

Amazon is coming and it's going to be Big! Or is it?

By [Daniel Malan](#), issued by [Dentsu](#)

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Amazon is set to launch in South Africa, marking a significant development for the industry. Despite the initial buzz surrounding this announcement in Q4 of 2023, there has been no further update on the launch. Nevertheless, businesses can prepare themselves to seize the opportunity as 'first movers' within their respective verticals.

Before diving into selling on Amazon, it's crucial to assess whether it aligns with your brand's operational strategy. While larger, established brands may find the benefits outweigh the challenges, smaller businesses may face steeper competition. However, for those who strategize effectively and establish their presence early, there's potential to thrive on the platform.

Considerations such as profit margins, fulfillment methods, tax implications, and stock management are vital before listing products on Amazon. While the platform offers significant advertising opportunities, it's essential not to overlook local e-retailers, especially during the initial stages of Amazon's launch. Diversifying across multiple marketplaces can mitigate risks and provide valuable insights.

Optimizing product pages is key to success on Amazon, increasing visibility and competitiveness. Leveraging expertise in e-commerce and digital marketing, such as that offered by **Dentsu Performance South Africa**, can help brands navigate Amazon's complexities and maximise growth potential.

While Amazon presents lucrative opportunities for revenue generation and customer insights, success hinges on getting the basics right. With the right support and strategy, brands can position themselves for success in the evolving landscape of e-retail.



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Daniel Malan is a performance analyst at Dentsu.

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