

Work hard.
Have fun.
Make History.



**READY TO
MAKE HISTORY?**

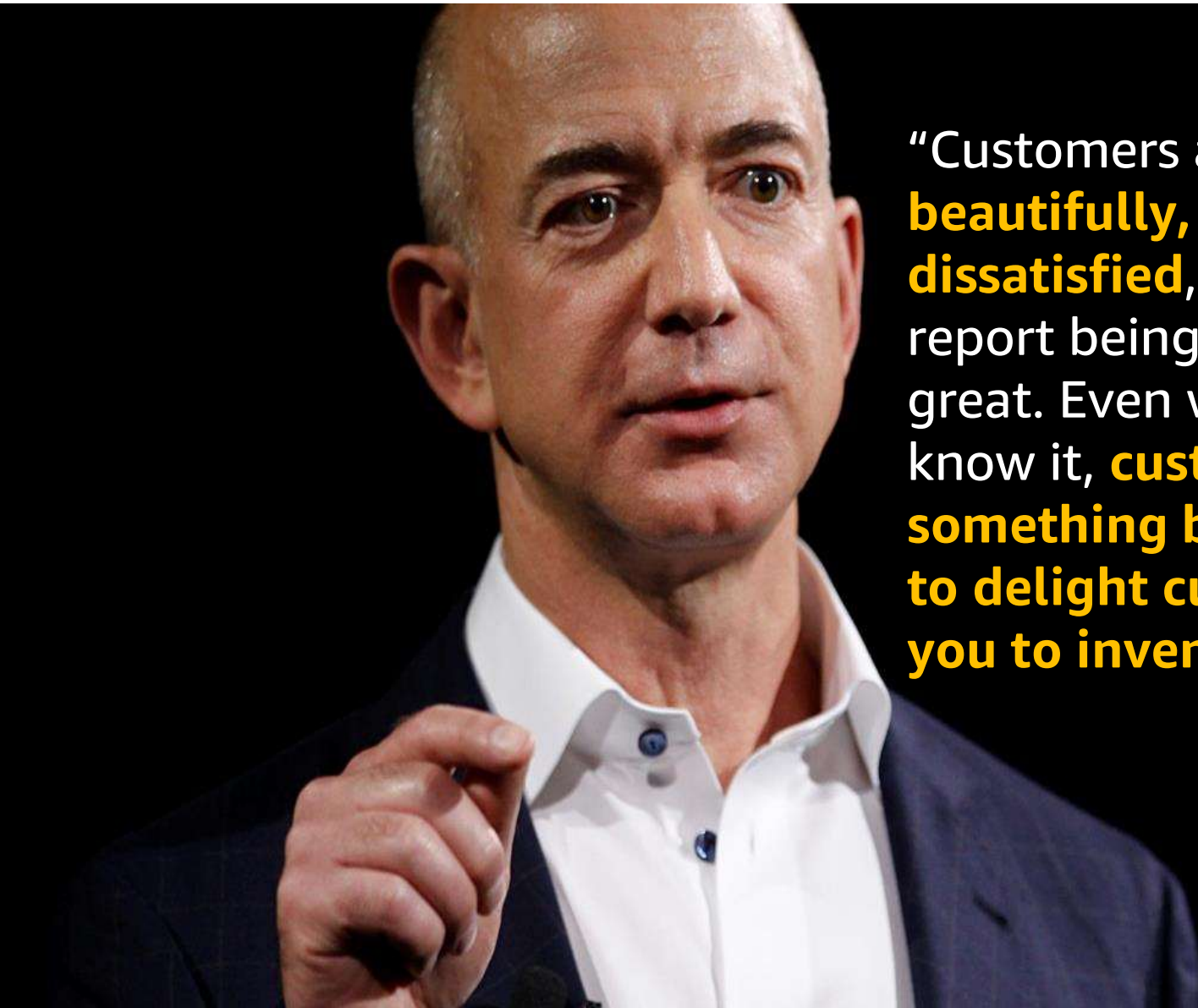


Amazon's Mission



**To be earth's most
customer-centric
company**

Where people can **find** and **discover**
anything they want to buy

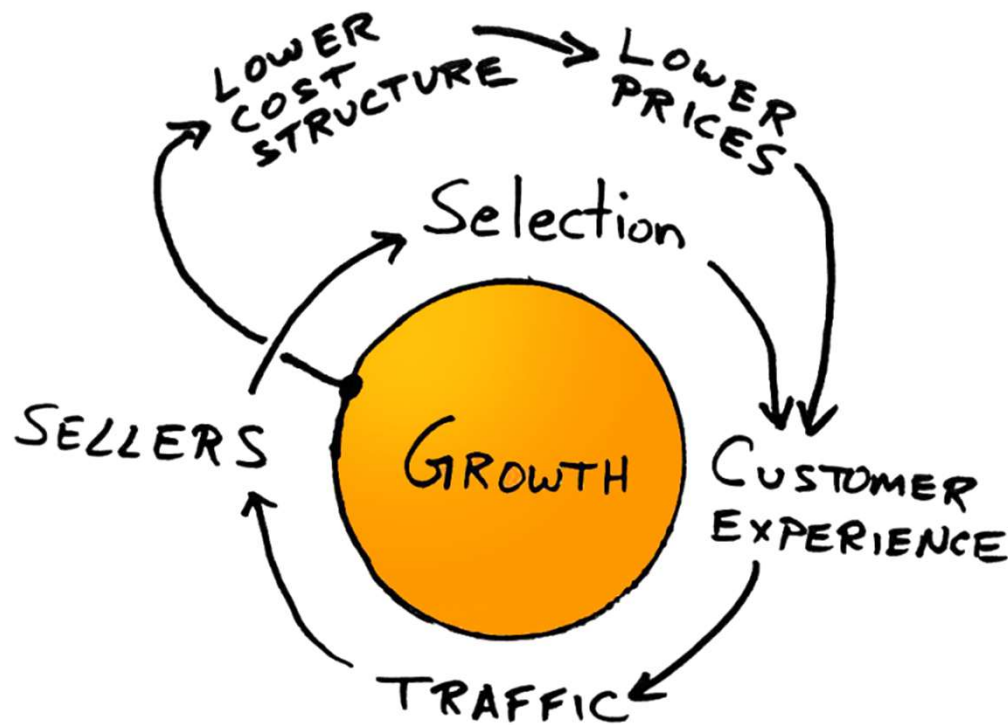


"Customers are always **beautifully, wonderfully dissatisfied**, even when they report being happy and business is great. Even when they don't yet know it, **customers want something better**, and **your desire to delight customers will drive you to invent on their behalf.**"

