

Entrepreneurship: eBay and Amazon

MICRO TEACH COURSE (60 MINUTES)
30 SLIDES

- Outline of eBay and Amazon

Why eBay? { a closed market place }

Why Amazon? { advantages and how to use it }

- Regulations around each
- Logistics, Shipping, Product Handling/ Promotion
- Market Research and choosing a product.
- Pitfalls and Advantages
- Where next (growth)
- Pointless Quiz

ABOUT ME

**What is a top
rated seller, the
requirements**

Thomas Owens Top Rated eBay Platinum Level Power Seller

- I am Tom Owens, I have 10 years industry experience with web development and internet entrepreneurship
- I formerly set up and ran my own successful eBay and Amazon eCommerce Business and achieved eBay and Amazon certified Partnership during that time.

Why eBay and Amazon?

Do you want to work from anywhere?

Do you want a full time income and only work part time?

Be your own boss.

eCommerce Growth Avenues for Startups



I Have A Great Idea

- Be Careful, do Market research
- The data doesn't lie
- Use of eBay tools and features to identify a price point and market position, promotional strategy and product with high precision. Not available in other channels.
- Ebay then Amazon then Custom Website.
- SEO and its interplay with eBay and Amazon Market Places.

eBay

Setting up an Account
Verification

Business and Building Feedback

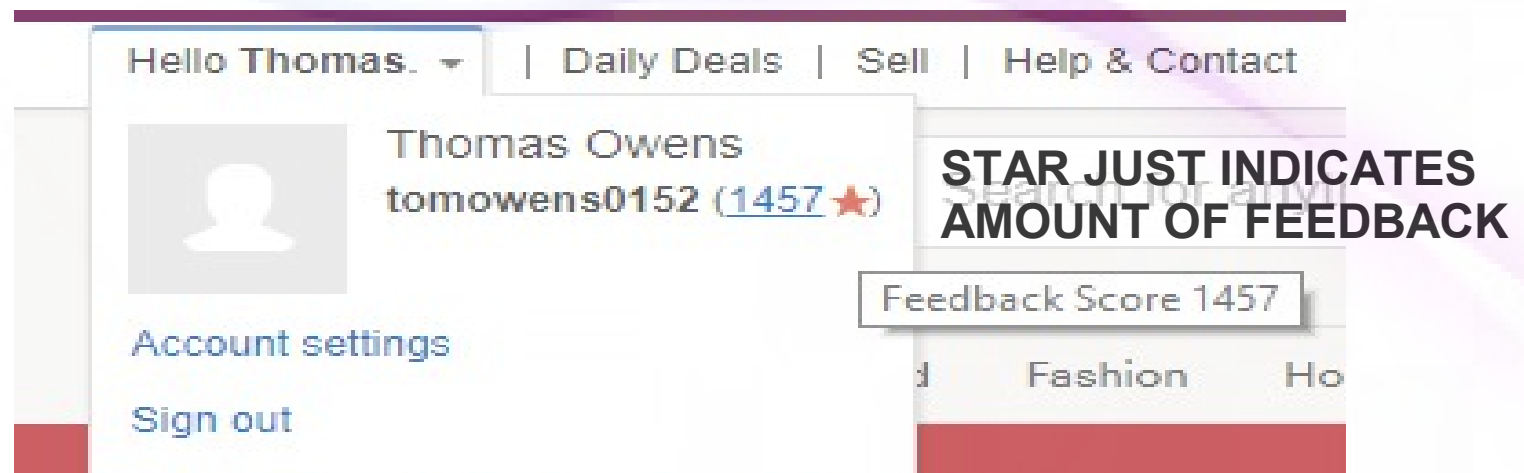
Feedback and trading requirements, their affect over account status and search appearances.

