



ALBERT SCOTT
E-COMMERCE MANAGEMENT

Presents To

African Growth and Opportunity Act



BUSINESSBOTSWANA

eCommerce Management on
amazon.com



Shlomo Greenblatt

President, Albert Scott, LLC

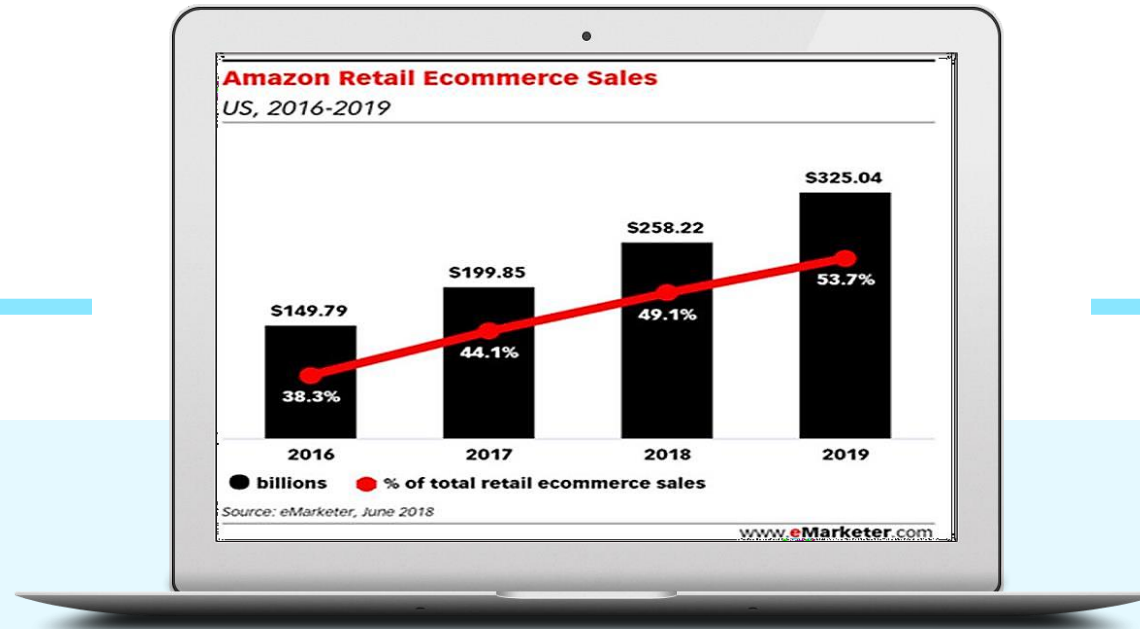
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amazon.com[®] US eCommerce Winner

The latest eMarketer forecast¹ shows that Amazon continues to set the pace for US retail eCommerce and will account for more than 80% of the overall market's expected growth this year.



¹<https://retail.emarketer.com/article/amazon-will-drive-80-of-e-commerce-growth-this-year/5b3a75dbabd4000b24140976>

OVERVIEW - ALBERT SCOTT ECOMMERCE MANAGEMENT

- Albert Scott, LLC, manages and grows brands on Amazon.com. We specialize in delivering cost-effective, explosive growth on Amazon.
- Albert Scott plugs-in to a brand's existing eCommerce team to provide the necessary support for success on Amazon.
- Albert Scott's specialized divisions in Retail, Listing and Marketing management oversee every detail of profitably managing the Amazon platform.
- Albert Scott has worked for five years with over one hundred brands, in almost every product category.
- Albert Scott now has many direct Amazon executive relationships that help us bridge brands and Amazon.com.



THE AMAZON OPPORTUNITY – SEARCH TERMS AND THE GROWTH OF THE MID-SIZE BRAND

The explosive growth of Amazon.com has triggered a retail revolution in the United States, changing the landscape of how business is done. The revolution has opened up a massive opportunity for the growth of the midsize brand.

- Expanded Product Selection: Walmart's brick and mortar stores carry 120,000 SKUs, while Amazon.com has more than 400 million SKUs.
- Search Terms are the new shop “aisles”: In large brick and mortar retailers customers find products by walking down the store’s aisles. On Amazon, each search term is an “aisle”. In the average Walmart there are thirty to forty aisles. On Amazon, there are several million search terms.

