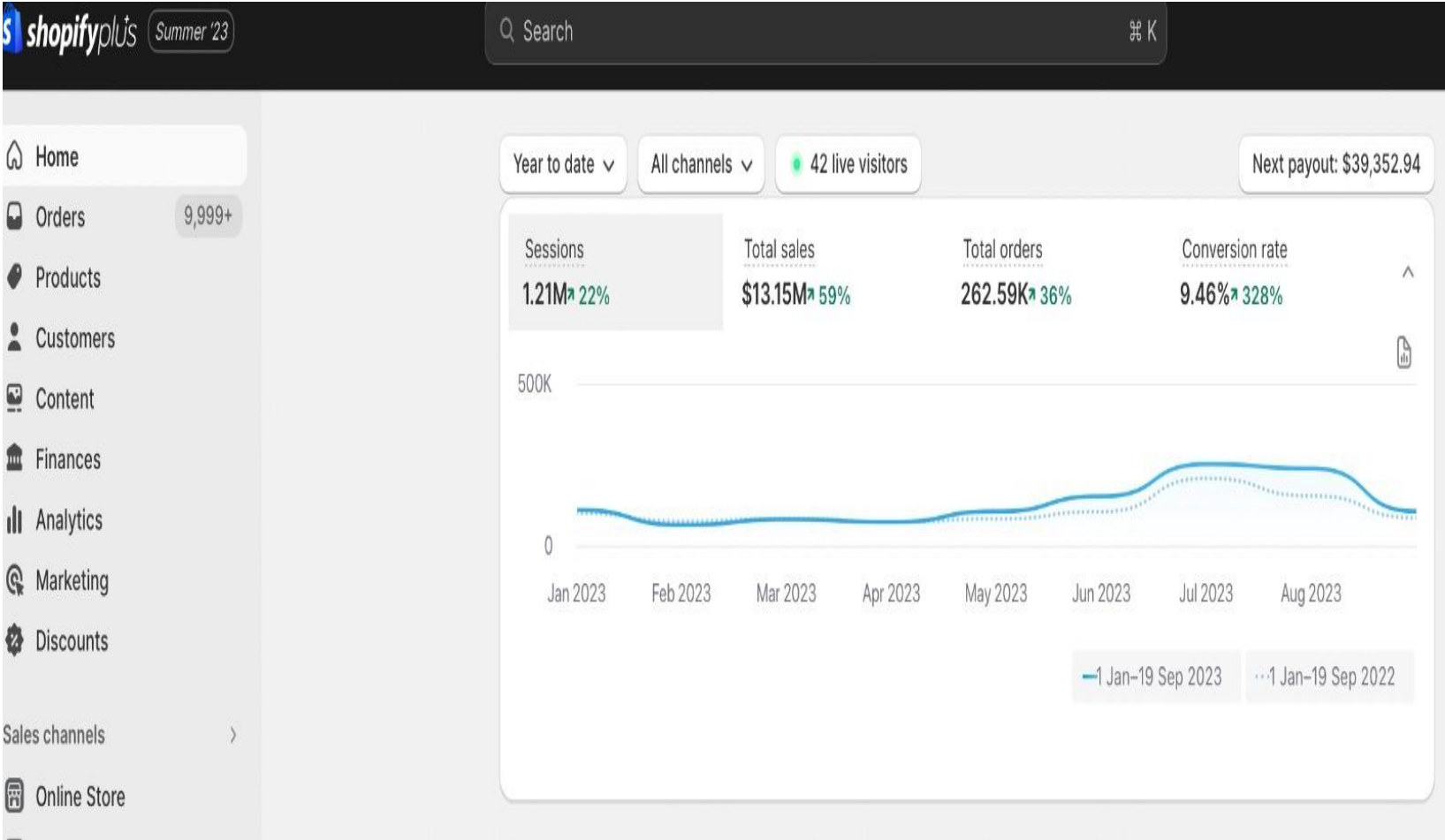
Today Tue. Sep 19, 2023	Yesterday Mon. Sep 18, 2023	This Month Fri. Sep 01, 2023 - Tue. Sep 19, 2023	Custom Fri. Sep 01, 2023 - Mon. Sep 18, 2023
<b>\$3,062.32</b> Ordered Product Sales	<b>\$13,221.17</b> Ordered Product Sales	<b>\$319,669.69</b> Ordered Product Sales	<b>\$316,607.37</b> Ordered Product Sales
Orders 99	Orders 433	Orders 10,052	Orders 9,953
Units 104	Units 449	Units 10,906	Units 10,802
<b>\$3,067.07</b> Revenue	<b>\$13,299.60</b> Revenue	<b>\$319,403.62</b> Revenue	<b>\$316,336.55</b> Revenue
Promo 0	Promo 0	Promo 1,386	Promo 1,386
Refunds 0	Refunds 0	Refunds 118	Refunds 118
<b>\$1,542.83</b> Estimated Profit	<b>\$6,084.46</b> Estimated Profit	<b>\$90,793.70</b> Estimated Profit	<b>\$89,250.87</b> Estimated Profit
Net Margin 50.30%	Net Margin 45.75%	Net Margin 28.43%	Net Margin 28.21%
Net ROI 101.94%	Net ROI 93.74%	Net ROI 60.18%	Net ROI 59.75%



# CASE STUDY WALMART



# CASE STUDY SHOPIFY



# CASE STUDY TIKTOK

Sales Traffic

Custom: May 01, 2023 - Sep 17, 2023

GMV ?

\$16,583

Vs. previous period --

Ordered SKUs ?

999

Vs. previous period --

Buyers ?

985

Vs. previous period --

● GMV

Compare with previous period

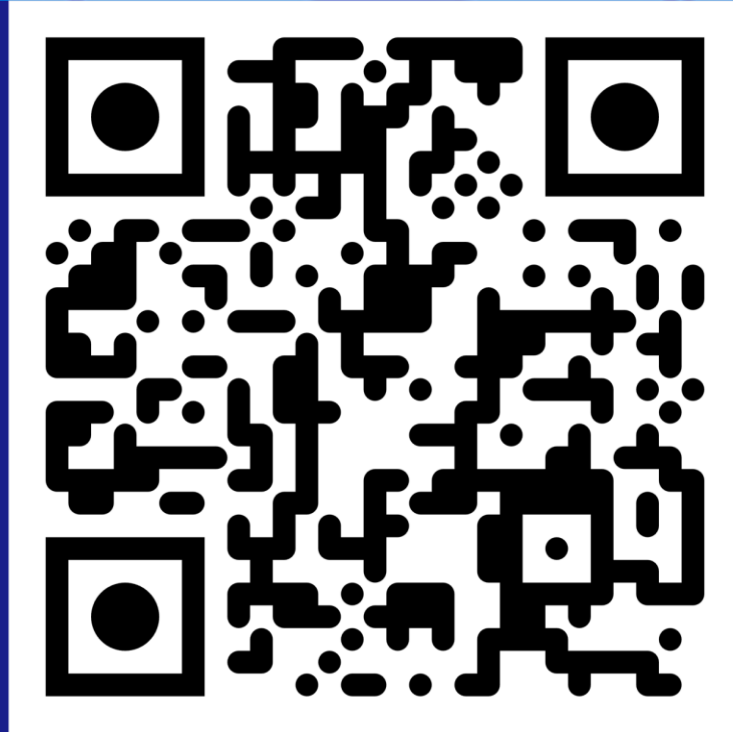




QUESTIONS?



# BOOK 1-1 CALL WITH US



*BOOK YOUR CALL NOW*

# CONNECT WITH US



*Scan me!*