



MAINTAINING YOUR  
**BRAND POSITION**  
WHILST LEVERAGING  
**MARKETPLACES**



**DEFINE  
BRAND!**

- ☑ A trademark or distinctive name identifying a Product or a Manufacturer.
- ☑ A sign of disgrace or notoriety.
- ☑ A mark burned into the flesh of criminals, or on the hides of animals.

# BRANDS & MARKETPLACES

CALVIN KLEIN

Amazon Fashion



# THE INITIAL MISCONCEPTION

MVMTM

Marketplace selling is just for retailers  
and junk sales.

ANKER

"Selling on marketplaces will hurt  
my brand."

amazonbasics

# THE PRICING DILEMMA

**Managing pricing in a dynamic environment requires new methods & process.**

"The big question is should you sell at MSRP or keep the pricing below or same as offline channels?"



# CUSTOMER EXPERIENCE

**Selling, fulfilling & supporting  
individual sales**



"Payments! Shipping! Order Tracking!  
Customer Complaints!"

# REAL TIME RESPONSE

**Marketplace selling is about the  
“now”, competition changes  
constantly.**

*ankit*

“Big brands are great at planning which often passes through a long hierarchy”





amazon  
click to buy  
Walmart.com  
ebay

americanas.com

amazon  
ebay

takealot

SOUQ  
BY AMAZON COMPANY

نون  
noon

Flipkart

amazon

Alibaba Group

10  
ULMART.RU

Rakuten

amazon  
ebay

# LEVERAGE MARKETPLACES



# Thanks!

Happy Selling!!

You can find me on:

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