

# amazon • easy • Store Proposal



Planning



Get Store



Strategy



Marketing



Get Commission



# The Opportunity

Do you want to start your own business?

Do you want to add to your existing income?

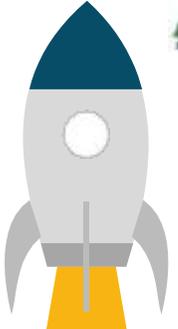
If the answer is yes?



Amazon Easy Store is the SOLUTION!

# E-Commerce Growth In India

- ❑ India Has An Internet Users Base Of About 67.5 Crore.
- ❑ 14% Are In Tier 2 (Town's). 70% Are In Tier 3 (Villages).



➤ Amazon Received 80% Order From Cities

➤ Amazon Received 20% Order From Town's And Villages



## Understanding Amazon Easy Programme

Amazon Easy is an assisted shopping program for customers to walk in to an store & place orders On Amazon marketplace. Stores are enabled with demo items and delivery of products is undertaken by Amazon

Benefits for Retailers	Benefits to Customers
As a Easy Store Retailer gets to sell more than 15 crore products available on Amazon	Access to quality products
No buying of inventory! Yes, retailers can sell as much without buying of inventory. So no investing in working capital, no loans or borrowings from family/friends to buy inventory	Best possible rates
Retailers are not limited to a single item. They can deal in multiple items without worrying about delivery and quality	Unmatched return policies
Retailers get best of quality and can offer products at discounted price to the customers	Unmatched customer service
Retailers can offer unmatched return policies to the customers	
Flexibility to run this along with existing business	
Flexibility to run this from any place	
Lowest possible investment	
Earnings from sales of products and services like recharge and bill-payments	



## Understanding Amazon Easy Earnings!

A store earns by the following means:



Selling of any of the **17 crore** items available on Amazon.

-  
*example – if a TV of  
GST)\*6%*

*Retailers get commission on the value of goods sold. For  
Rs 10,000 is sold. Retailer gets commission = Rs (10000-*



Creating a new customer account for Amazon with a minimum order amount of Rs 300

-  
*a new*

*Retailer get new customer incentive for every customer added. For example – if  
customer account is created by adding name, mobile number and address on*

*store.amazon.in*

*along with order of value greater than Rs 300. Retailer gets Rs 100*



Additional incentives during Great Indian Festivals/Sale on Amazon.in

-  
*Incentives are as*

*Retailers get mega incentives for goods sold during festival seasons.*

*high as 1 Lakh on sales of 2.5 Lakhs!!!*

**Note:** - For commission on different products and new customer incentives pls refer to the commission grid  
- For Additional incentives pls refer to Great Indian Festival incentive grid

# The Problem To Get Digital

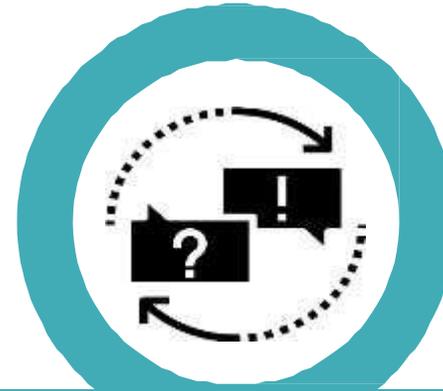
- ❑ India Is A Mobile First Nation Where 70% People Access Internet Mostly Through Prepaid Card.
- ❑ Hundreds Of Millions Users Face Online Transaction Barriers Due To Following Issue



**Lack Of  
Knowledge  
Awareness**



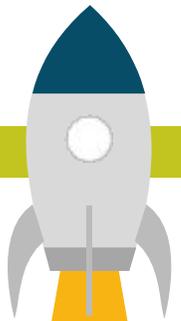
**Lack Of Trust On  
Online Product**



**Language  
Barriers**



**Lack Of Digital  
Payment  
(Online Banking)  
(Cards)**



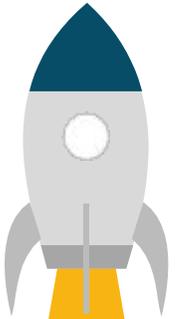
# The Solution

- ❖ Amazon's Mission To Enable Everybody In India Shop Online Via AmazonEasy.
- ❖ Amazon Easy Creates A Network Of Physical Stores In Tier 2 And Tier 3 Towns

All These Stores Will Help ?



