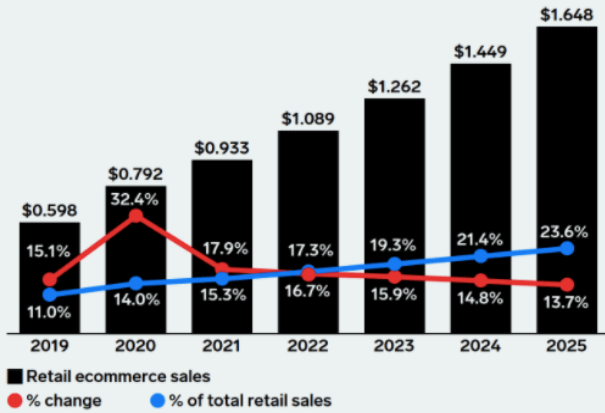


CHANGE

Stage 1

Power of the
Internet

Retail Ecommerce Sales in the US, 2019-2025
trillions, % change, and % of total retail sales



Note: 2019-2025 CAGR=18.4%; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales
Source: eMarketer, May 2021

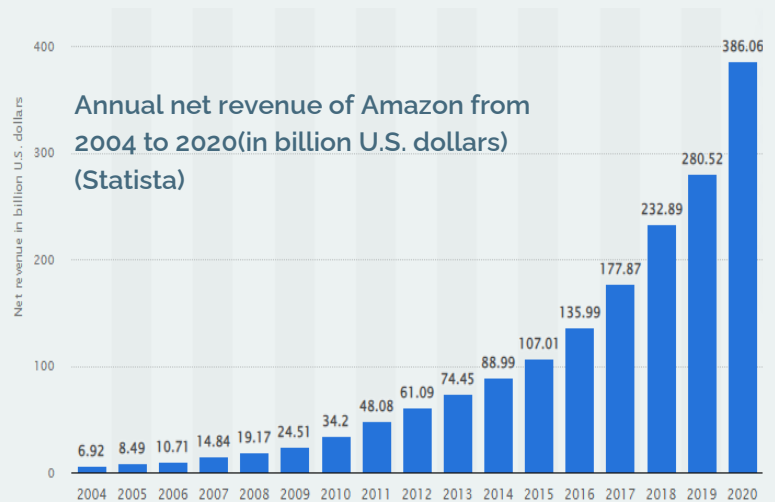
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Retails Sales Online Are Seeing a Massive Growth

eMarketer's US Ecommerce Forecast, ecommerce sales will continue to grow, reaching 23.6% of total retail sales in the US by 2025 versus 11.0% in 2019, an increase of \$1.05 billion. US consumers will spend \$933.30 billion on ecommerce in 2021, up 17.9% YoY and equaling 15.3% of total retail sales. Brick-and-mortar retail spending is forecasted to grow 6.3% in 2021 in comparison. Of course, some services consider themselves "online-proof", such as gasoline, food stores, gyms etc. However, more and more of these services are adapting to an online world, offering innovations to tap into the potential growth e-commerce offers. It is expected that services like click-and-collect will continue to grow, reaching \$140.96 billion in sales by 2024.

Amazon Sees Increased Revenue YoY

The shift to online retail from the general public is becoming more and more apparent. In 2020 Amazon recorded an increase in revenue of 38% to \$386 billion, a yearly increase of over \$100 billion. Whilst this was primarily attributed to the pandemic, the global e-commerce platform has consistently delivered increased revenue since 2004. Ecommerce platforms like this put traditional stores, particularly department stores, under more pressure every year.



Traditional Walk-in Stores Are Becoming Less Relevant

It is no secret that the growing popularity of ecommerce has impacted traditional walk-in stores, even supermarkets. Local stores heavily rely upon footfall and usually open within set hours while delivering a personal touch with ease. They then have to overcome enormous overhead costs, including staffing, stocking, and property upkeep or renting costs. Typically for properties that benefit from good footfall, they experience increased rent rates, whether it's private or with local government.

Remember Blockbuster?

So many businesses have fallen by the wayside, having not taken advantage of online marketing or ecommerce, and big brands have felt the need to adapt. Just remember, as big as Blockbuster was, it eventually faded from existence following the rise of Netflix. Estimated at \$8.4 billion in 1994, Blockbuster was valued at \$24 million just three years after Netflix was founded. Whilst Netflix has its originals, it owns very few products in its extensive online library. They are also accessible on nearly all smart devices.

Good Business Models

Whilst you're learning the ropes, feel free to look around the internet and assess current business models and see if you can implement their strategies in your online portfolio. Some examples of good business models include Netflix, Uber, Spotify and Airbnb. Many of these companies don't own many essential assets to their core business. It is an important lesson for those looking to emulate their success or build a service from scratch using an online platform.



