

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

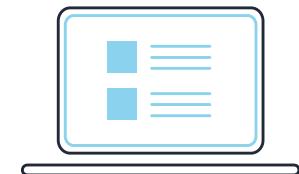
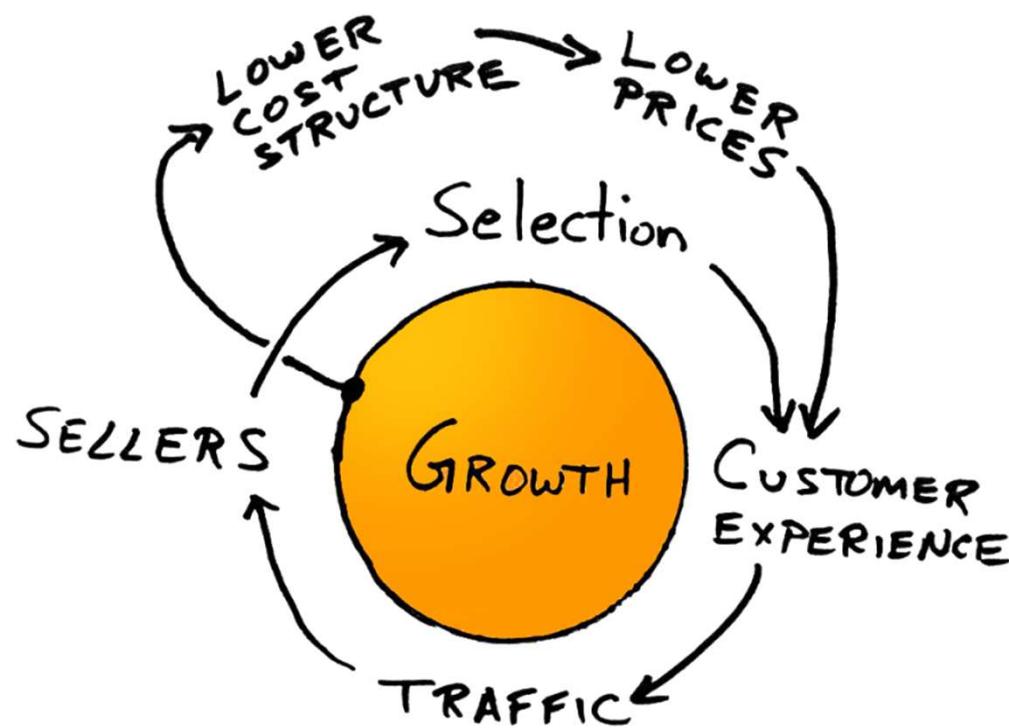


“Customers are always **beautifully, wonderfully dissatisfied**, even when they report being happy and business is great. Even when they don’t yet know it, **customers want something better**, and **your desire to delight customers will drive you to invent on their behalf.**”

**Jeff Bezos**

**DO YOU KNOW  
YOUR FLYWHEEL?**

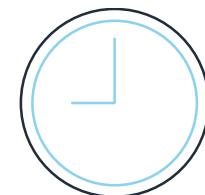
# THE AMAZON FLYWHEEL



Selection



Value



Convenience

## BIAS FOR ACTION



# AMAZON LEADERSHIP PRINCIPLES



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

# THE FORMULA OF (E-)RETAIL

**PENETRATION**

# (unique)  
visitors  
customers

**LOYALTY**

Conversion  
rate

**SPENDING IX**

Basket Size  
or Average  
order value

**Retail sales**

x

x

=

Retail sales

x

% Margin

=

**GROSS  
PROFIT**

GROSS  
PROFIT

-

Operating  
Costs

=

**NET PROFIT**

#  
customers  
/ visitors

# Prime Student



## Parent Experience

### Shop the Kids' Store by age



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

dd/mm/yyyy

Create

This is not relevant to me



Bottle Feeding

#  
customers  
/ visitors

**SAMSUNG**

Search

## 7 Days of Samsung

Epic deals everyday  
27 Sept - 3 Oct



All deals  Top Deals  Smartphones  Tablets  Wearables  Laptops  Storage  Monitors  Appliances  TV  Accessories  Best Deals