Jeff Bezos

**DO YOU KNOW
YOUR FLYWHEEL?**

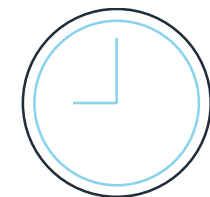
THE AMAZON FLYWHEEL



Selection



Value



Convenience

BIAS FOR ACTION

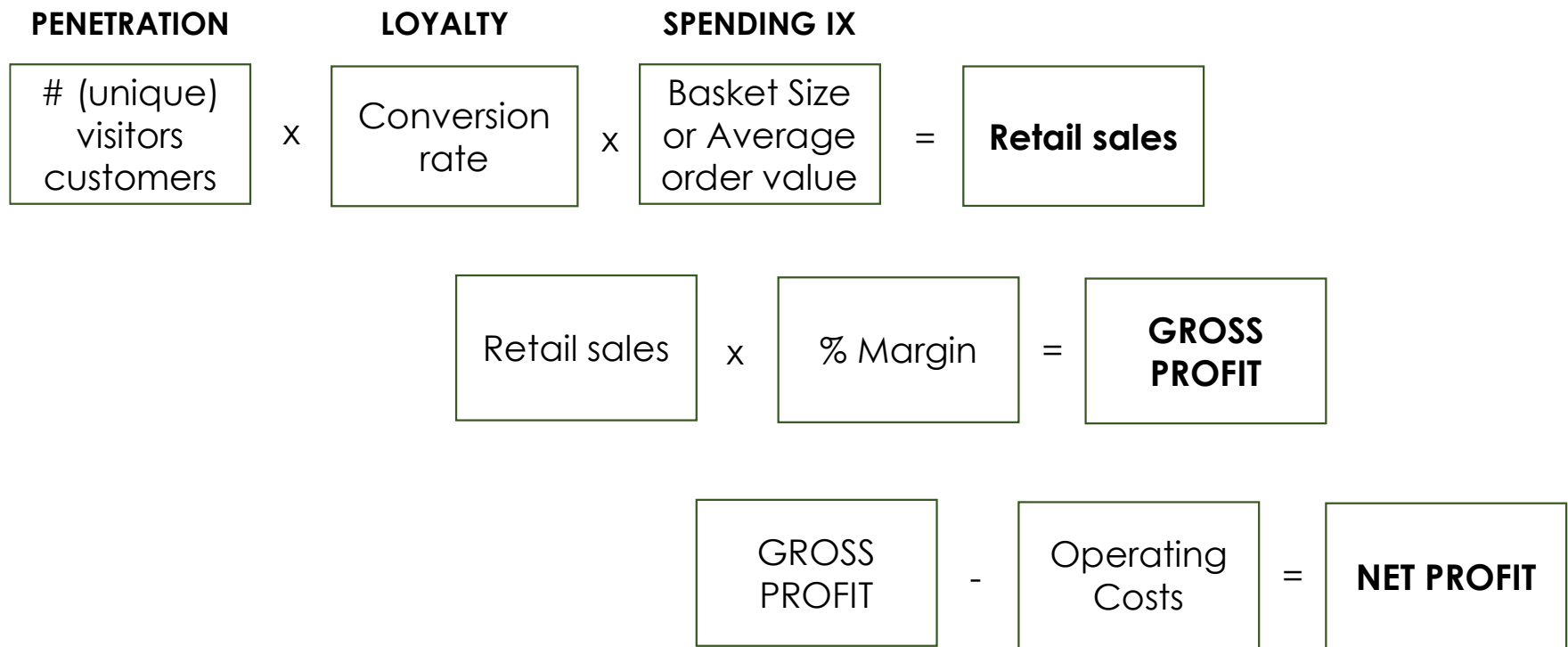


AMAZON LEADERSHIP PRINCIPLES



**DO YOU MASTER THE
FORMULA OF RETAIL?**

THE FORMULA OF (E-)RETAIL



customers
/ visitors

Prime Student



Parent Experience

Shop the Kids' Store by age



0 - 24 Months



2 - 4 Years



5 - 7 Years



8 - 12+ Years

All Baby Essentials Toys & Games Apparel Shoes Books

[Create child profile](#)



Nappies



Wet Baby Wipes



Bedding

Enter your child's birthdate for age-based recommendations and more.