Selecting a Product

Product Replication

Scalability

Know Expected Sales Volume

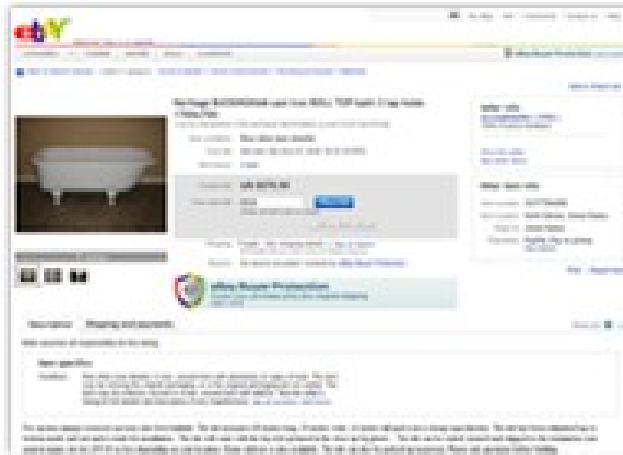


Listing on eBay

- Copyright issues not being an official reseller of brand names when selling new an new gets more hits
- So sell as used or “condition see item description”.
- Build feedback by buying as well as selling.
- Use inventory even if you sell for cost
- Scalability, one product replicated.
- Listings, Hosting images remotely such as on Photo-bucket (can make these clickable)
- HTML Listings, a sales pitch.
- Title Section should fully exploited Use of Keywords and Call to Action

Typical Listing

Default Listing



Typical Listing



Professional Listing



- Market Forces
- When selling in US markets use USD this market can be bigger than UK even if your based here that might be better.

You should try selling on both sites us and UK if you can.

Toys & Hobbies (1,013)

Electronic Learning Systems (461)

Electronic Learning Game
Cartridges & Books (325)

Electronic Learning Toy Cases &
Accessories (127)

More ▾

Video Games & Consoles (157)

Video Games (138)

More ▾

See all categories

Platform [see all](#)

- ☐ LeapPad (18)
- ☐ LeapPad 2 (6)
- ☐ Leapster (7)
- ☐ Leapster Explorer (311)
- ☐ Leapster GS (57)

Character Family [see all](#)

- ☐ Barbie (3)
- ☐ Disney Princess (6)
- ☐ Dora the Explorer (23)
- ☐ SpongeBob SquarePants (18)
- ☐ Toy Story (12)

Gender [see all](#)

- ☐ Boys (3)
- ☐ Boys & Girls (163)
- ☐ Girls (22)
- ☐ Not Specified (273)

Age Level [see all](#)

1,323 results for leapster explorer [Follow this search](#)



LeapFrog Leapster Explorer Game System, rechargeable battery pack, 8 games

\$59.99

1 bid

Free shipping

4h left (Today 8:14PM)



LEAPFROG LEAPSTER EXPLORER LEARNING EXPERIENCE
LEARNING SYSTEM NEW GREEN

\$19.99

0 bids

7h left (Today 10:33PM)



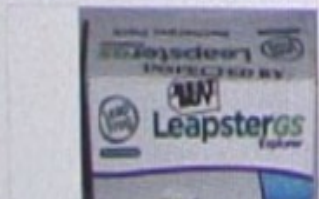
Leapfrog Leapster Explorer 1 With Carrying Case

\$9.99

0 bids

✓ Watching

2h left (Today 6:26PM)



LeapFrog LeapsterGS Explorer Recharger Pack Leapster GS 39950

\$2.05

4 bids

5h left (Today 9:03PM)

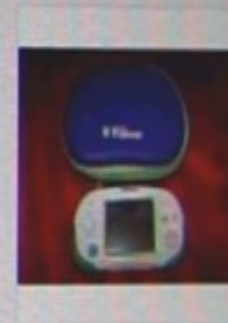
Popular on eBay



Leapfrog Leapster GS
Explorer Learning System

\$9.99

Buy It Now



Leapfrog Leapster
Explorer Game System

\$19.99

Buy It Now



£ **SAVE WITH GREAT PRICES** [See all eligible items](#) ▶



[Click to view larger image and other views](#)



Sandisk 32GB Micro SD SDHC Memory Card for Mobile Phones and Tablets

>> 100% GENUINE - OFFICIAL EBAY/SANDISK PARTNER <<

🔥 4 sold in last hour ★★★★★ 30 product ratings

Condition: **New**

Quantity:

More than 10 available
2,114 sold / [See Feedback](#)

£9.99 was £19.99
save £10.00 (50% OFF*)

Buy it now

Add to basket

👁 [Add to Watch list](#)

550 watching

★ [Add to collection](#)

Located in United Kingdom

2,114 sold

24 inquiries

✉ [f](#) [t](#) [p](#) | [Add to Watch list](#)



For this item, the seller provides:
eBay Premium Service

Seller information

[picstop](#) (207102) ★

99.8% Positive Feedback

♡ [Save this seller](#)

[Contact seller](#)

Visit Shop: [PicStop](#)

[See other items](#)

Registered as a business seller

Item info



Sandisk 32GB Micro SD SDHC Memory Card for Mobile Phones and Tablets

Was: **£19.99**

Now: **£9.99**

Postage: Check item description and payment instructions or contact seller for details.