							
Samsung U28R550UQR - UR55 Series ... £249 <sup>00</sup> <small>£269.99 (17% off) </small>	Samsung LC49G9TSSR... £1,279 <sup>00</sup>	Samsung LS34J552WQRXX/34" SJ55 Ultr... £349 <sup>00</sup>	Samsung Odyssey G9 LC34G55STW... £351 <sup>22</sup> <small>£409.99 (10% off) </small>	Samsung LC32R500FHRXXXL 32 Inch Curve... £209 <sup>00</sup>	Samsung LC32T550FDRXXXL 32" T55 1000... £259 <sup>97</sup> <small>£319.99 (17% off) </small>	Samsung Odyssey G9 LC49G9TSSR... £1,278 <sup>46</sup>	
<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	<input type="button" value="Add to Basket"/> <input type="button" value="Quick look"/>	

## Brand and cross-category eventing

### Wellness in the spring



**Move your body**  
shop sport and fitness

**Fuel your body**  
shop nutrition

**Track your results**  
shop medical

**Relax**  
shop massage

## 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 noch gar nicht mit 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 (1 x 0,7 l)  
4,5★ 100  
€26,90

Caroni 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€28,90

Johnnie Walker Red Label Blended Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€11,90

Kavalan 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€26,90

Malts Blend of Speyside Malts Blended Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€13,90

Johnnie Walker Red Label Blended Scotch Whisky (0,7 l)  
4,5★ 100  
€12,90

2) Welche Geschmacksrichtungen mag sie oder er gerne?

Fruchtig  
Rauchig  
Würzig  
Salzig

Wir haben 35 Ergebnisse für Sie gefunden

Singleton of Dufftown 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€26,90

Caroni 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€28,90

Johnnie Walker Red Label Blended Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€11,90

Kavalan 12 Jahre Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€26,90

Malts Blend of Speyside Malts Blended Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€13,90

Johnnie Walker Red Label Blended Scotch Whisky (0,7 l)  
4,5★ 100  
€12,90

Talisker 10 Jahre Islay Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€31,90

Johnnie Walker & Sons Centenary Blend zum 200-jährigen Jubiläum (1 x 0,7 l)  
4,5★ 100  
€54,90

3) Wie hoch ist Ihr Budget?

Unter 30€  
30€ bis 60€  
Mehr als 60€

Die Ergebnisse berücksichtigen keine Angebote sondern basieren sich auf dem üblichen Wert des Whiskygetränks.

Wir haben 3 Ergebnisse für Sie gefunden

Johnnie Walker Green Label TSV Blended Scotch Whisky 0,7 l, 2 Gläser  
4,5★ 100  
€19,90

Talisker 10 Jahre Islay Single Malt Scotch Whisky (1 x 0,7 l)  
4,5★ 100  
€31,90

Johnnie Walker & Sons Centenary Blend zum 200-jährigen Jubiläum (1 x 0,7 l)  
4,5★ 100  
€54,90

3) Wie hoch ist Ihr Budget?

JOHNNIE WALKER

Johnnie Walker 200th Anniversary Blend - Amazon Exclusive

Ein Grund zu feiern. Und zwar die Anlässe der Johnnie Walker Erfolgsgeschichte. Die legendären Schottland Whisky-Blends feiern mit dem Johnnie Walker 200th Anniversary Blend einen kleinen wenig feierlichen Höhepunkt, der im Reinen und Maritim ein wenig perfekt in die kalte Zeit - und unter den Tannenzweigen eines jeden Whisky-Freundes