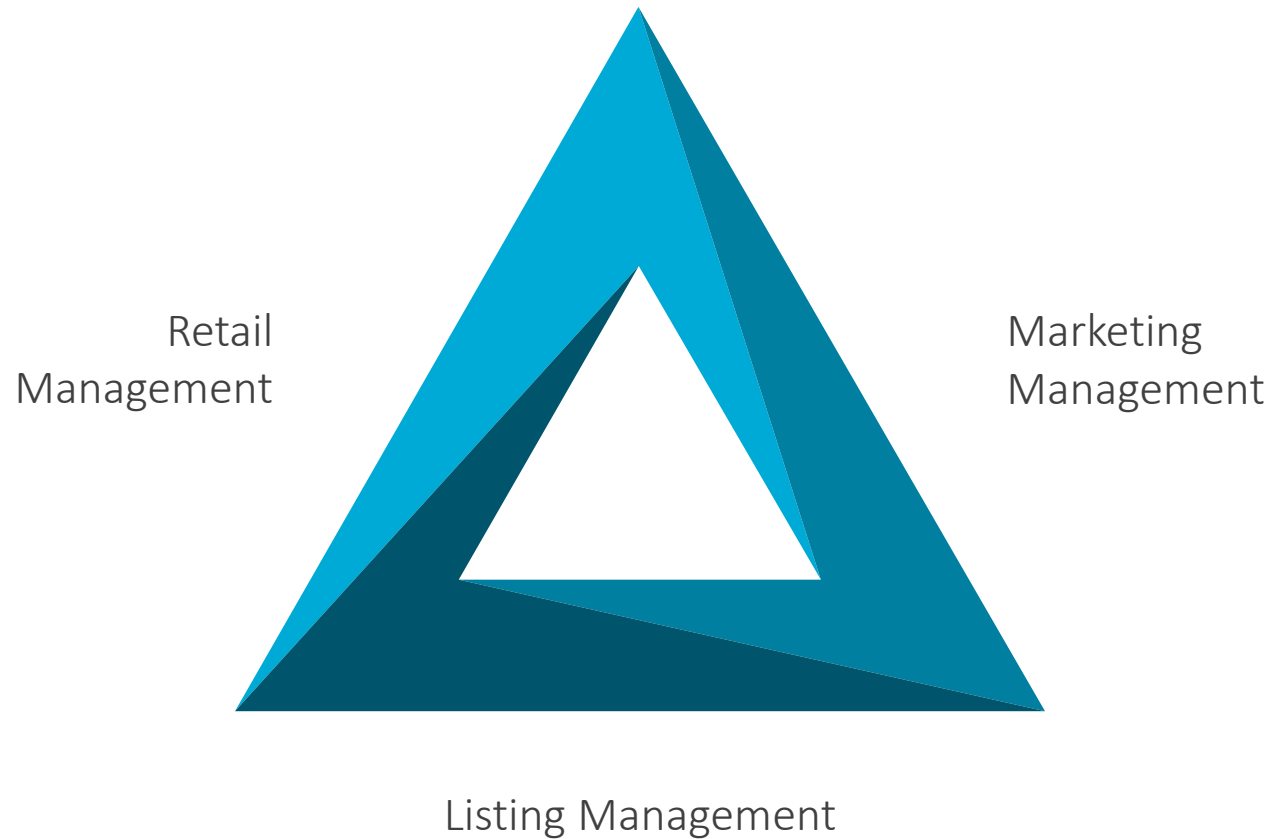
THE INTERNATIONAL BRAND OPPORTUNITY- LET YOUR BRAND OUTPERFORM

Revenue on **Amazon.com** is not relationship-based; it is the simple sum total of the amount of people that visit your page and then add your product to their shopping cart and checkout.

The Amazon platform provides the opportunity for the more enticing product to out-perform a legacy, branded product, if its presentation is more attractive to customers.