Birthdate

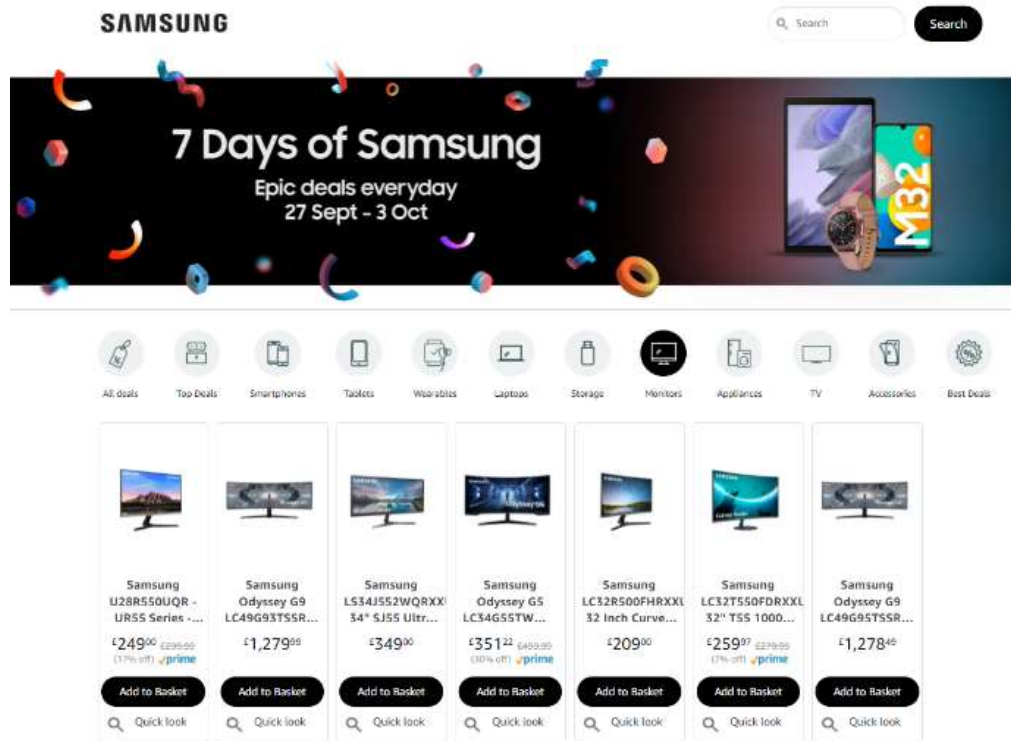
Create

[This is not relevant to me](#)



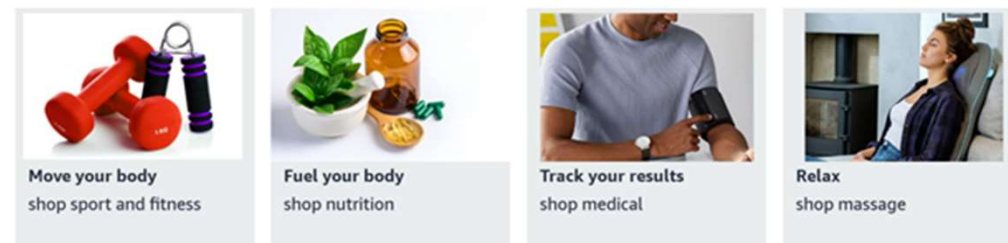
Bottle Feeding

customers
/ visitors



Brand and cross-category eventing

Wellness in the spring



Conversion Rate

Gift Finder

The PERFECT Gift

Es gibt für jeden den passenden Whisky.
Mit ein paar einfachen Fragen helfen wir Ihnen, den Richtigen zu finden.

1) Wer ist die oder der Glückliche?

Sie oder er kennt sich hoch
gut mit dem Whisky aus.

Sie oder er möchte einen neuen
Whisky probieren.

Sie oder er kennt sich
mit Whisky aus.

Wir haben 75 Ergebnisse für Sie gefunden

Singleton of Dufftown 12 Jahre Single Malt Scotch Whisky – in Geschenkbox...	Carluh 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)	Johnnie Walker Red Label Blended Scotch Whisky 70 cl, limitierte Auflage...	Knoxhatch 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)	MR Blend of Speyside Malts Blended Scotch Whisky (1 x 0,7 l)	Johnnie Walker Red Label Blended Scotch Whisky, 0,7l
★★★★★ 1595 €26 ⁹⁰	★★★★★ 2018 €28 ⁹⁰	★★★★★ 152 €11 ⁹⁰	★★★★★ 210 €26 ⁹⁰	★★★★★ 218 €13 ⁹⁰	★★★★★ 2020 €12 ⁹⁰

2) Welche Geschmacksrichtungen mag sie oder er gerne?

Fruchtig Rauchig Würzig Süß

Wir haben 35 Ergebnisse für Sie gefunden

Singleton of Dufftown 12 Jahre Single Malt Scotch Whisky – in Geschenkbox...	Carluh 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)	Johnnie Walker Red Label Blended Scotch Whisky 70 cl, limitierte Auflage...	MR Blend of Speyside Malts Blended Scotch Whisky (1 x 0,7 l)	Johnnie Walker Red Label Blended Scotch Whisky, 0,7l	Talisker Peated Single Malt Scotch Whisky (1 x 0,03 l)
★★★★★ 1595 €26 ⁹⁰	★★★★★ 2018 €28 ⁹⁰	★★★★★ 152 €11 ⁹⁰	★★★★★ 218 €13 ⁹⁰	★★★★★ 2020 €12 ⁹⁰	★★★★★ 100 €12 ⁹⁰

3) Wie hoch ist Ihr Budget?

Unter 30€ 30€ bis 60€ Mehr als 60€

Die Ergebnisse berücksichtigen keine Angebote sondern beziehen sich auf den
üblichen Wert des Whiskygrossteiles.