Quantity: More than 10 available

Item number: 222079107921

Buy it now

User ID	Price	Quantity	Date of purchase
t***r (265 ★)	£9.99	1	19-Nov-17 09:26:31 GMT
3***3 (133 ★)	£9.99	1	19-Nov-17 09:22:54 GMT
e***1 (58 ★)	£9.99	1	19-Nov-17 09:19:49 GMT
a***0 (283 ★)	£9.99	1	19-Nov-17 08:58:16 GMT
m***g (359 ★)	£9.99	1	19-Nov-17 08:26:50 GMT
1***n (190 ★)	£9.99	1	19-Nov-17 08:20:19 GMT
g***5 (620 ★)	£9.99	1	19-Nov-17 08:03:42 GMT
s***y (55 ★)	£9.99	1	19-Nov-17 04:48:43 GMT
a***a (16 ★)	£9.99	1	19-Nov-17 02:40:19 GMT
j***e (1) 🌟	£9.99	1	19-Nov-17 02:08:36 GMT
o***o (118 ★)	£9.99	1	19-Nov-17 00:49:55 GMT
f***k (247 ★)	£9.99	1	18-Nov-17 23:50:33 GMT
2***2 (75 ★)	£9.99	1	18-Nov-17 23:49:38 GMT
m***5 (505 ★)	£9.99	1	18-Nov-17 23:41:12 GMT
l***f (13 ★)	£9.99	1	18-Nov-17 23:38:32 GMT
a***a (6)	£9.99	1	18-Nov-17 23:36:42 GMT
o***o (28 ★)	£9.99	1	18-Nov-17 23:03:54 GMT

Anticipate Sales Volume

eBay Tools

Seller Tools

Choose A Topic

Seller Tools

Listing Tools

- Sell Your Item Form
- NEW! Turbo Lister

Management Tools

- My eBay
- **Selling Manager**
- Online Tour
- FAQs
- Help Board
- Ask Questions
- eBay Help

List and Manage

- Selling Manager Pro
- File Exchange

Tools Recommender

Ebay API programme

Tools Comparison Table

Related Links

Picture Manager

Marketplace Research

Sales Reports

eBay Shops



Track your eBay sales efficiently and effortlessly with eBay's sales tool

Selling Manager is an online tool designed for medium-volume sellers to help manage and track listings on eBay. Selling Manager is conveniently located in My eBay. Use with Turbo Lister for a complete solution.

- Monitor active listings
- Generate bulk feedback and print invoices
- Print invoices and labels in bulk



It's FREE



Subscribe Now!

Need more? [Selling Manager Pro](#) offers all the features associated with Selling Manager, plus automatically listing and relisting of items, automated payment, postage status and feedback to buyers.

Helpful Selling Manager Links

- | | | |
|-------------------------------|---------------------------|----------------------------|
| Online Tour | FAQs | Help Board |
| Ask Questions | eBay Help | |

Features

- | | |
|------------------|---|
| Sales Management | <ul style="list-style-type: none">• Quickly view which post-sale activities you've completed with the helpful status columns• Use customised email templates and stored feedback |
| Bulk features | <ul style="list-style-type: none">• Relist multiple sold and unsold listings at once |

PowerSeller level



PLATINUM
Daily performance

Status until your next evaluation on: Jul 18, 2016

You are a Platinum PowerSeller

Shortcuts

- [Go to Dashboard](#)
- [PowerSeller requirements](#)

[View all program standards](#)

Requirements

Platinum PowerSeller level ▼

Overall sales criteria

Requirement

Current performance

Basic PowerSeller requirements:

12-month rating: (Jun 2015 to May 2016)

Minimum global sales and transactions

\$3,000.00 and
100 transactions

\$398,682.05 and
14361 transactions



About being an eBay UK trading assistant

What is a certified partner?

