

WEBINAR:  
Critical Adjustments to Make  
Now to Your Amazon +  
Supply Chain Strategies



## AGENDA

Housekeeping + poll

Introduction

Betsy McGinn: Amazon today and tomorrow

What are we seeing?

How can you lead?

Jeff Grogg: Building a stable supply chain

Relationships

Reliability

Opportunities + risks to manage

Redundancy

Plan to win

Q & A

**Host:** Peggy Shell, founder + CEO, Creative Alignments

**Panelist:** Betsy McGinn, author of *The Amazon Road Map*, the essential how-to for brands of every size, and the founder of McGinn e-comm.

**Panelist:** Jeff Grogg, supply chain expert and Managing Director of JPG Resources, which helps food brands of all sizes chart a path to growth.

**Moderator:** Arn Hayden, Creative Alignments



# AMAZON

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# DAY 1 FOR BRANDS

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April 2, 2020

**TODAY IS DAY 1**  
**DAY 2 IS STASIS**  
**FOLLOWED BY IRRELEVANCE**  
**FOLLOWED BY**  
**EXCRUCIATING, PAINFUL DECLINE**  
**FOLLOWED BY DEATH**

Jeff Bezos

# WHAT WE ARE SEEING

- Focus on essential categories – March 17th
- Longer than average ship times
- Continued out-of-stocks
- Prime Pantry suspended
- More than average systems glitches
- Longer than usual resolution times for glitches
- Delays in inventory check-in at FCs
- *Even less* live contact options available
- Hired 80,000 new employees since March 17th



# WHAT WE ARE SEEING

- Amazon is still allowing set-up of new Seller Accounts
- Consumables sales (aka Essentials) increasing exponentially
- Advertising opportunities for smaller brands
- Opportunities for smaller/newer brands to fill voids
- New users (How many? We don't yet know)
- New Prime Members (How many? We don't yet know)
- Buying phases: health & safety, pantry-loading/shelf-stab digital streaming, luxury goods
- Constantly changing landscape



# HOW CAN YOU LEAD?

- Stay in stock: 5-6 weeks on-hand rather than 3
- Monitor regularly: what is true today may not be tomorrow
- No discount promotions
- Spend your money on advertising, not promotions
- Content more important than ever: don't advertise without great content
- Introduce new items online while stores are on hold
- Plan for eComm as a growth strategy long-term and not a fad during COVID: may mean building out team/capabilities
- Provide great customer service
- But be mindful of your messaging
- Stay calm...



## Made with Wonder in Finland

Enjoy the beauty of the rugged Nordic wilderness, one sweet bite at a time. Made with distinctive ingredients found throughout Finland, Scandinavia, Norway and Sweden, our Nordi Dark Smooth & Rich Original chocolate bar is sumptuously creamy, with a deep, complex flavor.

## Perfecting the art of chocolate for over 125 years

As a young man, Karl Fazer had a dream to create exquisite foods that inspire wonder and joy. In 1891, when he and his wife Berta opened a small café in Helsinki, Finland, that dream became a reality. Today, Fazer Confectionary produces fine candies and chocolates that are prized throughout the world. Accented with signature flavors of the enchanting Nordic wilderness, our Nordi exceptional chocolate bars reflect that simple principles of wonder and joy that our company was founded on.



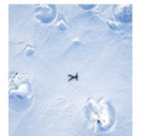
**100% Sustainable Ingredients**  
We use only ingredients that promote organic agriculture, with minimal use of the Earth's resources, and result in fair wages for farmers and producers.



**Absolutely Non-GMO**  
No ingredients in our exceptional bars have been genetically modified.



**Distinctly Delicious Nordic Flavors**  
We source ingredients that are grown naturally in the Nordic wilderness to create the exquisite flavors of our beautiful region.



**Made with Wonder in Finland**  
Over 125 years ago, Fazer Confectionary was founded on the Nordic principles of adventure, courage, joy and wonder. We honor these principles to this day, and hope you experience them in every exceptional bite of our Nordi chocolate.



Sea Buckthorn & Salty Caramel   Smooth & Rich Original   Hazelnut & Caramel Coffee Flavor   Raspberry & Tangy Licorice

	Sea Buckthorn & Salty Caramel	Smooth & Rich Original	Hazelnut & Caramel Coffee Flavor	Raspberry & Tangy Licorice
70% Cacao	✓	✓	✓	✓
Non-GMO	✓	✓	✓	✓
100% Sustainable Ingredients	✓	✓	✓	✓
Calories per 1.1 oz	170	170	170	170





Betsy is the co-author of *The Amazon Roadmap: How Innovative Brands are Reinventing the Path to Market*, the quintessential start-to-finish guide for brands who want to launch, recalibrate, or optimize their business on Amazon and ensure continued growth on this powerful platform.

As Seventh Generation's first eCommerce channel director, Betsy pioneered the company's innovative eComm strategy and created a thriving multimillion-dollar partnership with Amazon and other key online retailers.

Since founding McGinn eComm in 2014, Betsy has worked with hundreds of natural and specialty brands to establish and strengthen their presence on Amazon. From product development and profitability analysis to guiding organizational change, McGinn eComm leads clients through every step of this complex channel, helping to ensure a successful and profitable online businesses.

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We build better food.

## CRISIS MANAGEMENT

**Now is the time your relationships help carry you.**

- Have you built trust?
- Have you been reliable?
- Do your vendors value your partnership?
- Does your buyer/consumer view you as essential?

## BE FLEXIBLE

# We don't know what's coming, but there are opportunities and risks you can manage.

- Have inventory and be ready to ship it. Recommend minimum 2 weeks and ideally 4 weeks more than normal.
- Sales opportunities abound. Don't miss out.
- Risks are expanding – supply chain disruption has been minimal at the brand level, but it is increasing. Expect it to be random and in specific locations, not widespread.

## HAVE BACKUP PLANS

# Build redundancy across your supply chain, including access to cash.

- You cannot expect to be fully redundant, but have a plan.
- Co-man and supplier backups are worth the effort to build.
- If you get cut, ask for a referral to another supplier or co-man for a short-term patch.
- Remember, freight as part of your supply chain that can be disrupted!



## LOOK AHEAD

# Plan to win in the long-term.

- Continue moving on innovation.
- Take advantage of economic conditions.
- Recovery will look different than before COVID-19.

## CONTACT INFORMATION

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Thank You!

