

# Component 2

*by* Vasile Nour

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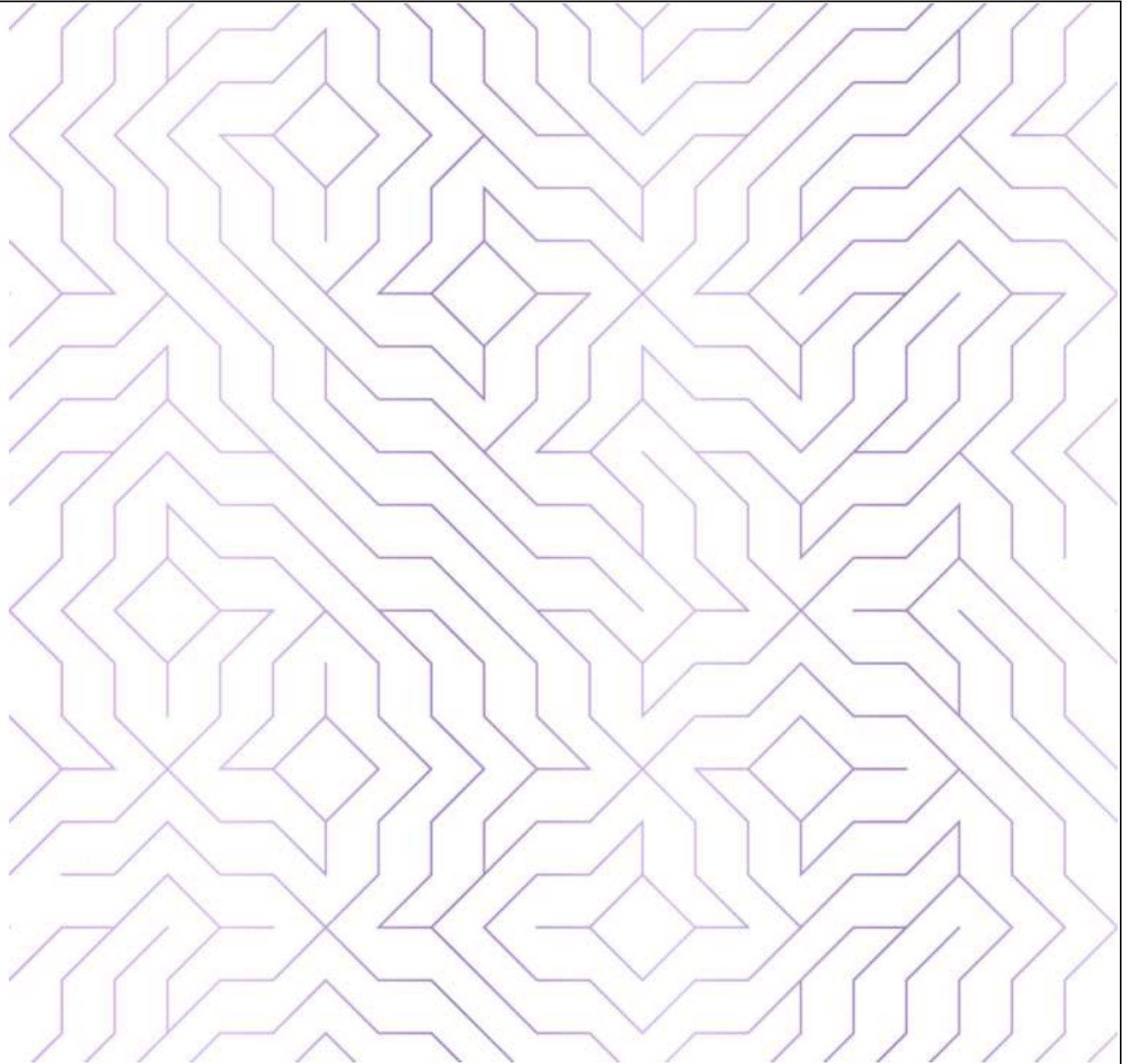
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# Entrepreneureship Assessment

The program of study: BA Business  
Management

Module name and code:  
ENTREPRENEURSHIP LCBB5001

Lecturer's name: Vasilios Tavlaridis



# Overview of the business idea



Delivery Service Partner in amazon is an exciting venture that involves establishment and operation an independent delivery business in partnership with Amazon (Amazon.com, 2023).