PayPal

The image shows a screenshot of the PayPal business account registration page. On the left, a sidebar contains three links: 'Get started' (highlighted with a blue dot), 'Business information', and 'Account holder's information'. The main content area is titled 'Sign up for a Business account'. It includes a 'Create a login' section with a blurred email field, a 'Password' field with a red warning triangle, and a 'Re-enter password' field. Below this is the 'Your business information' section, which contains fields for 'Legal first name', 'Legal last name', 'Business name', a phone number field with a dropdown for country code (showing '+972') and 'Business phone', 'Business address line 1', 'Business address line 2 (optional)', 'City/Town', 'State/Province/Region (optional)', and 'Postal code'. At the bottom, there is a question 'What will be your primary currency?' with a dropdown menu showing 'Israeli New Sheqel' and a blue information icon.

Use a different email from eBay and secure password like a bank account

Refunds common have a process, my issues there and PayPal process

Never used resolution centre for this 9 cases per month limit

Remember to link PayPal and eBay

Hacked insurance through PayPal, business policy set up available on eBay each listing you make

Streamlines your process.

PayPal buyer confident through Buyer Protection. Buyer psychology and worry.

AMAZON

- Sell wine/ alcohol online without a licence.

{sounds good but data needed to identify a return }

- You can precisely know how much your start up cost will be for supply and exactly when you will expect a return and how much that would be. Incredible difficult with say a high-street shop.

Amazon: copyright and the warning messages to remove item that is listed as one item and not another.

Fulfilment option is great once its up and running allowing largely passive income.

Your Account



Your Orders

Track, return, or buy things again



Login & security

Edit login, name, and mobile number



Prime

View benefits and payment settings



Addresses

Edit addresses and delivery preferences for orders and gifts



Payment options

Edit or add payment methods



Gift Cards & Top Up

View balance or redeem a card

Digital content and devices

[Amazon Drive](#)

[Apps and more](#)

[Content and devices](#)

[Games and software](#)

[Music settings](#)

[Video settings](#)

[Digital and device forum](#)

E-mail alerts, messages, and ads

[Advertising preferences](#)

[Communication preferences](#)

[Text tracking alerts \(UK +44 numbers\)](#)

[Message centre](#)

More ways to pay

[1-Click settings](#)

[Amazon money store](#)

[Amazon Pay](#)

[Amazon Platinum Mastercard](#)

[Amazon Coins](#)

[Coupons](#)

[Shop with points](#)

Money straight into your bank account no 3% PayPal fee.

Some actually buy from amazon and sell from ebay this is done in a drop shipping Method so the customer pays then seller purchases from amazon.

How to Start an Amazon Business

Secure | https://www.udemy.com/amazon-to-ebay-dropshipping-home-business-starter-course/learn/v4/t/lecture/5490048?start=0

Amazon.com Online Shopping

Beautiful Things on Amazon Updated Daily

amazon Prime

Kitchen & Dining

Departments - Browsing History - Aviv's Amazon.com Today's Deals Gift Cards & Registry Sell Help

Hi, Aviv Your Account Prime Lists Cart

Kitchen & Dining Best Sellers Wedding Registry Small Appliances Kitchen Tools Cookware Bakeware Cutlery Dining & Entertaining Storage & Organization Event & Party Supplies Shop by Room

Home & Kitchen Kitchen & Dining Kitchen Utensils & Gadgets Graters, Peelers & Slicers

Well Made Tri-Blade Vegetable Spiral Slicer

by Padma World Cuisine

4.5 out of 5 stars 8,397 customer reviews | 423 answered questions

Order within 6 hrs 23 mins and choose One-Day Shipping at checkout. Details

on.com. Gift-wrap available.

5 star 71% 4 star 10% 3 star 6% 2 star 3% 1 star 4%

See all 8,397 reviews

Basic 4-Blade Pro \$39.96

- Make quick work of fancy vegetable peeling with the spiral vegetable slicer
- Includes 3 sets of blades: 1/8-inch spacing, 1/4-inch spacing, and straight blade for ribbon cuts. 2 blades are stored in the storage compartment and the 3rd blade is attached to the Spiralizer.
- Simply place vegetable or fruit on prongs, turn wheel while pushing base toward blade
- Made of durable plastic. Backed by a 1-year warranty
- 3rd blade is attached to the device with the other two stored below

25 new from \$29.88 16 used from \$24.65

Find Products for your Kitchen Selection for all your Kitchen needs; from pendant lights to appliances, cookware and more. Shop Now

Share 13K+ Shares

Buy new: \$29.88

Qty 1

Add to Cart

Turn on 1-Click ordering for this browser

Ship to: Select a shipping address

Buy used: \$24.65

Add to List

Add to Wedding Registry

Other Sellers on Amazon

\$29.88 Prime Add to Cart

udemy

Type here to search

11:22 18/11/2017

Feedback and amazon prime and fulfilment.



