

Shabab-ul Eidiz-Zahabi London

شباب العيد الذهبي لندن

web: www.sezlondon.org

email: info@sezlondon.org



Online Business

web: www.sezlondon.org
email: info@sezlondon.org



Recap of Webinar 1

web: www.sezlondon.org
email: info@sezlondon.org

Recap - Step 1 – Plan and Start your business

Pre-requisites

- Decide your business strategy
  - Sole Trading
  - Limited Company
- Personal Selling
- Public Limited Company
- Prepare Documentation
  - Company Registration Number (if Limited Company)
  - Company Bank Account
  - Debit Card/Credit Card (another payment method)
  - Company Proof of Address
  - Director proof of ID
  - Director Proof of Address

Caution

- Company Bank Address
- Company Address
- Director Name
- Director Personal Details
- IP Address (Devices associated with your account)



Amazon Private Label

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email: info@sezlondon.org

Amazon Private Label - 1

Introduction

- What is Amazon Private Label
- Benefits of Amazon Private Label

Amazon Private Label - 2

What is Amazon Private Label

- Definition of Amazon Private Label
- Comparison between Amazon Private Label and other selling models

Amazon Private Label - 3

Benefits of Amazon Private Label

- Control over product pricing
- Control over product quality and packaging
- Building brand recognition and loyalty
- Potential for higher profit margins

Amazon Private Label - 4

Steps to start an Amazon Private Label business

- Conducting market research
- Choosing a niche
- Sourcing products
- Branding and packaging
- Listing products on Amazon

Amazon Private Label - 5

Product Sourcing

- Finding a supplier
- Negotiating prices and terms
- Ensuring product quality and safety

Amazon Private Label - 6

Branding and Packaging

- Creating a brand name and logo
- Designing product packaging
- Creating product listings and product descriptions

Amazon Private Label - 7

Listing Products on Amazon

- Creating an Amazon seller account
- Setting up product listings
- Optimizing product listings for visibility and sales

Amazon Private Label - 8

Amazon Private Label Success Stories

- Real-life examples of successful Amazon Private Label brands
- Insights and lessons learned from these success stories

Amazon Private Label - 9

Challenges of Amazon Private Label

- Increased competition
- Need for ongoing market research
- Managing inventory and logistics

Amazon Private Label - 10

Conclusion

- Recap of benefits and challenges of Amazon Private Label
- Final thoughts and recommendations for starting an Amazon Private Label business.



Amazon FBA Wholesale

web: www.sezlondon.org
email: info@sezlondon.org

Amazon FBA – Wholesale - 1

Introduction

- What is Amazon FBA Wholesale
- Benefits of Amazon FBA Wholesale
- Steps to start an Amazon FBA Wholesale
- Listing Products on Amazon
- Challenges of Amazon FBA Wholesale
- Conclusion

Amazon FBA – Wholesale - 2

What is Amazon FBA Wholesale? Or sometimes referred to as "**Me Too business**"

- In this business model you sell branded products that you source directly from authorized suppliers also known as Wholesalers. This requires buying products in larger quantities, so you'll need a budget from £3000 to £5000. Before you can place a wholesale order for most brands, you must open what is known as a "wholesale account". This account will give you access to their product catalogue and allow you to buy the products in bulk.
- You attach yourself to a product that is already selling on daily basis hence known as Me Too (I am also here to sell the same product)
- E.g., Find a product on amazon and click on "New () from", this means this same product is sold by this many sellers.

Amazon FBA – Wholesale – 2a



Roll over image to zoom in



Draper 70372 Soft Grip Trowel Set, 5 Piece, Silver and Blue, One Size

Buying for work? Discover Amazon Business, for business-exclusive pricing, downloadable VAT invoices and more. Create a FREE account

Visit the Draper Store

4.6 out of 5 stars 37 ratings

Amazon's Choice for "trowel set"

£15.14

prime One-Day

FREE Returns

Compare prices at 11 stores

Get £5 extra when you top up £60. *Terms and conditions apply. Learn more

May be available at a lower price from other sellers, potentially without free Prime shipping.

Material	Blend
Colour	Silver and Blue
Brand	Draper
Item dimensions L x W x H	10.6 x 16.2 x 40 centimetres
Weight	1.17 Kilograms

See more

£15.14

prime One-Day

FREE Returns

FREE delivery **Tomorrow by 1 PM**. Order within 14 hrs 13 mins.

Details

Deliver to Huzefa - Slough SL2 2

In stock

Quantity: 1

Add to Basket

Buy Now

Payment	Secure transaction
Dispatches from	Amazon
Sold by	Amazon

Return policy: Returnable within 30 days of receipt

Add to List

New (12) from £15.14

prime FREE One-Day Delivery

Other Sellers on Amazon

Amazon FBA – Wholesale - 3

Benefits of Amazon FBA Wholesale

- You just need £3000 - £5000 to start this business.
- You don't have to run any ads or any marketing campaign and that saves lot of money.
- You are dealing with products and brands that already exist, which means you have data indicating exactly how well the item has sold in the past. This also usually means that you don't have to create new listings and work to get them to rank on Amazon. While private label requires listing and more budget.
- You can sell the same items over and over again. You can buy as much product from your suppliers as you can afford or sell. You're dealing with existing brands with a proven track

Amazon FBA – Wholesale – 3a

Benefits of Amazon FBA Wholesale

- record and sales data and will be able to build relationships with manufacturers, brand owners, and distributors.
- Amazon's algorithm works in a way that BuyBox rotates to all sellers giving them sales on daily basis. But this also depends on a major factor i.e., how much stock you have. More stock means more buybox.

Amazon FBA – Wholesale – 4

Steps to start an Amazon FBA Wholesale

- Open your own UK LTD company.
- Create an account for selling on Amazon.
- Conduct Market research for a category or a product.
- Focus on a niche with a small market and take advantage of the situation.
- After product or category research, contact the brand or manufacturer to get an approval to sell on their listing.
- Once you get an approval, buy inventory from them or their distributors.
- They usually ship your inventory directly to Amazon warehouse but in other cases there are 3rd Party companies i-e 3PL (3rd Party Logistics) services, that can help you Pick, Pack & ship your products to amazon.

Amazon FBA – Wholesale – 5

Listing Products on Amazon

- You already have a listing; you just have to attach yourself to that product (It's a detailed process)
- Optimizing product listings for visibility and sales

Amazon FBA – Wholesale – 6

Challenges of Amazon FBA Wholesale

- Getting approval from the brand
- Find a 3PL service if your supplier doesn't ship directly to Amazon Warehouse
- Keep a constant eye on your competition with regards to pricing.
- Keep you stock level high.

Amazon FBA – Wholesale – 7

Conclusion

- Recap of benefits and challenges of Amazon FBA Wholesale
- Final thoughts and recommendations for starting an Amazon FBA Wholesale business.
- If you need more assistance, then please contact Mulla Huzefa Saifee

Conclusion

- For more info please contact us on – info@sezlondon.org
- Please join WhatsApp group if you are interested to pursue this further:
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