Wir haben 3 Ergebnisse für Sie gefunden

Johnnie Walker Green Label 15V Blended Scotch Whisky 0,7l, 2 Köder...	Talisker 10 Jahre Single Malt Scotch Whisky – in Geschenkbox, 70cl	Johnnie Walker & Sons Celebratory Blend zum 200-jährigen Jubiläum...
★★★★★ 2154 €31 ⁹⁰ <i>prime</i>	★★★★★ 2516 €31 ⁹⁰ <i>prime</i>	★★★★★ 289 €4 ⁹⁰ <i>prime</i>

3) Wie hoch ist Ihr Budget?

JOHNNIE WALKER

Johnnie Walker 200 Celebratory Blend - Amazon Exclusive

Ein Grund zu feiern. Und zwar die Anfänge der Johnnie Walker Freigegenschenke. Die
limitierte Sonderedition ist an die ersten Whiskys der Brezerei Mitte des 19. Jahrhunderts
angelehnt. Mit seinen würzig-fruchtigen Noten, die an Rosinen und Marzipan erinnern, passt
er perfekt in die kalte Zeit. Und unter den Tannenbaum eines jeden Whisky-Freundes.

INTRODUCING THE
200th ANNIVERSARY
CELEBRATORY BLEND

Johnnie Walker & Sons Celebratory Blend zum 200-jährigen Jubiläum...

Conversion Rate



Visit the Amazon Essentials Store

Amazon Essentials Men's Athletic-fit Casual Stretch Khaki Pant

★★★★☆ 6,480 ratings | 3 answered questions

Was: ~~£9.56~~

Price: **£8.30** after your free, 7-day try-on with **prime** try before you buy

Free delivery and returns. [Details](#)

You Save: **£1.26** (13%)

Buy 4, save 5% - [Terms](#) | [Shop items](#)

i Get £5 extra when you top up £60. *Terms and conditions apply. [Learn more](#)

Fit: True to size. [Order usual size.](#)

☒ **prime** try before you buy

Size:

34W / 30L

Colour: Khaki Brown



Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. [Details](#)

[Size chart](#)

Try before you buy

prime try before you buy
£0.00 due today

Try free for 7 days, pay only for what you keep. [Find out more](#)

In stock.

Estimated delivery: 1-3 days on most shipments
[Details](#)

Add to Basket & try free

Buy now and try free

Dispatches from Amazon
Sold by Amazon


☐ **Buy new:**
£8.30
prime

FREE delivery: Wednesday, June 8
Dispatches from: Amazon
Sold by: Amazon

Add to List

New (2) from
£8.30 **prime**

Conversion Rate



Maxi-Cosi Titan Plus Comfortable Toddler/Child Car Seat, Group 1-2-3 Convertible ISOFIX Car Seat, 9 Months - 12 Years, 9 – 36 kg, Authentic Graphite

Visit the Maxi-Cosi Store

★★★★☆ 885 ratings | 18 answered questions

Colour Name: Graphite

2 options from £260.99

Style Name: Maxi-Cosi Titan Plus

Brand	Maxi-Cosi
Material	Foam
Colour	Graphite
Orientation	Convertible
Item dimensions L x W x H	50.5 x 44 x 65 cm
Item weight	11 Kilograms

See more


Roll over image to zoom in

360°

360° images

Car Seats & Accessories • Car Seats

VIDEOS 360° VIEW IMAGES



Drag to Spin

Maxi-Cosi Titan Plus Comfortable Toddler/Child Car Seat, Group 1-2-3 Convertible ISOFIX Car Seat, 9 Months - 12 Years, 9 – 36 kg, Authentic Graphite