Johnnie Walker 200th Anniversary Blend - Amazon Exclusive  
4,5★ 100  
€12,90

## Conversion Rate



# Try before you buy

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

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 ▾

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**

**Brand** Maxi-Cosi

**Material** Foam

**Colour** Graphite

**Orientation** Convertible

**Item dimensions** 50.5 x 44

L x W x H

**Item weight** 11 Kilogram

885 reviews

▼ See more

Car Seats & Accessories > Car Seats

VIDEOS 360° VIEW IMAGES



# 360° images

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

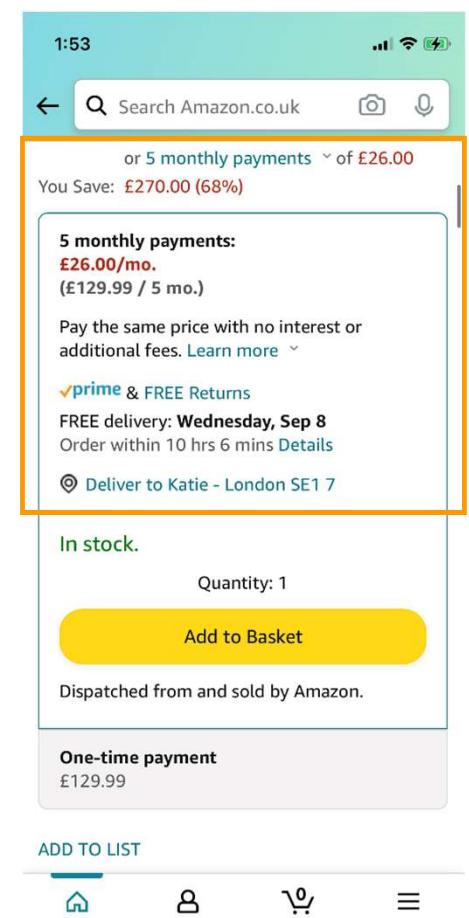
★★★★★  26,002

£5<sup>35</sup> (£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



1:53

Search Amazon.co.uk

or 5 monthly payments  of £26.00  
You Save: £270.00 (68%)

5 monthly payments:  
£26.00/mo.  
(£129.99 / 5 mo.)

Pay the same price with no interest or additional fees. [Learn more](#) 

✓prime & FREE Returns

FREE delivery: **Wednesday, Sep 8**  
Order within 10 hrs 6 mins [Details](#)

Deliver to Katie - London SE1 7

In stock.

Quantity: 1

Add to Basket

Dispatched from and sold by Amazon.

One-time payment  
£129.99

ADD TO LIST

Home   

## Basket Size



Roll over image to zoom in

# Anything in the Buy Box

## Apple iPhone 13 (128GB) - Midnight

Visit the Apple Store

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

Amazon's Choice for "apple iphone"

-6% £729<sup>00</sup>

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 128 GB capacity

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<sup>00</sup>

prime & FREE Returns

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

Deliver to Abingdon OX14 3.

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

% 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](#)

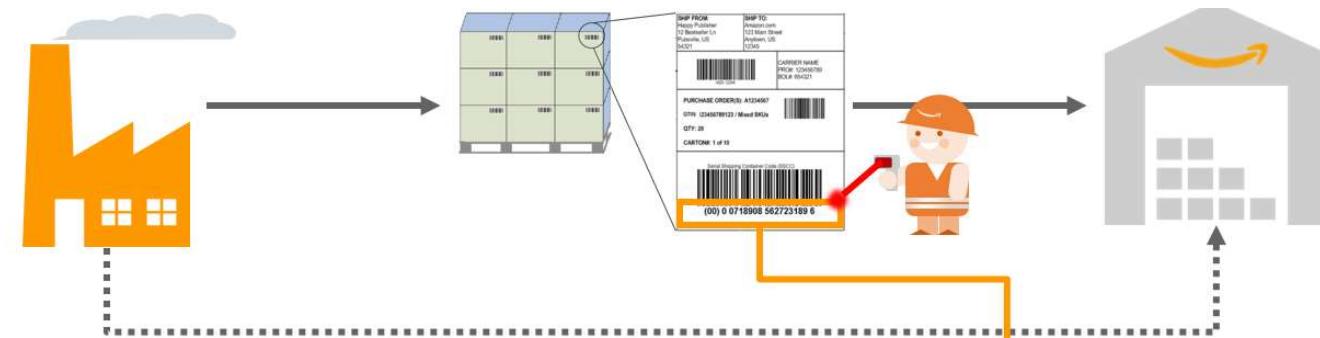
Dispatched from and sold by Amazon.

