Theme : Making Selling 'Fun' on Amazon

Case Maker : Amazon

Problem Description

Amazon strives to be Earth's most customer-centric company. Most of us know Amazon as a destination where customers can find, discover and buy anything that they wish to buy online. Amazon has **millions of sellers** worldwide and, thus, has a vast catalog of product offerings. At Amazon, we work backwards from seller needs and innovate on their behalf to make their selling experience seamless, convenient and profitable.

The participants of Megathon-2017 are given this problem statement of making selling on Amazon 'fun' for sellers. This not only means making the selling experience more enjoyable but also aiming for high ease of use, incorporating a social angle to selling, striving for top-notch performance, incorporating interactive features and, of course, innovating. You can even aim to gamify the whole seller experience, making it addictive and rewarding.

Just to give the participants an idea of what all selling involves, the life cycle of a seller on Amazon has been explained in brief below. The life cycle can be broken down into listing the products, selling, shipping and getting paid. **Feel free to think out of the box to make selling 'fun', even if it means not pertaining to any of the given aspects of selling.**

Life Cycle of a Seller at Amazon

1. Listing the products

You can add products to the Amazon Marketplace catalog one at a time, or if you have a Professional selling subscription, you can add large batches of items using bulk tools.

2. Sell

After you list your offers, customers can see them on Amazon.com. With features like 1-Click and a brand millions trust, Amazon helps customers make quick, easy, worry-free purchases. Make sure that when customers see your offer it is accurate and complete, including high-quality product images.

3. Ship

Amazon notifies you when customers place an order. Use Fulfillment by Amazon (FBA) and let Amazon do the shipping—or handle shipping yourself.

4. Get Paid

Amazon deposits payment into your bank account at regular intervals and notifies you that your payment has been sent.