**No Need To Maintain Inventory By  
Store**





# Requirements: What's needed from you?

- **Space Requirement**
  - No additional place/spacerequired. The agent can work from his/her existing place/shop
- **Investment Requirement**
  - Franchise Fee
- **Working Capital Requirement**
  - Nil
- **Self Motivation**
  - It is important that the agent is self motivated, has entrepreneurial inclinations and a passion for building his/her ownbusiness

# What is Amazon Easy ?

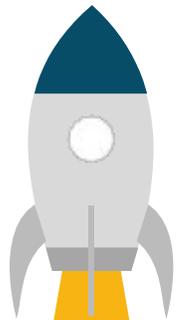
- ❖ Amazon Easy Relies On A Fully-assisted Shopping Model.
- ❖ Amazon Easy Is A Service That Will Place Computer Devices Loaded With Amazon Easy App.



# What are the benefits?



- **Get Access To 16 Core Of Products At Great Prices**
- **Get Assistance For Shopping On Amazon At A Known Location By Trusted Person**
- **Get Information On Great Deals And Upcoming Sales**



- **Higher earnings**
- **Increased business transactions with existing clients**
- **Additional walk-ins due to the Amazon Easy service, thus benefitting existing store business as well**

# Business Model



# Nexus Point Offerings



**Consumer Products  
(Amazon Easy Store)**



**Bill Payment and Recharge**



**Nexus other Services**

Segment	Services
Consumer Products	<ul style="list-style-type: none"> <li>✓ Assisted Online Ordering of Goods - Amazon Easy</li> <li>✓ Wholesale business (with inventory ) in computer peripherals and electronics</li> </ul>
Payments and Recharge	<ul style="list-style-type: none"> <li>✓ Mobile &amp; DTH Recharge</li> <li>✓ Bill Payments</li> </ul>
Nexus Other Services	<ul style="list-style-type: none"> <li>✓ DMT</li> <li>✓ AEPS - and others</li> </ul>

# AMAZON COMMISSION STRUCTURE

Category	Fees(%) <sup>2</sup>
Apparel & Accessories	10.80%
Automotive	8.00%
Baby Products	8.00%
Beauty	8.00%
Blu-Ray & DVD	6.00%
Books	8.00%
Business & Industrial Supplies	8.00%
Cell Phones and Accessories	Rs 80 on selected phones, 1.6% on other phones
Computers	4.80%
Echo & Alexa Devices	8.00%
Electronics	4.80%
Fire TV Devices	8.00%
Furniture	8.00%
Grocery	5.60%
Health & Personal Care Appliances	8.00%
Health, Household & Personal Care	5.60%
Home	8.00%
Home Entertainment	4.80%
Home Improvement	8.00%
Jewelry	10.2% for jewelry(0.24% for precious jewelry)
Kindle Books	8.00%
Kitchen & Dining	8.00%
Large Appliances	6.00%
Lawn & Garden	8.00%
Luggage	8.00%



Miscellaneous	8.00%
Musical Instruments	8.00%
Office Products	8.00%
Pantry	5.60%
Pet Supplies	8.00%
Shoes and Handbags	10.80%
Software	6.00%
Sports & Fitness	8.00%
Tools	8.00%
Toys & Games	8.00%
Video Games	6.00%
Watches	8.00%
Wireless Accessories	4.80%