THREE ALBERT SCOTT COMPONENTS TO AMAZON SUCCESS



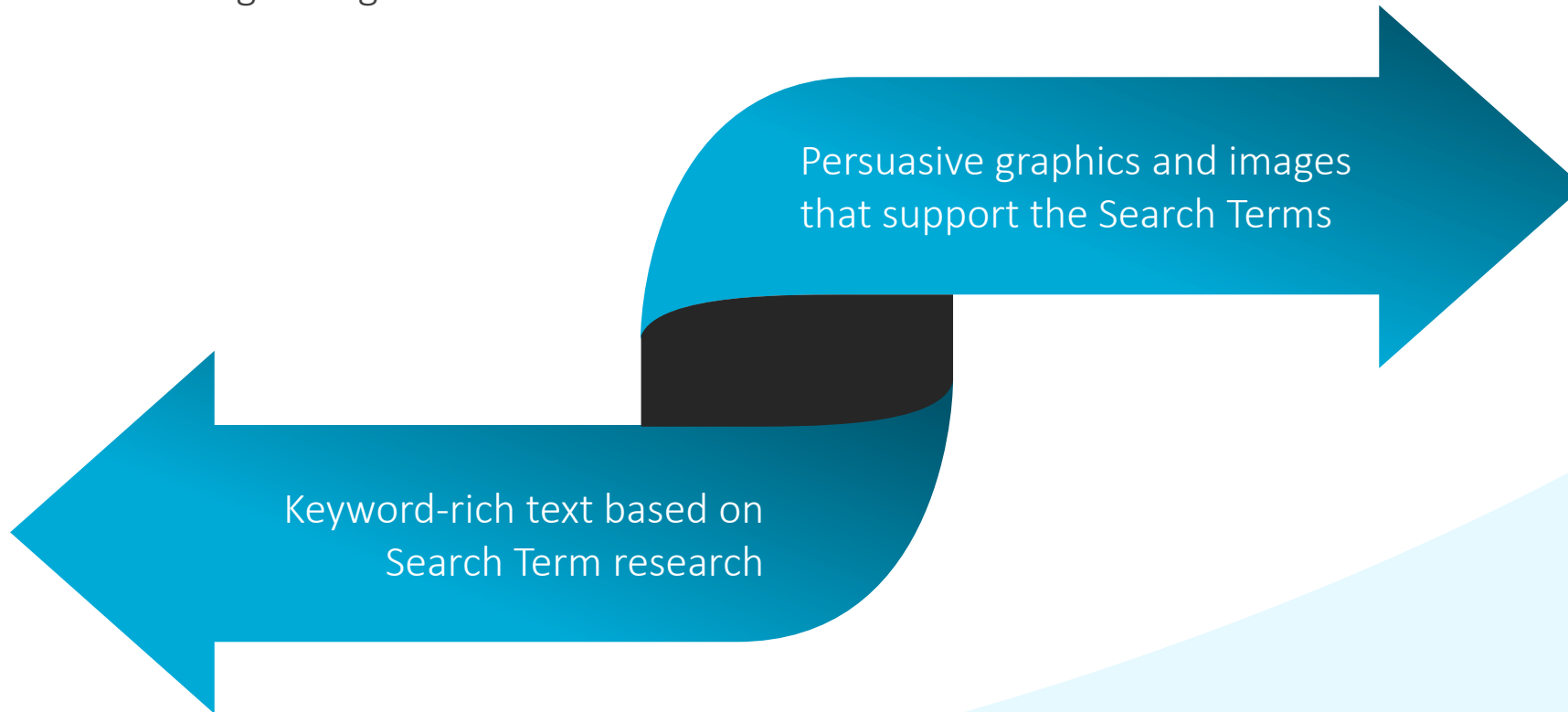
RETAIL MANAGEMENT

Albert Scott Retail Management includes:

- A proprietary portal (NiftyOne™) for complete Amazon transparency.
- Oversight and Management of both Seller and Vendor accounts.
- Financial Modeling (both Seller and Vendor).
- Amazon Logistical Preparation (multi-packs and varieties).
- Inventory Management and Planning.
- Buy Box control and unauthorized Seller removal.
- Managing Amazon Regulations and their Terms of Service (“TOS”).
- Managing the Customer Experience.
- Software for Accounting Transparency & Amazon Accounting.
- Managing Amazon Reimbursements.



A well-formed Amazon Catalog Listing has:



MARKETING MANAGEMENT

Albert Scott Marketing
Management consists of:



WHAT ALBERT SCOTT DID - FOR SECRET KALAHARI™

For Secret Kalahari, Albert Scott:

01

Created the product Financial Model

02

Created an effective Marketing Campaign

03

Received, prepped and shipped products to Amazon FBA

04

Researched the best Search Terms on Amazon.com

05

Created a high-grade product listing on Amazon.com


06

Executed marketing to generate revenue on Amazon

SECRET KALAHARI ON AMAZON.COM

With the aid of Sati Hub and Albert Scott, Secret Kalahari, a Botswana-based Beauty brand, is now competing on Amazon US in the Amazon catalog:

[Back to results](#)



Kalahari Donkey Milk Shampoo by Secret Kalahari | Premium Donkey Milk + Morula Oil + Moringa Oil | Moisturizing, Nourishing, Hydrating | All-Natural Bar Shampoo-100g | 3-Pack

Brand: [Secret Kalahari](#)

Best Deal

Price: **\$29.95** (\$2.83 / Ounce) & **FREE Shipping**. [Details](#)

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **3-Pack**

3-Pack \$29.95 (\$2.83 / Ounce)	Single \$9.99 (\$2.83 / Ounce)
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- DONKEY MILK nourishes the scalp by providing the skin's necessary amino acids, which have a revitalizing effect and naturally moisturize the skin. The cosmetic and beauty therapy use of donkey milk has been known since ancient times. Even the beautiful Cleopatra is thought to have used donkey milk for her beauty routine!
- FEATURES & BENEFITS Donkey Milk cleanses while moisturizing the skin and

[Share](#) [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

\$29.95
& **FREE Shipping**. [Details](#)

Arrives: **Tuesday, Dec 22** [Details](#)


Fastest delivery: **Sunday, Dec 20**
Order within 8 hrs and 42 mins
[Details](#)


Arrives before Christmas.


In Stock.

Stock (revealed by [Keepa](#))
45

Qty: 1 ▾

 Add to Cart

 Buy Now

 [Secure transaction](#)

Ships from [Amazon](#)

Sold by [Greatest Buys!](#)

Return policy: [Returnable until Jan 31, 2021](#) ▾

WORKING WITH SATI HUB

Albert Scott has teamed up with SATI Hub to onboard brands from the South African region onto Amazon.com. To enable these brands to quickly gain market share in the United States, we are supporting them with:

- Financial Modeling,
- Logistics,
- Branding,
- Photography,
- Graphics, and
- Advanced Amazon Marketing





The End

Let us have the opportunity to make your Brand a leader on Amazon.com!



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