Colour Name: Graphite

Style Name: Maxi-Cosi Titan Plus

About this item

- A multi-stage car seat suitable for babies, toddlers and

Basket Size

Amazon Basket



Best Seller



Sponsored ⓘ

Maybelline New York
Concealer, Instant Anti-Ageing
Eraser, 01 Beige Pink, 6.8 ml

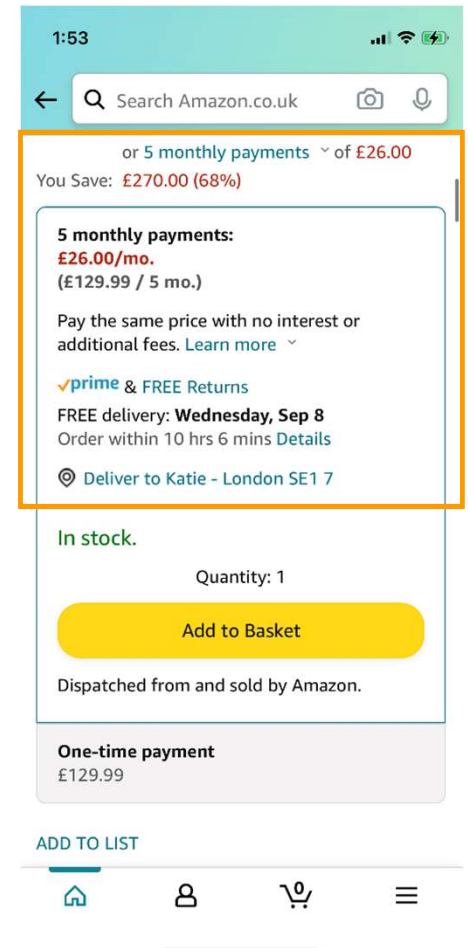
★★★★☆ ~ 26,002

£5³⁵ (£5.35/Item) £8.99
£5.08 with Subscribe & Save
discount

Buy any 4, save 5%

✓prime FREE One-Day
Get it Tomorrow, Sep 7

Instalments



Basket Size



Roll over image to zoom in

Apple iPhone 13 (128GB) - Midnight

Visit the Apple Store

★★★★★ 1,380 ratings | 63 answered questions

Amazon's Choice for "apple iphone"

-6% £729.00

RRP: £779.00

✓prime

& FREE Returns

or 12 monthly payments with Amazon ~ of £60.75

Promotion Message: 50% off gift wrap service: code GIFT... 1 promotion

Our gift to you. Pay £729.00 **£629.00** for this order. Get a **£100 Amazon Gift Card** upon approval for the Amazon Business Amex Card. **No annual fee in the first year.** Rep. APR 33.5% Variable. Amazon is a credit broker, not a lender.

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Size Name: 128GB

128GB

256GB

512GB

Colour: Midnight



Configuration: Without AppleCare+

With AppleCare+

Without AppleCare+

Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. [Details](#)

Model name iPhone 13

Wireless carrier Unlocked

Brand Apple

Form factor Smartphone

Memory storage capacity 128 GB

Operating IOS 15

See more

About this item

- 6.1-inch Super Retina XDR display
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Advanced dual-camera system with 12MP Wide and Ultra Wide cameras; Photographic Styles, Smart HDR 4, Night mode, 4K Dolby Vision HDR recording
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR

☐ 12 monthly payments with Amazon:
£60.75/mo.
(£729.00 / 12 mo.)

One-time payment

£729.00

✓prime & FREE Returns

FREE delivery **Wednesday, June 8.** Order within 4 hrs 39 mins.

[Details](#)

Deliver to Abingdon OX14 3J

In stock.

Add to Basket

Buy now

Secure transaction

Dispatches from Amazon
Sold by Amazon

Return policy: Returnable within 30 days of receipt

Trade in and save

Add Extra Protection? Check if this cover meets your needs:

- ☐ AppleCare+ for iPhone 13 (2 years) for £139.00
- ☐ AppleCare+ with Theft and Loss for iPhone 13 (2 years) for £189.00

Add an Accessory:

- ☐ Apple AirPods with wired Charging Case (2nd genera... £99.00
- ☐ Apple 20W USB-C Power Adapter £17.78
- ☐ Apple MagSafe Charger £28.99
- ☐ Apple Silicone Case with MagSafe (for iPhone 13) - Mid... £38.86
- ☐ Add gift options

Anything
in the Buy Box


% Margin

Subscribe & Save


Customer Deals

Today's Deals


Recommended deals for you




Up to 20% off On deal
Silentnight Linens




Up to 33% off On deal
Spear and Jackson Garden Tools




Deal
£16.98
SONGMICS SYL64PL Women's S...
★★★★☆ (1,098)




19% off On deal
£48.00
RRP: £59.99
LEGO 21331 Ideas Sonic the He...
★★★★★ (148)




See All Deals




Lightning Deals




Climate Pledge Friendly




Clothes, Shoes & Bags




Devices




Computers & Software



TVs, Movies & Home Cinema



Smart Watches



Beauty

Subscribe & Save:

10% 15%

£9.16 (£0.10 / count)

Unlock 15% savings by adding this product and 2 more to your next delivery.