### New Customer Incentives

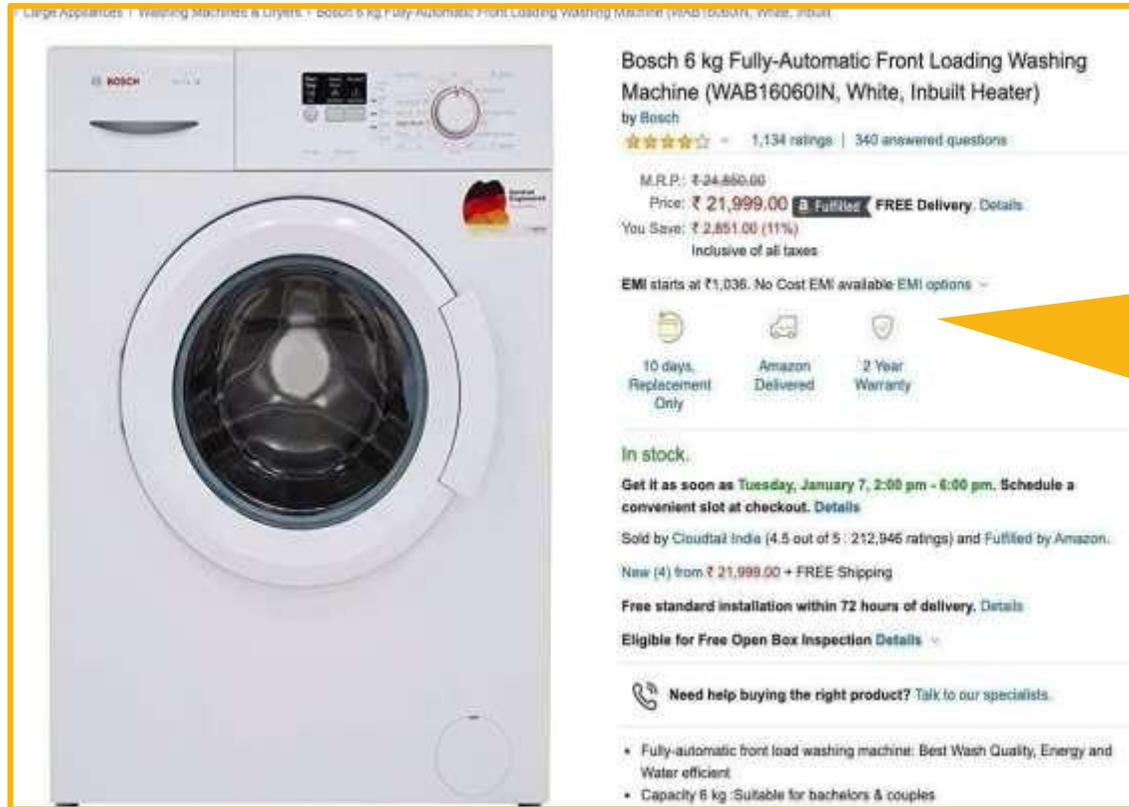
Sr No	Event	Fees2
1.	A new customer* ("Customer") purchases product(s) of minimum value of INR 600 through the Store's Portal, whether for the first time <u>or</u> within 6 months of his/her first product** purchase of any value	64
2.	Such Customer purchases product(s) from seller(s) on Amazon Site of minimum value of INR 600, within 6 months of his/her first product purchase of any value	80
3.	Such Customer purchases product(s) from seller(s) on Amazon Site of minimum value of INR 600, within 6 months of his/her subsequent product purchase of any value	96
<b><u>Pls note: bill payment, premium / tax payment or recharge are not included for calculations</u></b>		



### Recharge & Bill Payments

Category	Fees(%)2
Electricity Bill Payment	Flat Rs 2.4/transaction
Water Bill Payment	Flat Rs 2.4/transaction
Piped Gas Bill Payment	Flat Rs 2.4/transaction
Mobile postpaid Bill Payment	Flat Rs 2.4/transaction
Landline Bill Payment	Flat Rs 2.4/transaction
Broadband Bill Payment	Flat Rs 2.4/transaction
Municipal Tax Payment	Flat Rs 2.4/transaction
Credit card Bill Payment	Flat Rs 4/transaction
Gas cylinder Bill Payment	Flat Rs 2.4/transaction
Insurance premium Payment	Flat Rs 2.4/transaction
FASTag recharge	Flat Rs 2.4/transaction
Google Play Recharge	1.6% of total purchase value
Prepaid mobile recharge	1.6% of total purchase value(upto Rs 8/transaction)
DTH recharge	1.6% of total purchase value(upto Rs 8/transaction)

