

Amazon Business & E-commerce

NOVELTY GIANT™

GRANT BAUER, CEO

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Novelty Giant

- First year gross sales \$30,000. No employees
- Second year \$65,000 One part time employee
- Worked out of our house



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Established E-COMMERCE

Ebay

2003

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Ebay
Positives

- Easy to list
- Lower fees
- Multiple listings
- Non-branded items
- No internet sales taxes
- Wide reach and audience
- Limited competition

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Ebay Negatives

- ❑ Customer service communication
- ❑ Selling with used items
- ❑ Early distrust of purchasing online
- ❑ Limited payment options (paypal)
- ❑ Domestic items vs Imported price structures
- ❑ No enhanced branding or ebay supported marketing
- ❑ ebay not updated to include professional e-commerce

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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)

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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

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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

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Trademark

NoveltyGiant™

- ❑ Established through [uspto.gov](https://www.uspto.gov). **U.S patent & trademark office**
- ❑ Will have to search on [uspto.gov](https://www.uspto.gov) for existing trademarks that are not currently active or used
- ❑ Should establish a logo part of your trademark application

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Logo

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Evolving warehouse & shipping



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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

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Sourcing

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

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Global Markets

- Mexico
- Canada
- Brazil
- Japan
- European Union



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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

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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 2024

- 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



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