## Operating Costs



## Efficient Receive

## Customer Return reduction



ASN sent to Amazon

SSCC/AMZNCC Label Scanned at inbound

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

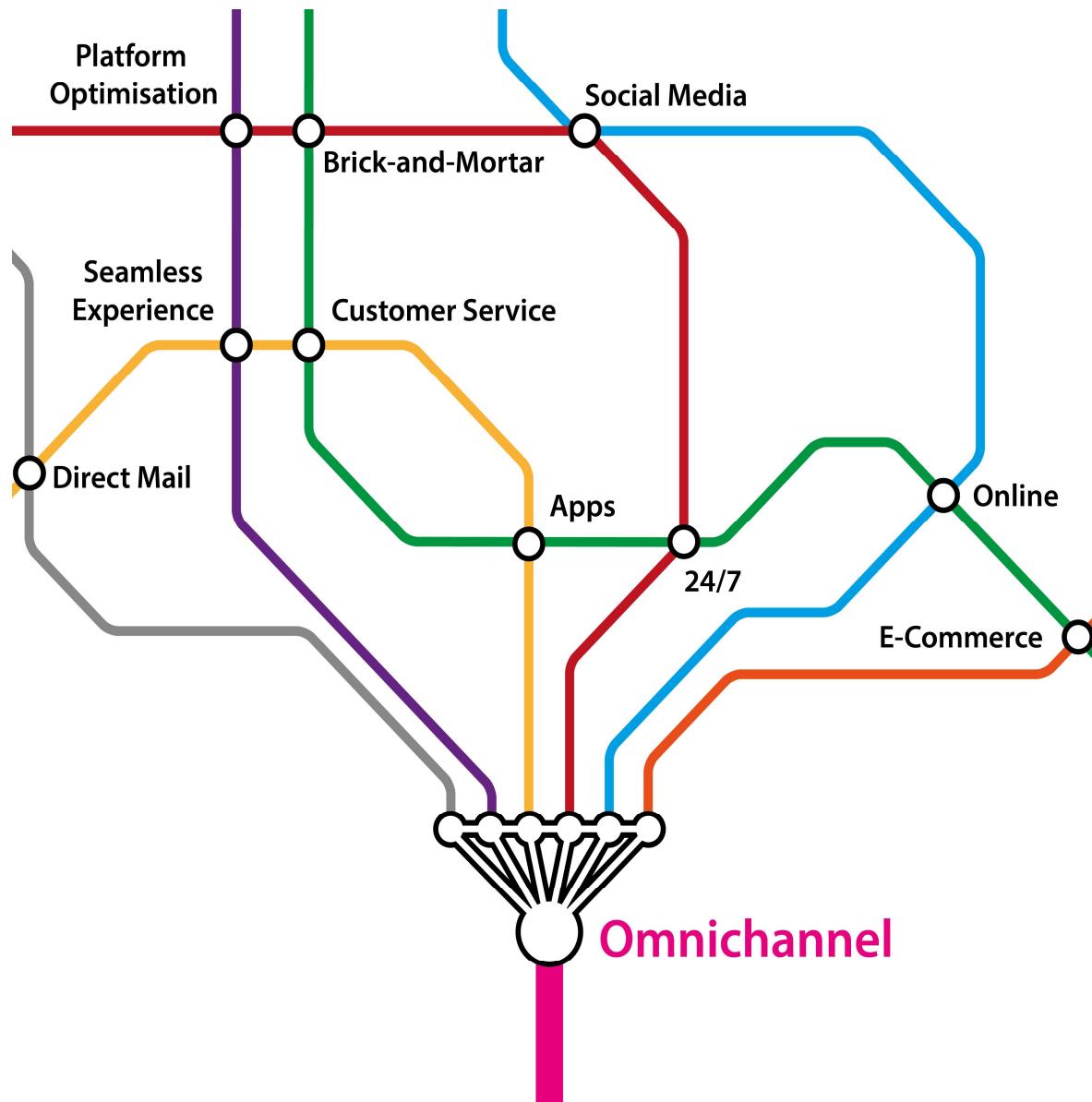
License plate receive: all items recorded in a single scan

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?

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