# For Example :- If a Store sold a Washing Machine,



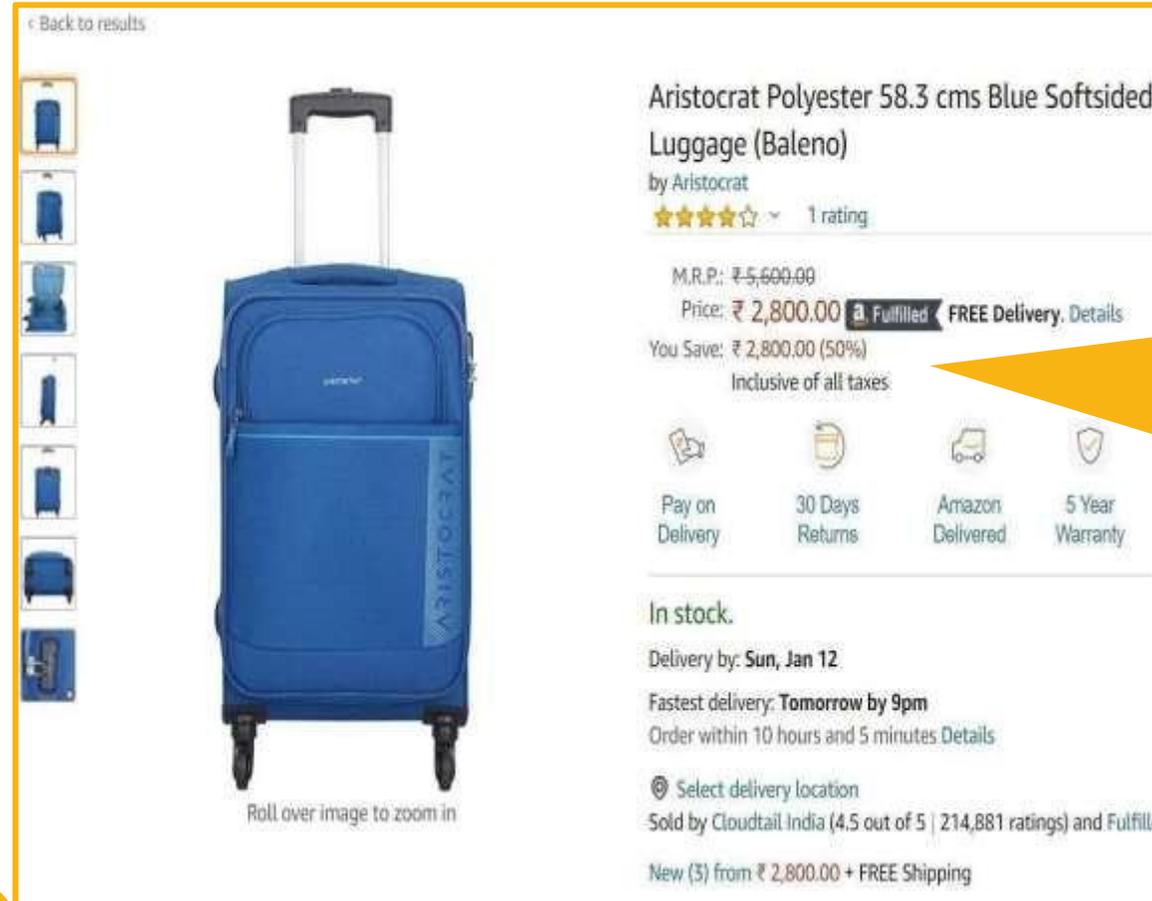
Washing Machine Comes Under Large Appliance Category.  
Commission = 6.75%

Store Commission = 6.75%

Store Income :- 21,999 - GST \* 6.75% = Rs. 1484

Amount Will Be Credited To **Store Owner's** Bank Account After 60Days \*

# For Example :- If a Store sold a Washing Machine,

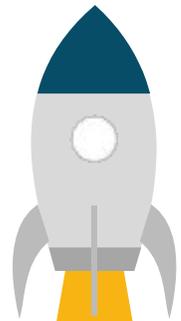


Travel Bag comes under Other (Luggage) category.

