

AMAZON INSIGHTS

*Getting Your Natural Health Products In Front of Big
Audiences. Fast!*



Hamish Conway & Sophie Howard

7 Figure Business on Amazon
USA/UK & Europe



7 Figures in 12 Months
Recently sold USA Amazon account
after 2 years for over \$1mill





Heart Felt

In The Beginning



europay

Sales Dashboard [Learn more](#)

[Tell us what you think of this new feature](#)

Date	Sales breakdown	Product category	Fulfillment channel	Apply	Clear all
Custom 01/09/2015 - 01/09/2017	Marketplace total	All product categories	Both (Amazon and seller)	<input type="button" value="Apply"/>	<input type="button" value="Clear all"/>

Sales snapshot taken at January 9, 2017 4:45:42 PM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
115,794	131,404	\$2,337,602.99	1.13	\$20.19

Fast Results



The Traditional Export Approach



Direct to Consumer



E-commerce share of total global retail sales from 2015 to 2020



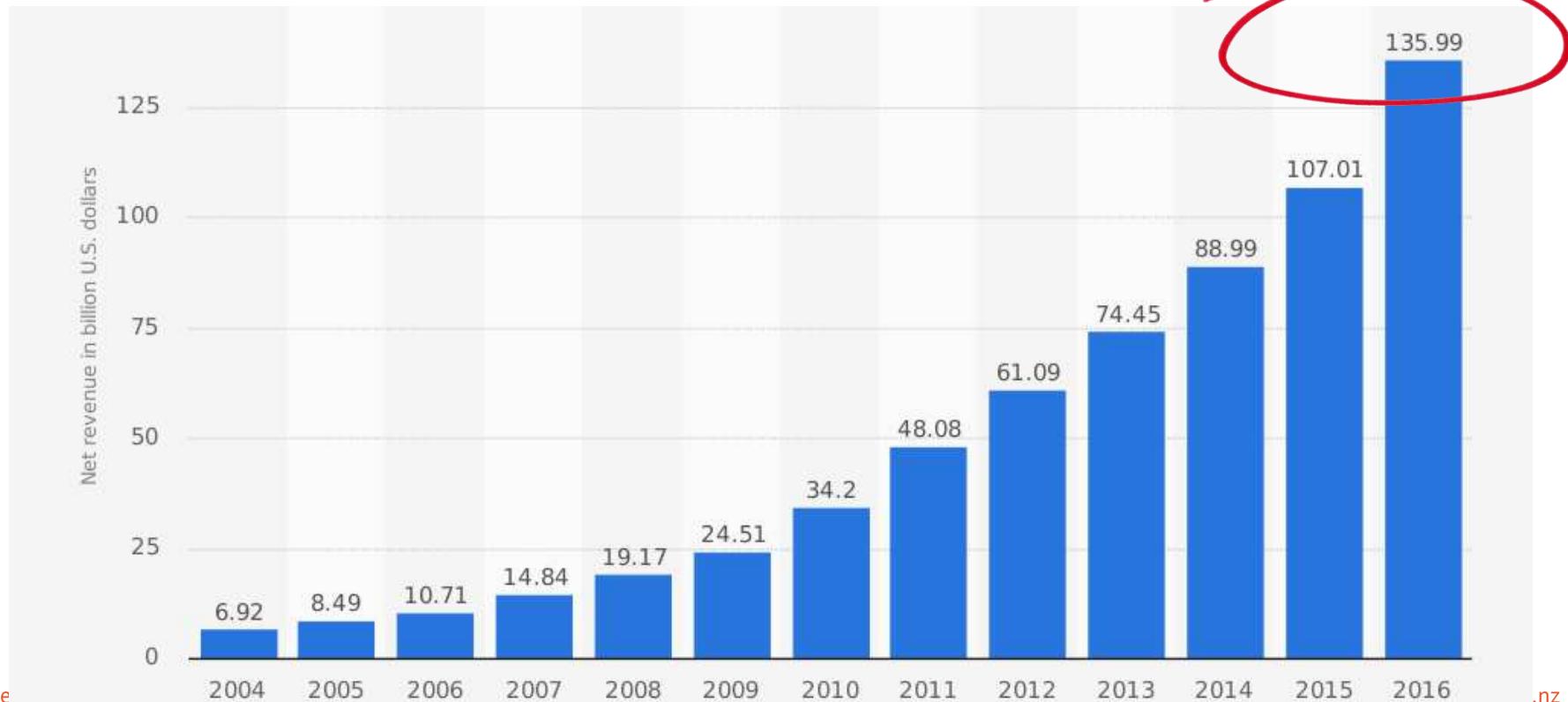
Why Amazon & Why Now?