[Learn more](#)

First delivery on Oct 12
[change](#)

In stock.

Qty: 1

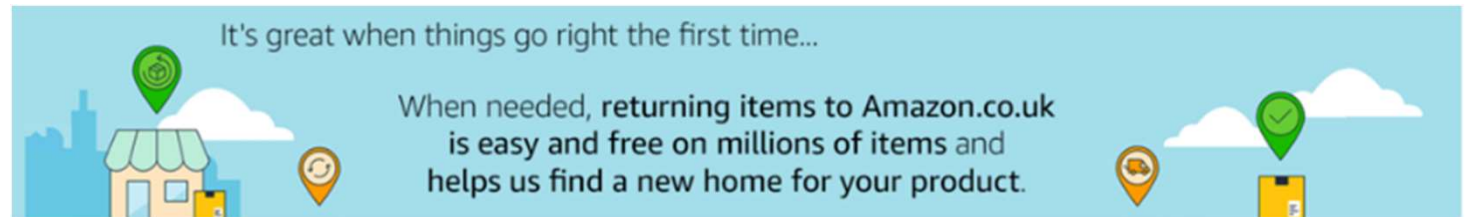
Deliver every:

3 months (Most common)

Set Up Now

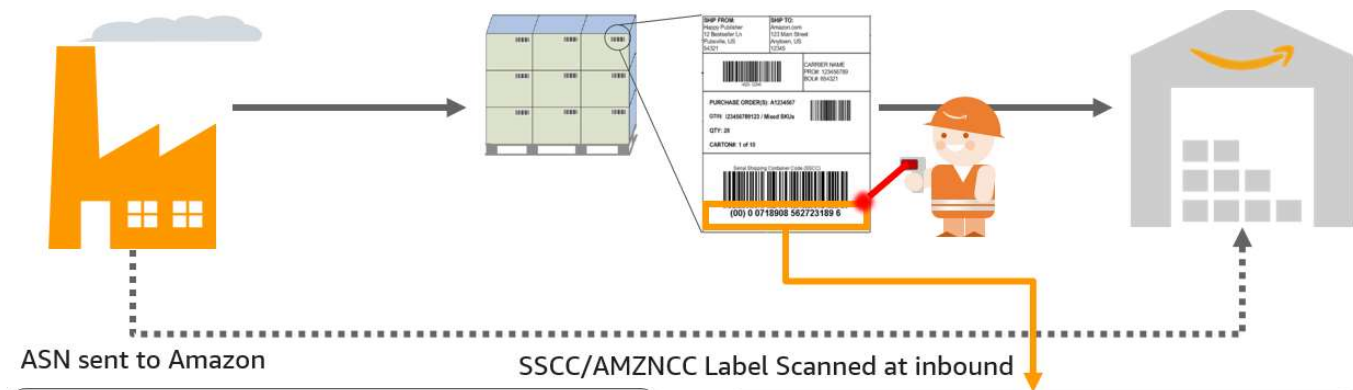
Dispatched from and sold by
Amazon.

Operating Costs



Efficient Receive

Customer Return reduction



Carton level information on the ASN

PO	ASIN	ITEM	QTY	EXTERNAL CARTON ID
123ABC4D	B00123456B	FOOTBALL	1	00007189085627231896
123ABC4D	B001234BCD	TENNIS BALL	4	00007189085627231896
123ABC4D	B12345ABCD	US FOOTBALL	1	00007189085627231896
123ABC4D	B99AB12C2D	BOWLING BALL	1	00007189085627231896

