

Factors Influencing Seller Success on POD

Presented by: KAL & JAY



Agenda



- 01** Getting to know POD
- 02** Problem Statement & Scope
- 03** Top Challenges For Sellers & How to Overcome Them
- 04** Key Factors for Seller Success



What is POD?

What is POD?

Print-on-Demand (POD)

A business model where products are printed only after an order is placed—no upfront inventory needed



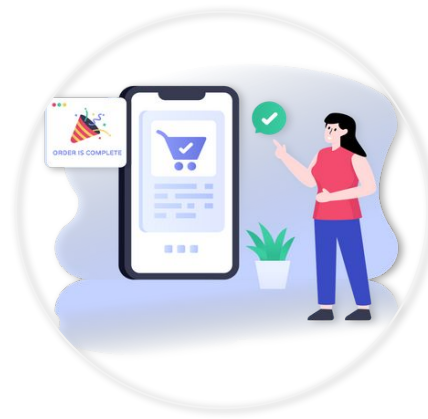
How It Works



Design



Listing



Order



**Production
&
Shipping**

Problem Statement

Many sellers are struggling with where to start and wonder what can make them be successful seller



Scope



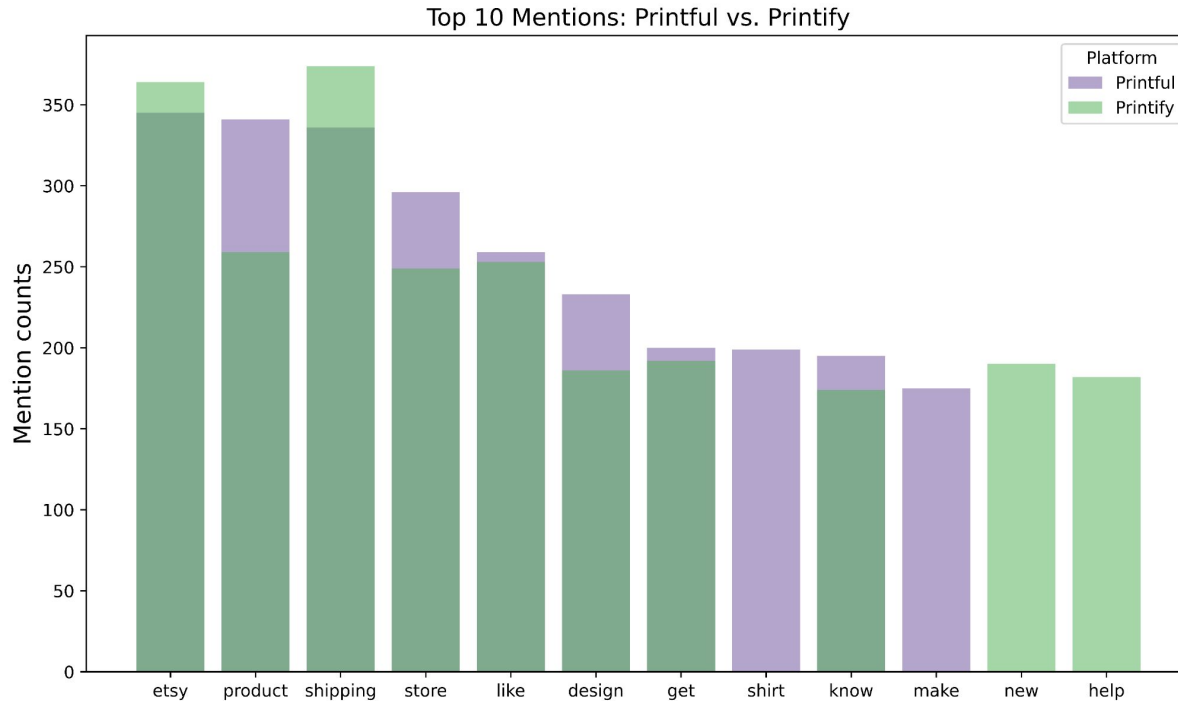
- Est. 2013
- Over 2M stores
- Subscription \$49/m



- Est. 2015
- Over 120K stores
- Subscription \$29/m

Key findings

Top Challenges For Sellers



Both platforms are most mentioned on:

- **Etsy**
- **Product**
- **Shipping**

Common help requests:



New sellers



Designing



Calculating
profit

“How to AVOID These Challenge?”



Tip #1: Be yourself

The key to sales is authenticity—be yourself



Why BE YOURSELF will work:

1. Build trust
2. Attracts a Loyal Niche Market
3. Boost up Social Media Marketing

Tips #2: Go NICHES

There's plenty of fish in the sea → Go niches

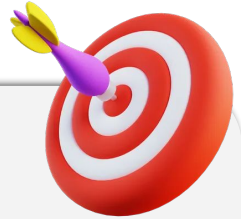
**There are plenty
of fish in the sea**



**There are many
other choices**

Why NICHES will work:

1. Strong Buyer Connection
2. Lower Competition
3. Repeat Purchases



Tips #3: Know your costs

Profit Formula:

Selling Price : The price you charge

Costs : Production, Operation, and Shipping etc.

Marketplace Fees : Fees charged by selling platform



$$\text{Profit} = \text{Selling Price} - (\text{Costs} + \text{Marketplace Fees})$$

Tips #4 : Know your enemies

- Study top sellers in your niche
- Analyze their products



4 Tips to keep in mind!



Be yourself



Go NICHES



Know your costs



Know
your enemies

It's time to go get your fish

THANK YOU