Photography

An image Studio, lamp and kit

1500 x 1500 white back ground (standards)

Photoshop

Thermal printer

SUPPLY CHAINS

- CHINA: Alibaba, AliExpress, Dhgate, Others
- UK Might be better for some things such as Vintage Clothing.
- Australia might be better for plastics
- Factor in VAT and Customs Duties. How to do this, Give your self an edge.
- Thrift stores, good will and vintage
- Auction houses such as the one in Aintree I used, allowing bulk discount.

10% eBay and 3% for PayPal
Break Even Price =
Amazon or eBay Fees + PayPal + Shipping + Tax
= Net Profit

Profit Margin
Business Plan
Make Notes

Drop shipping



Arbitrage is middle manning,
Cons are frequent price
changing and amazon
suddenly being out of stock
you may have to refund,

Set up shipping address
which will be Amazon's
address when drop shipping.

Pros
Low start up cost
No inventory No Warehouse
No Shipping
Low Risk
Easy to Scale

SHIPPING

- ROYAL MAIL
- My Hermes
- MUST FAC
- UPS DHL

GLOBAL SHIPPING PROGRAM AND AMAZON FULFILMENT

Amazon prime
1 business
day

International
shipping;
Italy for
instance

*Domestic shipping[?]

Flat: same cost to all buyers ▾

Services	Cost [?]	Each additional
Standard Shipping (1 to 6 business days) ▾	\$ 0.00	\$ 0.00 <input checked="" type="checkbox"/> Free shipping [?]
USPS Priority Mail Express (1 to 2 business days) ▾	\$ 12.00	\$ 12.00 Remove service

[Offer additional service](#)

Handling time[?]

3 business days ▾

FEEDBACK

How to build it,

How long will it take, importance there of.

Star rating for Business sellers.

PayPal and its inseparability

Position in results pages, its affect on sales volume and interplay with feedback and review.

Be a good neighbour or community member
(business advantages)