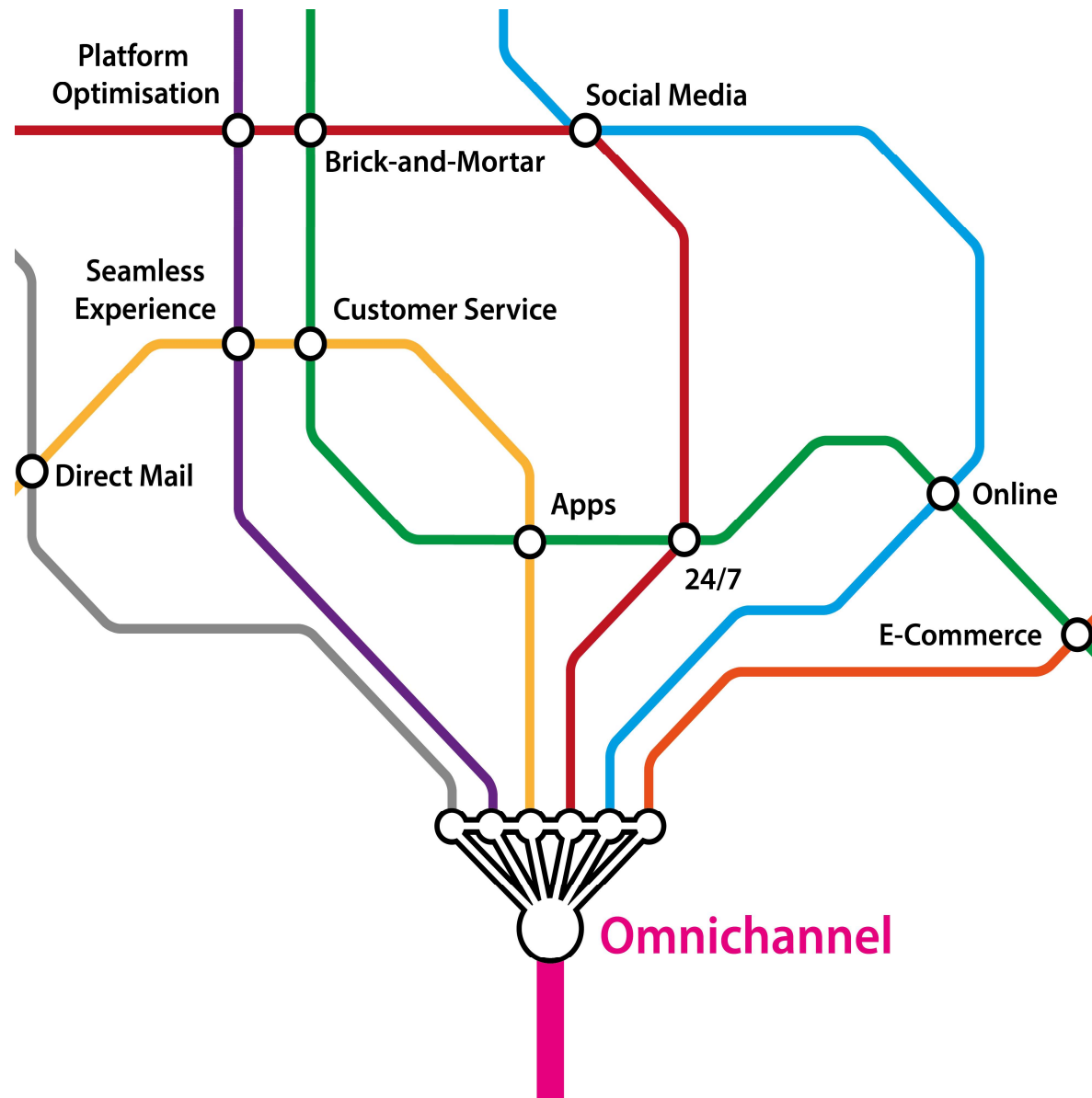
License plate receive: all items recorded in a single scan

PO	ASIN	ITEM	QTY	EXTERNAL CARTON ID
123ABC4D	B00123456B	FOOTBALL	1	00007189085627231896
123ABC4D	B001234BCD	TENNIS BALL	4	00007189085627231896
123ABC4D	B12345ABCD	US FOOTBALL	1	00007189085627231896
123ABC4D	B99AB12C2D	BOWLING BALL	1	00007189085627231896

MAXIMISE YOUR IMPACT ACROSS THE VALUE CHAIN



**ARE YOU
OMNICHANNEL?**



E-

JBP

RGM

Data

Media

Shopper

Catman

Supply Chain

Merchandising

Business planning

KEY TAKE-AWAYS

1. Accelerate Your Flywheel
2. Maximise all levers of the Retail Formula
3. Everyone is Omnichannel



MAKE HISTORY.

Want to continue the conversation?



<https://www.linkedin.com/in/demeersseman/>