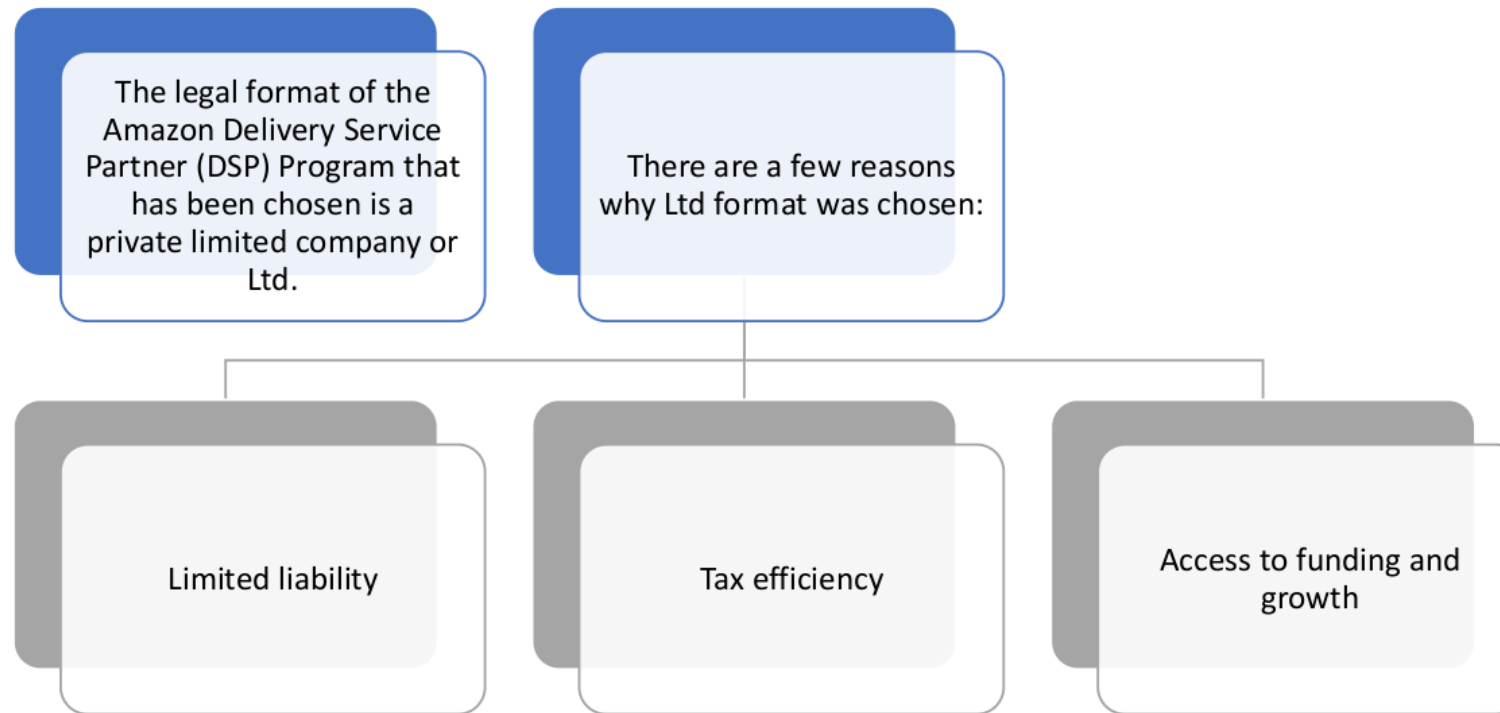


The main business idea behind a DSP is to provide an efficient and reliable last-mile delivery service on behalf of amazon with the ever-increasing demand for online shopping as well as speedy deliveries.