Amazon is the Everything Store

- 38 Categories
- From Automotive to Beauty
- Clothing to Cell Phones
- House & Garden to Sports & Outdoors
- Grocery & Gourmet Food to Health & Personal Care

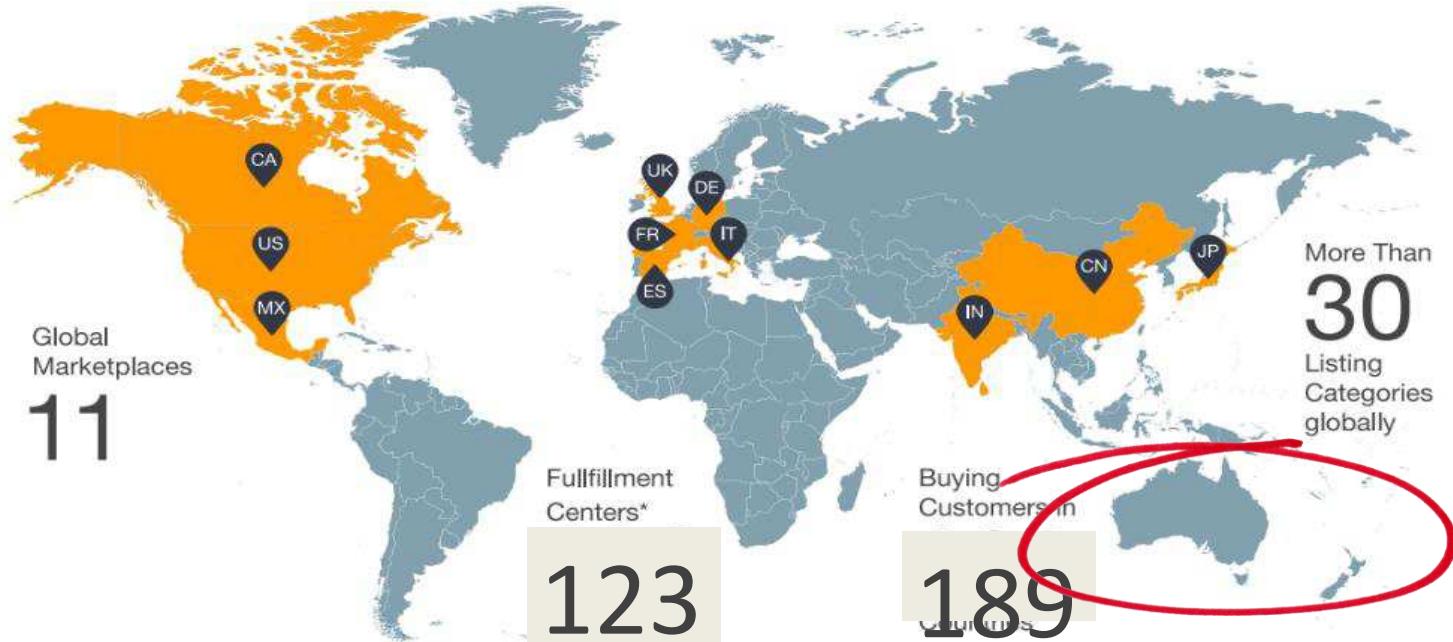
Phenomenal Growth



Amazing Amazon Statistics

- 304 Million Active Accounts Worldwide
- 80 Million Prime Members in USA
 - Prime members spend \$1500/yr v \$625 non prime.
- 51% of US consumers plan on doing most of their shopping on Amazon
- 44% of people go straight to Amazon for product searches.

14 Countries



Why Customers Love Amazon

1. Amazon's focus is always about the Customer Experience – Making it easier and better all the time
2. Amazon is the #1 Trusted consumer brand and it wins customer service awards year after year
3. Free 2 Day Shipping for Prime members, or with a combined Purchase over \$50. (Increased conversion)
4. Side by Side Comparison of All Products (Rankings and Reviews)
5. The benefit for you is high conversion rates (15%-30%) compared to typical ecommerce sites (2 - 3%)

Amazon is Investing in the Future

1. They play a long game – massive R&D spend in AI and Robotics
2. They are essentially a logistics company – 10K delivery vehicles in Japan, Ships, Aircraft, Warehousing
3. Invested \$3 Billion in India recently
4. Purchased Wholefoods for \$13 Billion
5. Australia coming online later this year, early next

How Amazon Works



NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon
Try Prime

All ▾

natural beeswax cr



Departments ▾

Browsing

EN
Hello, Hamish

Account

natural beeswax crayons

in Office Products

in Toys & Games

natural beeswax crayon (thins)

natural beeswax cream

TiRe TVstick
with Alexa Voice Remote

\$39⁹⁹



Hi, Hamish

YOUR ORDERS
0 recent orders

PRIME

FAST, FREE SHIPPING
50 million eligible items

VIDEO

INCLUDED WITH PRIME
Top movies & TV shows

MUSIC

AMAZON MUSIC UNLIMITED
Stream any song, anywhere

MEET ALEXA

VOICE CONTROL YOUR
Echo & Alexa Devices

Relevance, Ranking and Velocity of Sales

Sponsored ⓘ



Honeysticks 100% Pure Beeswax Crayons (12 Pack) Natural, Non Toxic, Safe for Toddlers, Kids and Children, Handmade in New Zealand, For 1 Year Plus
by Honeysticks

\$22.99 prime

FREE Shipping on eligible orders

★★★★★ 273

Product Features

... your 12 Pack of natural beeswax crayons and their delightful ...