Commission = 9%

Store Commission = 9%

Store Income :-  $2800 - \text{Gst} * 9\% = \text{Rs. } 252$



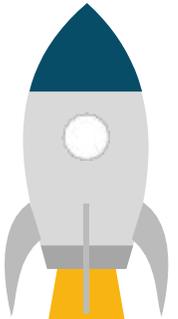
# Payment Options

**Stores will have the following 4 options for Payment (during Order Placement)**

- UPI
- Pay-at-store/ CardPayment(using Ezetap Device)
- Pay-on-Delivery
- Amazon Pay Balance

## **Ezetap Device**

- Every Store will be have to Buy an Ezetap Device for the use at store
- Monthly rental of Rs. 299 will be collected for the device
- The Device will be WifiEnabled
- All Credit and Debit Cards will be Accepted



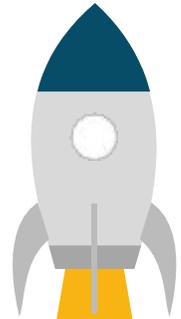
- **Commissions will be paid on a 60 day basis**
- **This is to complete return cycle of products**



# For Example :- Payment Credited on Bank

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- **Commission Of January 2020 Will Be Credited To Store Owners' Bank Account On 4<sup>th</sup> Week Of February**
- **Commission Of February 2020 Will Be Credited To Store Owners' Bank Account On 4<sup>th</sup> Week Of March**



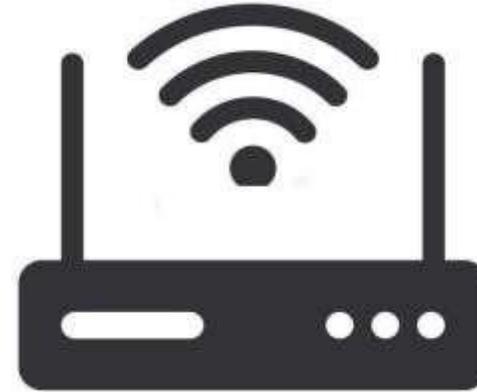
# What You Need To Open An Amazon Store?



