

# Factors Influencing Seller Success on POD

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# Agenda

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

# What is POD?

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*Print-on-Demand (POD)*

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



# How It Works?

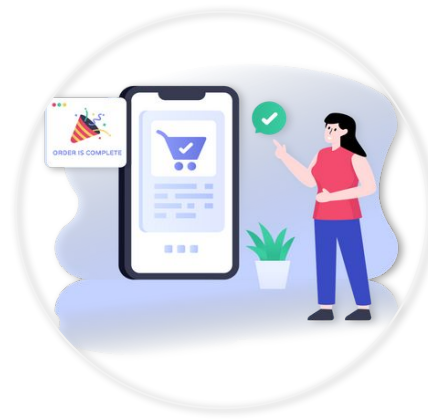
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**Design**



**Listing**



**Order**



**Production  
&  
Shipping**

# Problem Statement

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



# Scope

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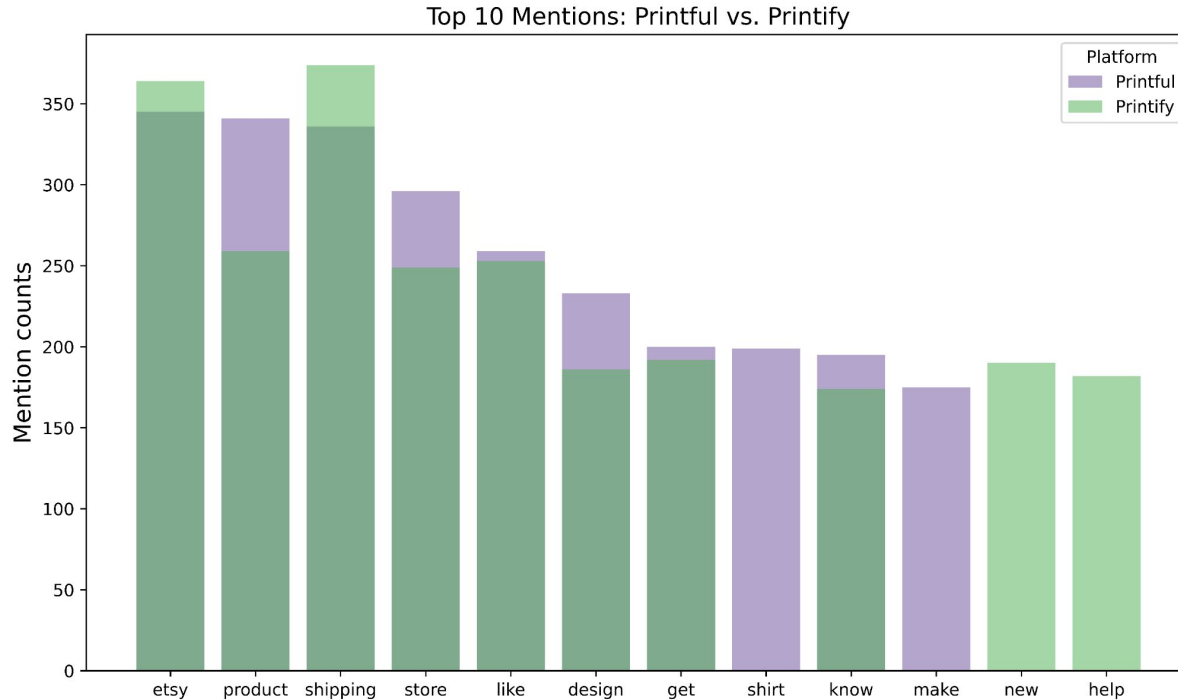


- EST. 2013
- Over 2M stores
- Subscription \$49/m



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

# Top Challenges For Seller



**Both platforms are most mentioned on:**

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

# What people ask for help...

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New sellers



Designing



Calculating  
profit



***“How to AVOID those challenges?”***



# Tips no.1 : Be yourself

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“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 no.2 : Go NICHES

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“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 no.3 : Know your costs

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### Profit Formula

***Selling Price*** : The price you charge

***Cost*** : Production, Operation, Shipping

***Marketplace Fees*** : Fees charged by selling platform



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

## Tips no.4 : Know your enemy

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- Study top sellers in your niche
- Analyze their product



# 4 Tips to keep in mind!

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Be yourself



Go NICHES



Know your cost



Know  
your enemy

“It’s time to go get your fish”

**THANK YOU**