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Host a Locker (Amazon Locker Revenue)

host a locker My recent article was about why Amazon lockers have changed the business climate. And, as I said then, this is an opportunity for all business, yes, even small ones to get creative. In fact, you can host a locker, and I'll tell you how a little further down in this article. Today I wanted to follow-up with a post about how you can add to your strategy, and earn more revenue. As you know, if you've been following my blog, I'm keeping an eye on Amazon with great interest. After the publication of my recent piece about Amazon lockers, I saw that Kohl's had expanded its partnership with Amazon. There's a smart reason they did it. Instead of competing with Amazon, which is almost impossible, they decided to partner with them. And, it drove up the revenue for Kohl's.

As an entrepreneur, you understand that the business environment has changed from where it was even 5 years ago. Competition is fierce. And, you now have to meet customers where they are; meaning, you have to serve them as they want, not as you wish. Still, there's an opportunity. And if you're creative, which is essential for small businesses, you can include Amazon locker revenue to your profits. Knowing how to adapt to a continually changing business environment is critical for small business success.

Big Business Understands Amazon Locker Revenue

As I mentioned, Kohl's recently started a program to process Amazon returns.

Candidly, it is genius to go beyond the host a locker program. With the return program, the public can go to more than 1,500 Kohl's stores and get Kohl's to ship and pack returns to Amazon-for free. The pilot of the program in Chicago turned out to be a massive success. According to this Retail TouchPoints article, "The program has proven to be a major success for Kohl's so far, at least in Chicago, according to data from Earnest Research. Chicago regional sales, transactions and customer growth all outpaced the same metrics nationwide for 2018, with new customers up 9% compared to 1% elsewhere, the research indicated."

In other words, when people go to Kohl's to return an Amazon product, it drives up their sales. People have a reason to enter into the store, and on their way to make a return, they make a purchase at Kohl's. That's great Amazon locker revenue for processing returns, and it's also something that you can do.

If you think that you have to be the size of Kohl's to partner with Amazon, you would be wrong. Remember, Amazon wants to dominate the retail landscape. To do it, they will partner with other businesses to remain as the primary retailer