How Can E-commerce Benefit You?

It is easy to highlight how more and more goods and services are moving online and out competing retail sales in traditional brick and mortar stores. You're probably wondering how this could benefit you. Compared to brick and mortar stores, an online store offers a revenue stream with low initial outlay and minimal overheads over the long term. This is particularly important for those looking to start Drop Shipping, Amazon FBA, or even White and Private Labelling.

I Own A Brick and Mortar Store

If you own a Brick and Mortar store or service that relies on foot traffic, there are always online marketing and networking opportunities you can exploit. This could increase sales revenue and open the door for new opportunities and innovation. Our system will teach you more, and we have experts on hand to support you every step of the way.



How Can Change Help?

Building an online store can be a daunting task for beginners. Change has collated great tools and resources for those interested in Drop Shipping, Amazon FBA, or even White and Private Labelling.

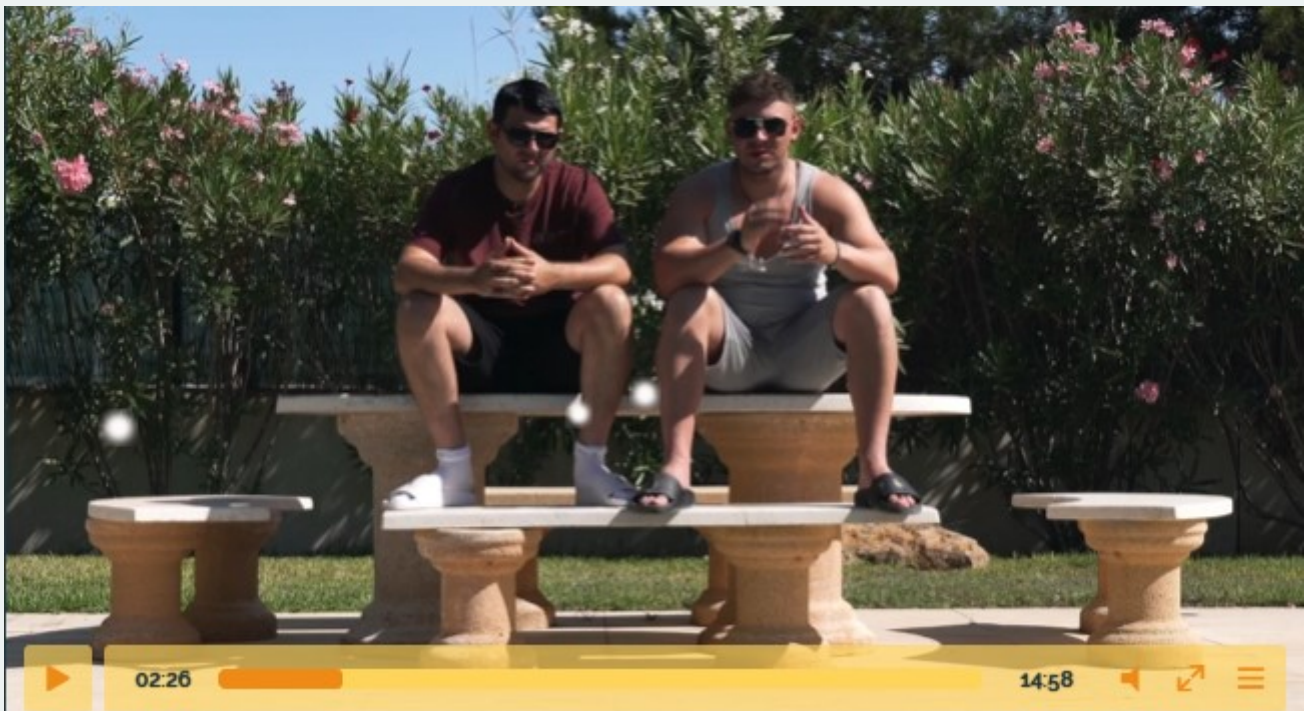
We will show you how to implement online strategies to collect data from your customers, develop targeted ad campaigns and implement innovative tools to maximise profits. We can also teach you how to network with others in the business to maximise exposure, tap into new demographics and ultimately maximise your potential income. The great thing about online stores is that they improve as you improve. The more you learn and grow, the better equipped you are to hit your performance targets.

Once you've been through your training modules, head to the Dropping Shipping Lounge. It holds everything you'll need to get your store off the ground. This includes website development, product selection, branding and choosing fulfilment centres. We also have a step by step guide on establishing your products on Amazon and how to push those products to the top of the platforms sellers list.

Understanding the Power of the Internet

This E-Book is designed to highlight the power of online services and the astounding growth seen in ecommerce. As you progress through the system, try and build a flexible strategy that can adapt to the ever-changing online world.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