Sponsored ⓘ



Honeysticks 100% Pure Beeswax Crayons (6 Pack, Longs) Natural, Non Toxic, Safe for Toddlers, Kids and Children, Handmade in New Zealand, For 3 Years Plus
by Honeysticks

\$19.99 prime

FREE Shipping on eligible orders

★★★★★ 34

Product Features

... Extra long jumbo sized natural beeswax crayons designed for older ...

Amazon's Choice



OOLY is now newly OOLY, Natural Beeswax Crayons, Set of 24 (133-50)
by OOLY

\$12.95 Subscribe & Save

Save more with monthly Subscribe & Save deliveries.

\$12.95 prime

FREE Shipping on eligible orders

More Buying Choices

\$4.70 (21 used & new offers)

★★★★★ 148

Product Features

Triangular shaped crayons made from natural beeswax

© Se



Honeysticks 100% Pure Beeswax Crayons (12 Pack) Natural, Non Toxic, Safe for Toddlers, Kids and Children, Handmade in New Zealand, For 1 Year Plus
by Honeysticks

\$22.99 prime

FREE Shipping on eligible orders

★★★★★ 273

5% off purchase of 2 items See Details

Product Features

... your 12 Pack of natural beeswax crayons and their delightful ...

Sponsored ⓘ



Natural Beeswax Crayon (Thins),...

\$15.99 prime

★★★★★ 4



Crayola; My First Crayola; Palm-Gri...

\$9.99 \$11.99 prime

★★★★★ 282



Honeysticks 100% Pure Beeswax C...

\$19.99 prime

★★★★★ 28



Stockmar Natural Modeling Bees...

\$32.52 \$32.99 prime

★★★★★ 51

sellglobal.co.nz

Product Listing Page

[Toys & Games](#)

natural beeswax crayons



Savings on Back to School

[Departments](#)[Browsing History](#)[Hamish's Amazon.com](#)[Today's Deals](#)[Gift Cards & Registry](#)[Sell](#)[Help](#)

EN



Hello, Hamish

[Account & Lists](#)[Orders](#)[Try Prime](#)

30

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LEARNING THROUGH PLAY

Explore Back to School favorites in Toys & Games

[Learn more](#)[Back to search results for "natural beeswax crayons"](#)

Honeysticks

Honeysticks 100% Pure Beeswax Crayons (12 Pack) Natural, Non Toxic, Safe for Toddlers, Kids and Children, Handmade in New Zealand, For 1 Year Plus

★★★★★ [273 customer reviews](#) | [32 answered questions](#)

Price: **\$22.99** + \$10.36 Shipping & Import Fees Deposit to United Kingdom [Details](#)

5% off purchase of 2 items [1 Applicable Promotion\(s\)](#)

In Stock.

This item ships to **Belfast, United Kingdom**. [Learn more](#)

Sold by **Honeysticks** and **Fulfilled by Amazon**. Gift-wrap available.

- Natural, Non Toxic Goodness - Honeysticks beeswax crayons are handmade from 100% pure New Zealand beeswax with non-toxic pigments so they are safe for infants, kids and children of all ages. Contains no paraffin wax or cheap fillers.
- Durable & Ergonomic Shape - The unique chubby shape of Honeysticks makes them easier for small hands to hold, but much harder for small hands to break! Honeysticks have been "tested in preschools and the kids have tried to break them but they just can't. Plus they love the smell!" Each crayon is 55mm long and 20mm diameter.
- Sustainable & Low Impact - The beeswax used to create Honeysticks is a natural by-product of honey production. This sustainable process causes minimal impact on the environment and gives the crayons a wonderful honey scent.
- 12 Exciting Colors - Let your little ones express their inner artist with a stunning range of twelve eye catching, non-toxic crayon colors. Crayon material easily bonds to the paper, poster or artboard.
- Money Back Guarantee - If you're not 100% happy with your 12 Pack of natural beeswax crayons and their delightful New Zealand honey scent, simply return them for a no questions asked full refund. No risk, no fuss! The more Honeysticks you buy the more you save.