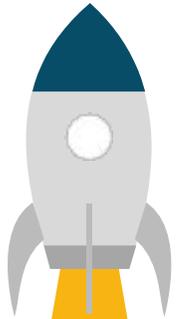
PC / Laptop



Shop

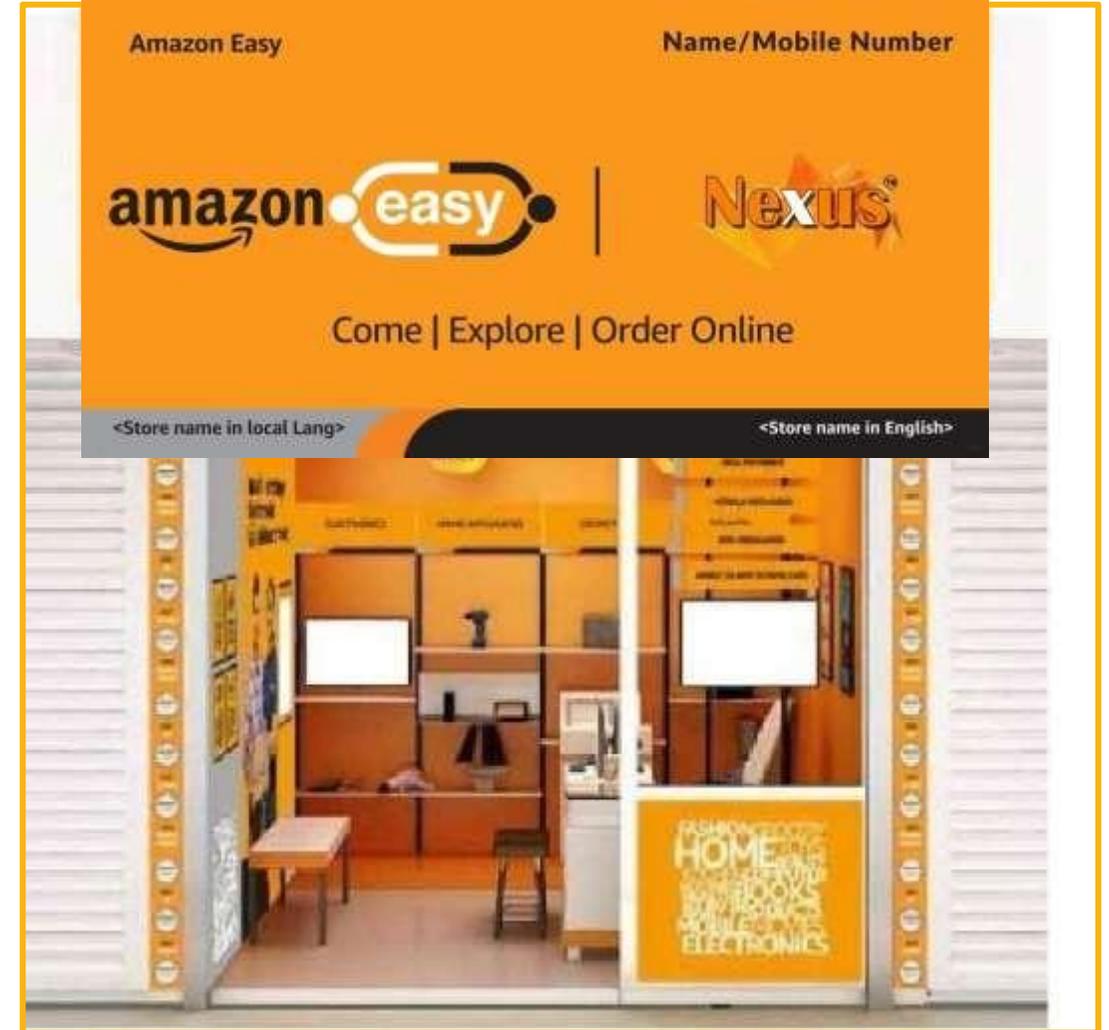


Internet / WiFi



# What We are Providing ? // Store Looks //

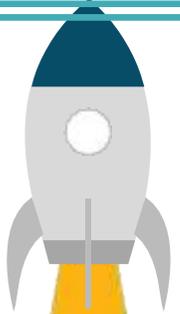
- Nexus Web Panel/dashboard
- Amazon Easy Applications (Dost App and StoreApp)
- Nexus Mobile Application for retailers
- Easytap Swiping Device
- Online Training
- Amazon Easy leaflets – 100 units – Free
- Amazon Easy Flex Sign Board (6\*3)
- Unlimited Customer Support
- Early Access to Deals and Offers
- Soft copy of Branding Material (Danglers, posters, leaflets, standees, push and pull stickers)



# Milestones :-

01

Get Information And  
Pay Franchise Fee



03

Get Training About  
Amazon easy

03

04

Get Regular Support  
From  
Customer Care

04

02

Fill Up Franchise Form  
And  
Submit KYC Details.

02

01

# SHOP BOARD FORMAT

Amazon Easy

Name/Mobile Number



Come | Explore | Order Online

<Store name in local Lang>

<Store name in English>

The image shows a shop board format with an orange background. At the top left, it says 'Amazon Easy' and at the top right, 'Name/Mobile Number'. In the center, there are two logos: the 'amazon easy' logo on the left and the 'Nexus' logo on the right, separated by a vertical line. Below the logos, the text 'Come | Explore | Order Online' is displayed. At the bottom, there are two sections: a grey section on the left with the placeholder '<Store name in local Lang>' and a black section on the right with the placeholder '<Store name in English>'.

## About Nexus Group:

We are Nexus Group, a network of offline stores which are a 'one stop shop' for every product in the online market in the cheapest rates possible



### Minimal Investment

Get your business running  
with the least possible  
investment



### No Inventory

Have no inventory  
whatsoever in your offline E-  
Commerce Stores



### One Stop Shop

Highest range of products  
and services just under one  
single roof

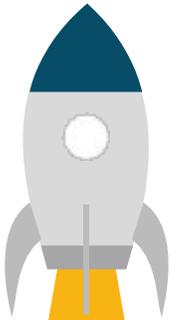


### Extensive Services

Marketing and Strategies  
would be provided right from  
the start of your venture

# **Your are invited for India's Biggest E-Commerce Franchise With Amazon Easy**

**!!! For More details Contact Our Sr. Sales Representative Now !!!**



**Address:- registered office at: 11 th floor, godrej one,pirojshanagar,vikhroli east,Mumbai,Maharashtra-400079**



**Thank you**

**Franchiseamzon.com**