AMAZON Reviews: Videos, Free Products to Reviewers

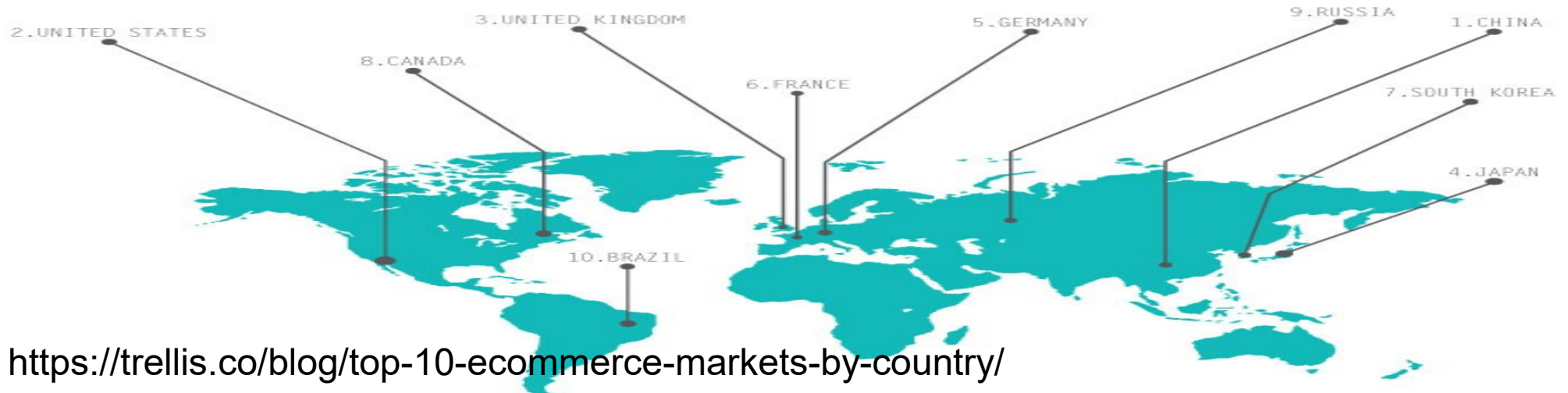
	<p>Lovely thanks :)</p> <p>iPhone 5, 5S & 5G Case Cover Modern Art Design Semi-Clear TPU Thermoplastic New (#261364562332)</p>	<p>Buyer: chelski5221 (289)</p> <p>£1.69</p>	<p>More than a year ago</p>
	<p>Superb , Thankyou</p> <p>4GB, 8GB MICRO SD MEMORY CARD TF FLASH MEMORY + FREE ADAPTER / SD CARD READER (#251503185176)</p>	<p>Buyer: moggymurp (506)</p> <p>£2.36</p>	<p>More than a year ago</p>
	<p>Excellent item, exactly as described. Highly recommended seller !!!</p> <p>External Portable Power Bank 1200 mAh USB Battery Charger: iPhone 5 4 Galaxy 3 4 (#261344898614)</p>	<p>Buyer: stevem26 (1532)</p> <p>£4.49</p>	<p>More than a year ago</p>
	<p>Excellent communication! Item lost in post but FULLY refunded. Would buy again.</p> <p>2 IN 1 SAMSUNG GALAXY S5, S4, NOTE3, IPHONE 5, 4 USB CAR CHARGER+DATASYNC CABLE (#261461718290)</p>	<p>Buyer: 68flamingstar (251)</p> <p>£2.99</p>	<p>More than a year ago</p>
	<p>Just as stated</p> <p>4GB, 8GB MICRO SD MEMORY CARD TF FLASH MEMORY + FREE ADAPTER / SD CARD READER (#251503185176)</p>	<p>Buyer: bkiegv (1588)</p> <p>£2.36</p>	<p>More than a year ago</p>
	<p>Excellent, thank you</p> <p>Micro SD Card SDHC + Adapter 4GB TF High Capacity Flash Memory (#261573258094)</p>	<p>Buyer: elssonas (899)</p> <p>£2.50</p>	<p>More than a year ago</p>
	<p>Great ebayer-highly recommend...thanks :-D</p> <p>4GB, 8GB MICRO SD MEMORY CARD TF FLASH MEMORY + FREE ADAPTER / SD CARD READER (#251503185176)</p>	<p>Buyer: lilmissjo2010 (637)</p> <p>£3.15</p>	<p>More than a year ago</p>
	<p>good it was just i was looking for</p> <p>Ultra Thin Apple iPhone 5C Case Cover Durable Scratch / Shock Resistant Surface (#261379169220)</p>	<p>Buyer: s5kumar (248)</p> <p>£1.69</p>	<p>More than a year ago</p>

PROGRESSION

- THE Ceiling of eBay.
- Magento
- Custom Build.
- Stalls and High street shops, when or why or how.
- Ebay and Amazon First so so much better – why?
- Shopify



TOP 10 ECOMMERCE MARKETS BY COUNTRY



<https://trellis.co/blog/top-10-ecommerce-markets-by-country/>

Market Research

- Choosing a product and range
- Why maybe a shop full is not best. Getting it shifted.
- Never observe, research and exact data. The library.

