

Amazon for business

Arguably best known for its consumer oriented retail platform, Amazon also is a strong and growing force in B2B. The company recently introduced Amazon Business, a new marketplace on Amazon.com. Sellers have the opportunity to grow their sales by reaching millions of business customers located across the US explains Prentis Wilson, VP of Amazon Business.

With its B2B operations, Amazon aims to create business relationships with businesses of all sizes, from sole proprietorships to corporations. New and un-established businesses can start with personal accounts and then upgrade to a business account when their sales increase. Amazon's various platforms and services are the foundations for many of Amazon's businesses and affiliates. These businesses benefit from the customer exposure and increased sales opportunities while Amazon earns income through its own product sales, as well as through earnings from memberships, fees, royalties and commissions.

"The ability to better serve business customers is significant for Amazon,"

says Mr. Wilson. "We have more than 278 million customers, millions of which are already making business purchases. With the launch of Amazon Business, we have an opportunity to change the way businesses make purchases. We think this is an experience that businesses will love and a great opportunity for manufacturers and sellers to reach registered business customers. It's only the beginning for this new marketplace – we will continue to build out features in areas like technical support, payments, shipping and pricing."

Amazon started to push its B2B operations with the launch of AmazonSupply.com in April 2012, offering 500,000 products for business, industrial, scientific and commercial purchases. "The last few years have been

really exciting as we've grown the selection to more than 2,250,000 million products," says Mr. Wilson. "During that time, we listened closely to customer feedback so we could continue to innovate on their behalf. We heard from business customers that they love the convenience of shopping online, and want an experience at work that is similar to how they shop at home. We are now launching Amazon Business, a new marketplace on Amazon.com that combines the selection, convenience and value customers have come to know and love from Amazon, with new features and unique benefits tailored to businesses."

So far the response from customers has been overwhelmingly positive, Mr. Wilson adds. "Especially as we make new features and benefits available which enables them to innovate within their own business environments. A solution we just started piloting, Live Expert, has been particularly popular as it enables manufacturers to engage directly with and learn from the end-customer. We hear from manufacturers that we're helping them reach customers that they have never been able to reach before because of our vast selection and the fact that anyone, anywhere can discover a product that is in-stock and ready to ship. They also appreciate the fact that Amazon is brand-agnostic – we let the customer decide which items they purchase for their business."



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