Roll over image to zoom in

Share [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#) 250+ Shares

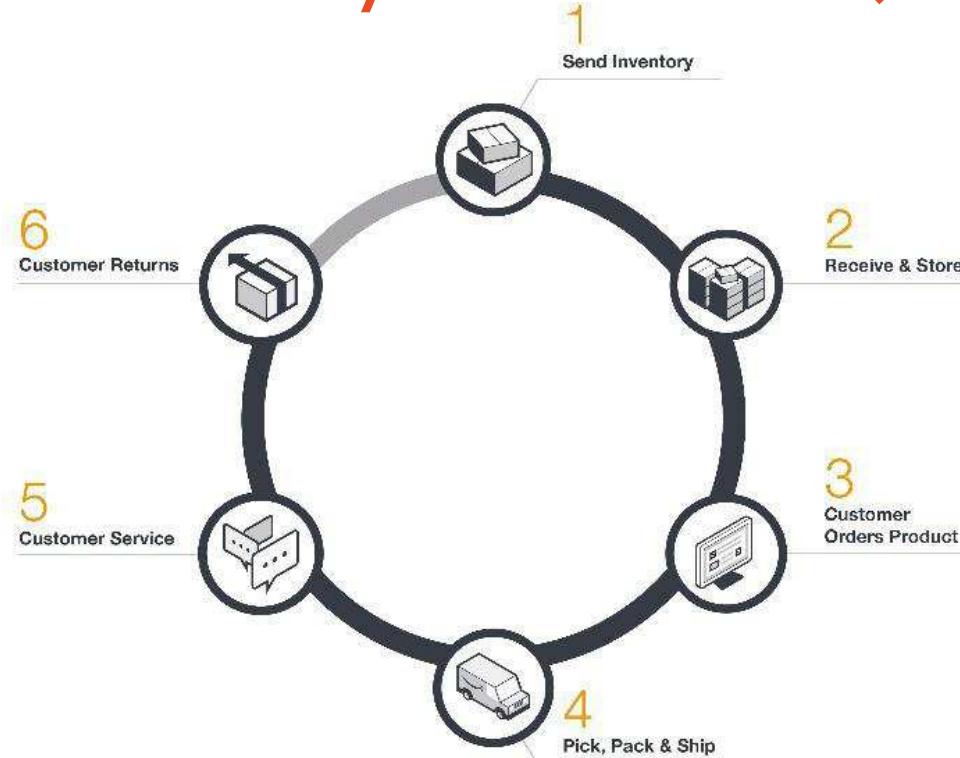
Qty: 1

[Add to Cart](#)[Turn on 1-Click ordering for this browser](#)**Ship to:**

Atc Green Kiwi Li- Belfast - BT14

[Add to List](#)[Have one to sell?](#)[Sell on Amazon](#)

Fulfillment By Amazon (FBA)



How the Numbers Work

Sale Price \$30

Less Amazon Referral fee 15 % - \$4.50

Less Fulfillment \$4

Amazon Net Payment to Seller \$21.50

Less Cost of Goods \$7

Less Freight & Handling \$2

Gross Profit \$12.50 or 41%

What Products Work Well on Amazon?

- Natural, Organic, Good for you - Premium
- Fast consumable is a plus
- Snacks, Flavouring Ingredients, Superfoods, Honey, Supplements
- Shelf Life – 9 mths plus
- The sweet spot price wise is \$15- \$30 – Multi Packs – But \$100 is OK
- On trend/ in Demand – Barriers to Entry (supply)
- Harder work – Certain Supplement categories, Beauty, Glass packaging, Bulky (Freight), cheaper commodity perceived goods.

Get Your 16 Point Product Success Criteria Guide

www.sellglobal.co.nz/npnz

Also get a numbers breakdown and
'What's Possible on Amazon'.

Natural Product Challenges

1. FDA - Registered factory, labels
2. Freight – Temperature control maybe required – Amazon FBA not temp controlled
3. You can use other fulfillment channels and list on Amazon
4. Weight of Beverages – Glass
5. Competition Pricing – But you can get premium USD v NZD
6. Secure packaging to handle warehousing and freight.

Amazon – A Key Part of Your E-commerce Strategy

1. Amazon will support your other ecommerce activity and bring you new buyers.
2. Amazon Australia can't be ignored
3. Grow and Protect your brand on Amazon
4. If you have any intention of exporting, then Amazon is the perfect way to start testing marketplaces at a fraction of the time and cost of traditional approaches.



Amazon Strategy Call

Find out if your products, pricing and point of difference will have a high probability of success on Amazon.

1 hour call (on screen share), plus we will both have some preparation to make the most of your time on the call.

\$297+GST



Thank You

If you'd like to talk more, please make contact.

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amazon@sellglobal.co.nz

Also get your 16 Point Success Criteria at

www.sellglobal.co.nz/npnz