

**My online store is better than Amazon
for sellers and shoppers!
And here's why:**



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WhoHustle.com**

Introduction

In this digital age, where e-commerce has exploded to dominate the retail marketplace, several options exist for both buyers and sellers. Often, as retailers we find ourselves searching for the best option to sell our products and as a shopper we are looking for the right retailer to purchase from. What options present us with the best opportunity for satisfaction? We may be in search of the best deal or we may have a desire to do business in a socially conscious manner, whether it be charitable, environmentally responsible or a preference to invest our finances in local enterprises. In many cases big box retailers do not offer these opportunities to sellers or shoppers at the premium level smaller outlets can provide and some smaller enterprises such as WhoHustle.com seek to take advantage of that fact by incorporating practical solutions into the business model, selling the products of small businesses to the masses of consumers who seek them.

ATTENTION SHOPPERS:

**ARE YOU REALLY GETTING
THE MOST BANG FOR
YOUR BUCK ON THE
AMAZON.COM PLATFORM?**

BUY NOW

BUY NOW

BUY NOW

BUY NOW



EASE OF USE

For a consumer, sifting through millions of products for specific products or brands can be daunting, even for the most experienced Amazon customer. This can lead to wasted time and untold frustration. Not to mention the possibility of settling for something other than what was initially intended because Amazon is serving it right up to you.

In order to make a purchase on Amazon, buyer's must establish an account. This process can be more than a shopper wishes to participate in, particularly those who prefer to make a purchase and be done, without creating a major imprint. Amazon uses that forced subscription model to push monthly fees and relentless advertising via email on consumers. Even with accounts established shoppers are subjected to upsell attacks in the form on Amazon Prime and the like. Anonymous shopping is not a possibility of Amazon's platform so "get in and get out" is non-existent.



"I just want my product"

See yourself supporting your neighbors and your local economy

The opportunity to support local shops, many owned, operated and employing your neighbors can be emotionally rewarding and provide a lasting economical effect to the communities we call home.

While big business retailers such as Walmart and Amazon may advertise their social initiatives, how much of the money spent by local consumers actually comes back to the actual communities that individual consumers may call home?

- ❖ When spending money with global/national chains, realize any charitable efforts are spread far and thin where one's own community will reap little if any benefit
- ❖ Spending money locally equals gains in the areas of local commerce, local taxes, local employment, and local charity
- ❖ By spending our money locally we empower ourselves and our neighbors to thrive which will reverberate into the areas of life we will actually feel such as public education, infrastructure, policing and programs to benefit those struggling around us

That personal touch can make all the difference to motivated shoppers!

Smaller platforms can allow vendors, shoppers and the platform operator the opportunity to communicate on a level big retail can not offer. This can foster mutually beneficial relationships and promote satisfaction for all parties involved. Accessibility to seller's allows consumers to question the product, request personalization, or recommend product enhancements. The benefits reach deeper for dissatisfied customers who will use their access to sellers to request refunds or exchanges. In the Amazon model a shopper is resolved to go through Amazon as a middle man and judge in the validity of any claims and/or request. Also, many smaller venues will not require account creation to shop allowing customers to make a purchase without providing extended information or form an ongoing relationship should that be the customers desire.



“Wow, what a great shopping experience”

Get the best products for the best price

A smaller platform is more inclined to be interested in customer satisfaction and getting it's product in the hands of consumers and so may use the opportunity to price products more reasonable than huge retailers with vast overheads, margins, stockholders and other incentives and excuses to pass expenses on to consumers. Likewise, many large scale retailers do not consider the consumer enough when pricing products because they are sure to sell more than their fair share of merchandise based upon their name, and reputation or stronghold on the marketplace.

Often times big box retailers saturate the market with merchandise limiting consumer opportunity to be different, original or unique. Consumers who value individuality will receive benefits when shopping with smaller retailers, given the opportunity to purchase distinctive merchandise not available on Amazon by seller choice or high price points to sell on Amazon as previously mentioned.



REALITY CHECK:

**THE STRUGGLES
THE AVERAGE SELLER
WILL FACE ON THE
AMAZON.COM PLATFORM**



**“What am
I doing
here?”**

Amazon.com promotes the idea that it offers options to sellers with flexibility to choose the best individual plan for a given seller's business model. In reality there are only 2 options available and both price points can cut deep into a seller's bottom line. The individual plan charges sellers \$0.99 for every sale made on the Amazon platform, regardless of how many products one sells, i.e. 500 products sold, a whopping \$500 spent . The professional plan costs \$39.99 per month regardless of how few products sold or money made so if you fail to produce at least \$40.00 in sales in a given month you owe Amazon more than you made.

