









Etsy, Walmart, Wish, Temu, Website Negatives Inconsistent marketing. Not fully supported for brand or trademark Little or no seller contact or support Poor sales Limited customer accessibility and item showcasing High fees for service Competing with ourselves on amazon Costs of marketing (ad words)

Ebay to Amazon

- Amazon established platform 1994
- □ eBay was peaking in sales 2008
- □ Amazon was fast becoming the leader in E-commerce
- Our sales began to increase

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Getting started with Amazon 2008

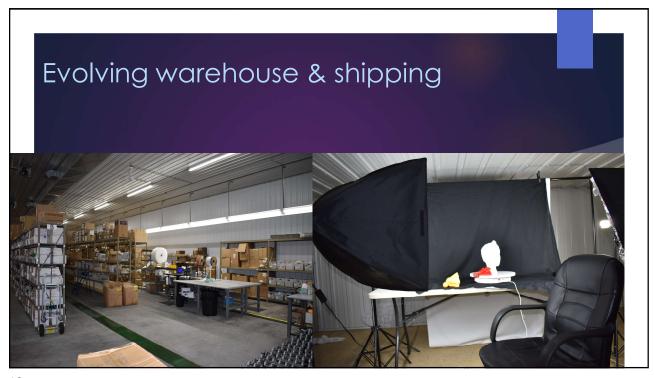
- □ Required independent website. **NoveltyGiant.com**
- Can purchase dotcom / domain from many web service providers.
 Examples volusion, cloudway, bluehost.
- Professional seller account
- EIN Employer Identification number from IRS
- Linked bank account



Incorporation 2008 File articles of corporation with your states Secretary of States office Can do this through legal zoom, local attorney, Inc file Renewed annually through Secretary of State website Have to designate officers. You can be all of them to begin







Sales Tax Compliance

- □ Sale taxes are to paid to individual states through a state revenue dept
- □ Different policies and requirements (total sale thresholds)
- Software that enables payment to a state can be used to coordinate & simplify payment to states
- Avalara, Tax Jar, Tax Cloud

Sourcing

- Begin with visiting tradeshows. ASD (affordable shopping destination. Las Vegas, NV
- Canton Fair, Guangzhuo, China
- Product specific show

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Global Markets Mexico Canada Brazil Japan European Union

Marketing through Amazon

- Enhanced Branding Amazon. Must have good standing customer service, consistent inventory. Allows for showcasing products with video & enhanced marketing from Amazon
- ☐ If you have a good standing and your sales are seasonal you get preferred ad & product placement in listing rankings

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Amazon Dashboard

- Feedback from customers
- □ Inventory health & optimization
- Product reviews
- Based on 100% health

Additional ways to market products

- Monitor competition
- Network with other Amazon sellers
- Packaging
- □ Shipping efficiency, cost, shipper costs (UPS, USPS, Fedex)

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Novelty Giant

- □ 2023 gross sales 2.3 million
- □ 5 employees
- □ 213,000 items sold annually
- □ Average 584 items per day.
- □ Average product sold for \$10.80
- Net income 15% to 17% annually