One of the many reasons why it's a good business idea is because the e-commerce industry has been experiencing rapid growth, and the COVID-19 pandemic has further accelerated the shift towards online shopping.

# Ownership and Legal format





# Management of the Company

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Owner

Director

Operations Manager

Employees

External professional



# Target Market

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Amazon Customer: the main target market will be of individual and business who shops on amazon and rely on fast and reliable delivery services to receive their purchases conveniently.

E-commerce shoppers: with the high continued growth of online shopping, the target market extend to a broader base of e-commerce shoppers who value efficient and timely deliveries for their online purchases.

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# Market Strategies



Online presence and branding



Local advertising and partnerships



Customer Referral Programs

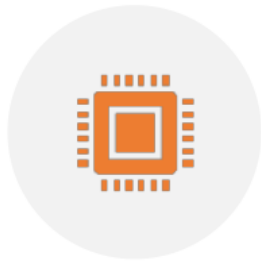


Exceptional Customer Service



Performance and Ratings

# SWOT analysis



**Strengths:** one of the major strengths of the DSP business is that it operates in partnership with Amazon, which provides access to a vast customer base, advanced technology, and operational support.



**Weaknesses:** The DSP's business is heavily reliant on the partnership with Amazon, which will limit diversification opportunities and expose the business to changes in Amazon's policies or business priorities.



**Opportunities:** As the e-commerce market continues to grow, the DSP can expand their operations and increase market share by taking on additional routes or scaling up to multiple delivery stations (Eurostat, 2023).



**Threats:** The delivery industry is subjected to various regulations and compliance requirements, this includes labor laws, vehicle regulations and licensing. Properly following these regulations can be complex as well as may pose challenges to the DSPs operations.

# USP and Reasons for starting this business



DSP's unique selling point is its fast and reliable delivery service.



One of the main reasons behind starting this business is to provide employment to the youth.

# Investment Required

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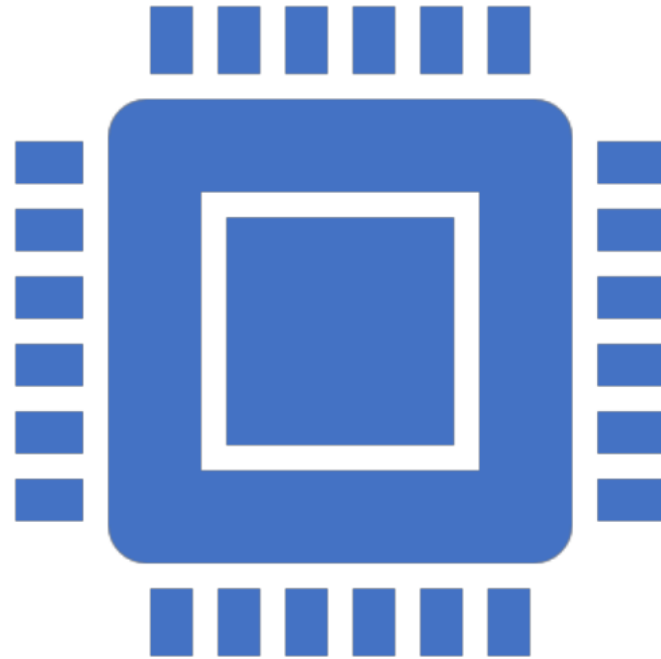
**Personal Investment:** The owner(s) will invest a portion of their personal savings into the business to cover the startup costs. This could include using personal funds or liquidating personal assets.



**Bank Loan:** The business will ask a bank to secure a loan for the remaining required funding. This loan can be used to cover startup costs, operational expenses, and any working capital needs (Klačmer Čalopa, Horvat and Lalić, 2014).

## Competition

DSP's direct competitors include Blue Dart, Fedex, Ecom express etc. But DSP wants to provide the best service from its position without challenging them.





# Conclusion

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01

DSP will start with proper business planning and execution.

02

The management activities of the entire organization will be carried out in coordination with its various sectors.

03

Their main target customers are Amazon and e-commerce platform customers.

04

They can build a strong position in the delivery service platform by their organized investment and planning execution.

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