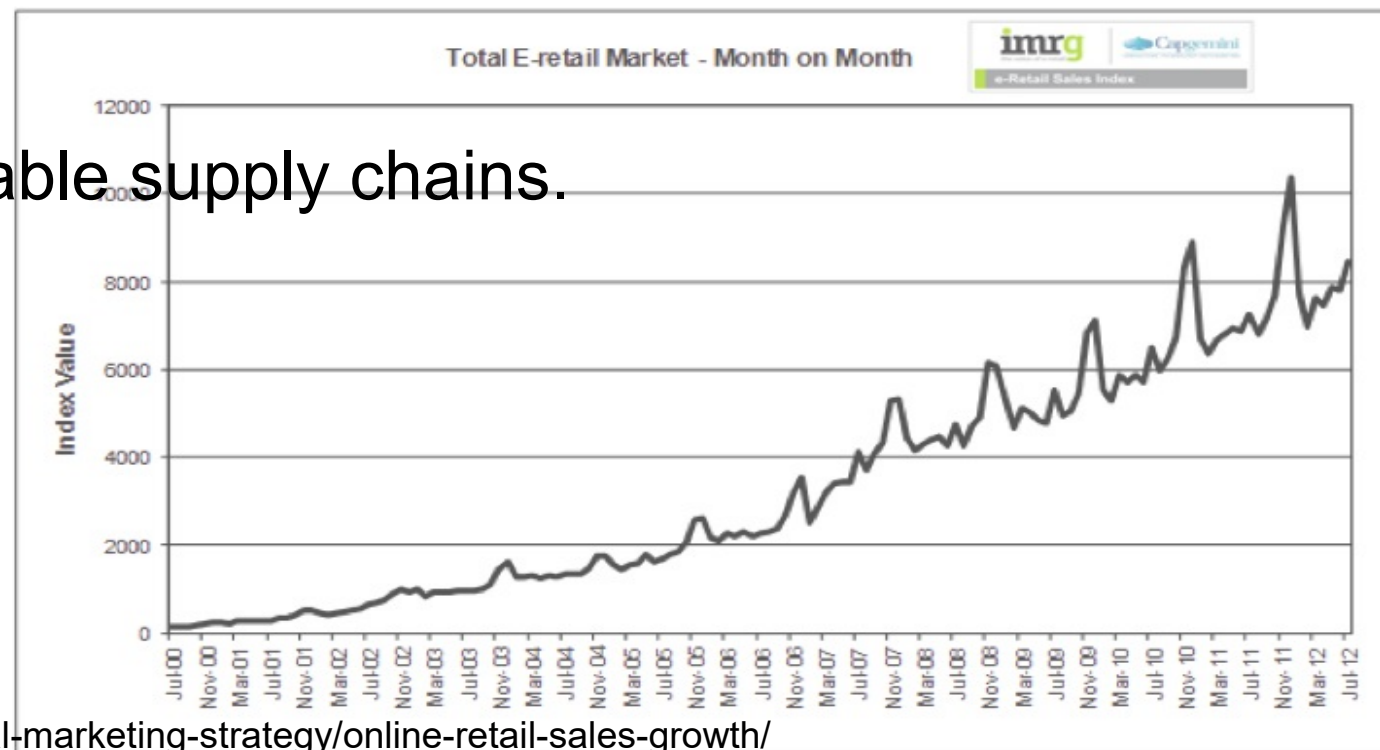
Get your profit loss correct, Price Points and Product Quality.

Test Products reliable supply chains.

Contacts.

Pitfalls of china.

Investors.



Certification

Ebay Certifying Process

- Amazon Process
- AWS is a web based exam you can sit and pass
- Ebay Partnership takes several forms including the affiliate network. Usually this refers to the process of maintaining a top rated and platinum power seller account for over 12 months.

CONCLUSION

- A Fantastic way to sell
- Be careful of being knocked off ad a plan B. eBay not very support of the seller over the buyer in a dispute.
- Dishonest among eBayers happen but you will have this is a high street shop, phony return excuses etc. (held to ransom).
- YOU ARE AN INTERNATIONAL BUSINESS PERSON.

Not Really Pointless Quiz

Obscure eBay Products

Obscure Amazon Products

Obscure eBay and Amazon Terminology

I can not ask 100 people over 100 seconds so I conducted a site search for each term.

EBAY

__N_L_T__MP TA__ING P_N

_INY __T__E H_DS

DR__KIN_ B__D G__SS

__AXI_RM_ M__E

LETTUCE

POTATO

AMAZON

P_GG__S__MER

BIG__O_ST__U_

DIS__PR____ALL

BL__OO__AR__THER__DIF_U_S_R

TERMINOLOGY

_ID __GIN_

BIN: ____ _

ASP: AV __A__ S __IN__

DE __BE__ B __DER

TA: _____

LETTUCE

POTATO

ETHOS

- 1. We have conviction to our purpose and potential.
- 2. We demonstrate drive by achieving and advancing together.
- 3. We are adventurous in mind and spirit.
- 4. We demonstrate rigour in enhancing our professional reputation and credibility.
- 5. We are genuine in the way we behave and deliver.
- 6. We show respect by celebrating, valuing and caring for people and the environment