Though Amazon may speak about flexibility for sellers, the truth is the price points are rigid and do not change to meet the needs of the sellers.



In addition to the previously mentioned charges, which can add up and be substantial by themselves, Amazon charges process fees based on the way the seller and the buyer choose to use Amazon's services.



- ❖ Amazon charges “selling fees” per item sold which is a % based on the selling price and product category plus closing fees for certain products
- ❖ In order to use FBA (Fulfillment by Amazon) which amounts to having Amazon warehouse and ship a seller's product, Amazon charges storage and shipping fees
- ❖ Even if a seller warehouses and ships their own product, Amazon dictates the shipping rate that a seller can charge the buyer

THE COMPETITION

In March of 2021 Amazon reported a product catalog containing more than 75 million products. This means that no matter the seller's product, there is likely a competitor or group of competitors selling that same product on Amazon. So with that, in that limited Amazon space, sellers must compete for advertising, they must out-market the competition, i.e. have better pictures, descriptions, branding and so forth. Pricing constraints enforced by the cut-rate nature of competition may limit a seller's ability to make a profit. If Amazon does not put a seller's product front of the line a buyer may purchase from the competition without ever having been made aware of the other seller's products.

The vast majority of available options for consumers prevents the buyer from creating the perception of scarcity which can be an effective tactic in marketing and sales.

1. Over 7 million products in the books category
2. 3 million products in the industrial & scientific category
3. Over 2.7 million products in the computer and accessories category
4. 2.6 million products in the electronics category
5. 1.8 million products in the tools, home improvement and accessories category
6. 1.4 million products in the home & kitchen category
7. 1.4 million products in the beauty & personal care category
8. 1.1 million products in the women's shop category

CONTROL AND ACCESS

Amazon limits the ability to control advertising for a seller. This can be seen in how often a seller's product pops up in searches or on pages, which pages the product is shown on and in what manner. Any misstep by Amazon can cost the seller a potential sale. To invest so much money and time in selling products on Amazon and then be forced to relinquish control of your sales funnel can be a major business risk and many sellers have learned that the hard way, unfortunately too late for some. Amazon sellers do not even have the final say in what category their products are listed in on the site. Again, this can lead to a seller's product never even being seen by a potential buyer.

Amazon is a huge machine with little to no personal interaction. These limits apply to interactions between sellers and Amazon, sellers and customers and customers and Amazon. All of the potential holes in communication can result in dissatisfaction on the part of either party and limited reach for resolution. Moreover, the gaps between such parties as sellers and buyers prevent the type of relationship development that could be beneficial in the long run. These relationships barely go beyond the "Thank you for your purchase" and a consumer's Amazon review phase. Most communication initiated by any stakeholder, email, is left in the air waiting for a response from the directed party.

Perhaps most egregious and risky for a seller is Amazon's ability and potential to shutdown seller accounts at will. This may stem from consumer complaint, or a believed misdeed but seller's are left at the mercy of Amazon in this relationship. Even if an account is not blocked from selling on Amazon, any potential product can be removed from the platform at any time for any reason.

CONCLUSION

When sellers, whom in many cases operate small businesses, and shoppers come together for commerce they automatically empower each other to make a difference. Local charities, food banks and shelters find themselves as the first line beneficiaries of social outreach programs. Local employment and civil investment are instantly increased due to the growth in local commerce. In addition, small businesses and e-commerce platforms can combine to compete with the likes of Amazon, Walmart and Target. Competition drives fairness, combats monopolies and is foundationally a part of the American dream. Such variety can keep prices low while demanding businesses set a high standard for performance for fear of losing customers to their competitors.

WhoHustle.com

As a solution, WhoHustle.com has taken on the mission of providing consumers with the opportunity to easily and affordably shop small businesses and local businesses while providing those enterprises with the platform to market and sale their products to a large consumer base at a reasonable price point providing a personal and tailored experience for all parties involved. Quite simply, we sale the best products that America's small businesses have to offer and reinvest in the communities where those products come from.

"Our greatest glory is
not in never falling,
but in rising every
time we fall."

CONFUCIUS



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