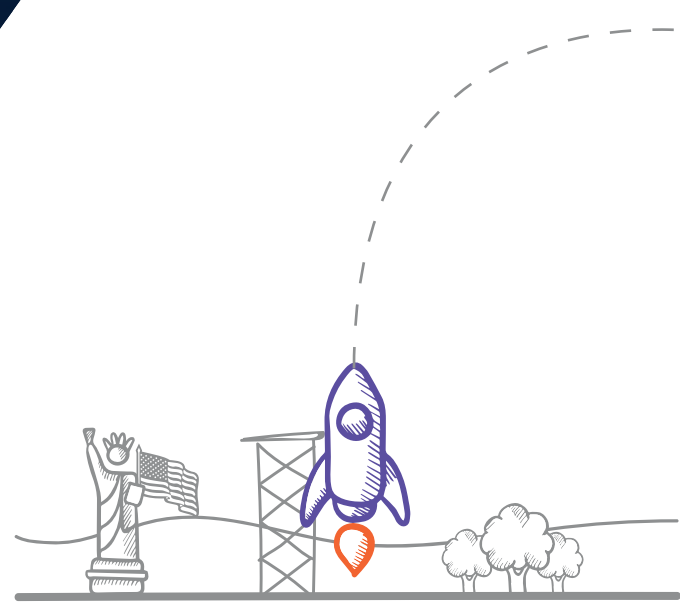
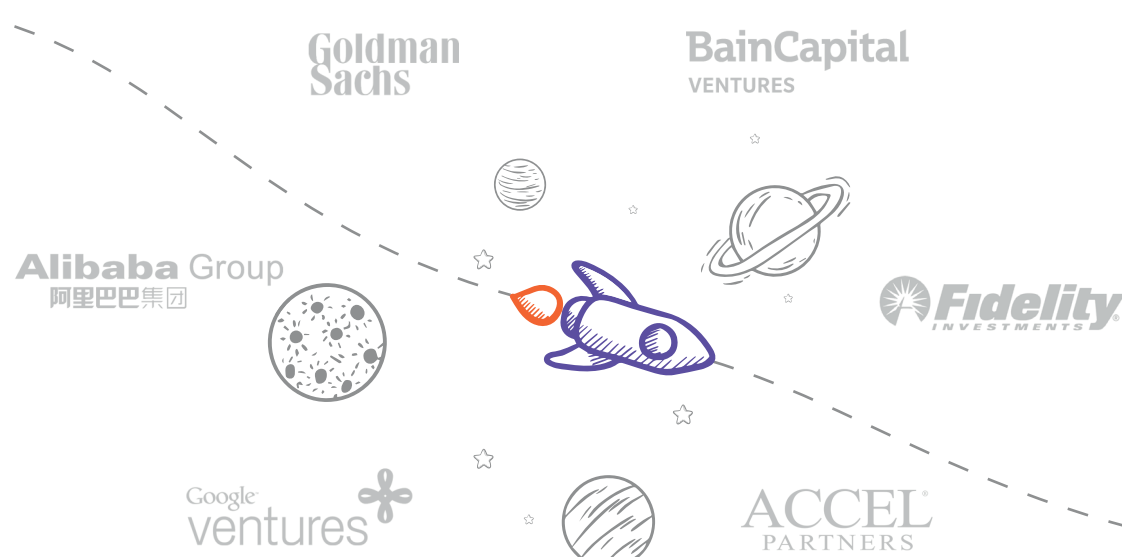


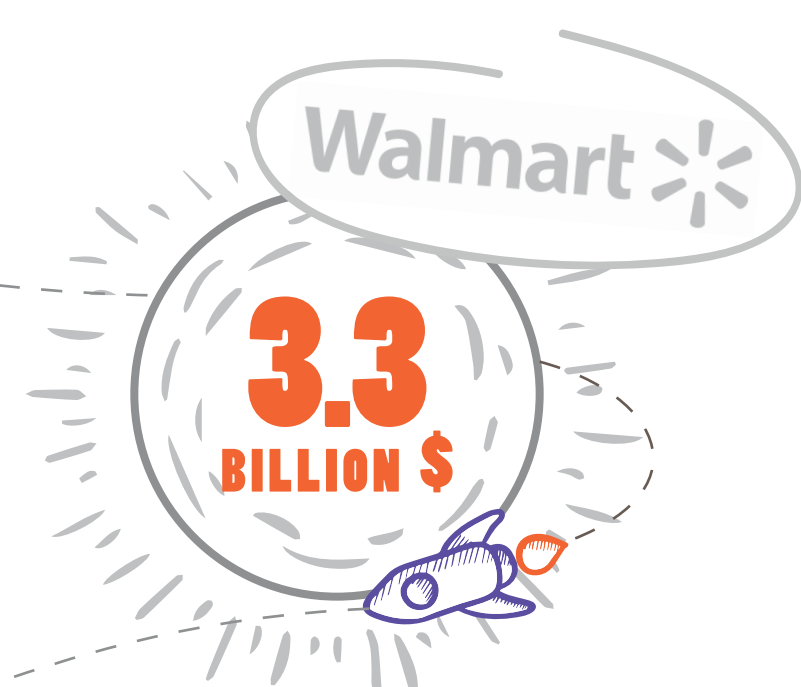
Initial Scenario



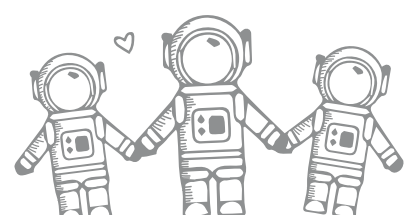
Jet.com is an American e-commerce headquartered in Hoboken, New Jersey, publicly launched in July 2015.



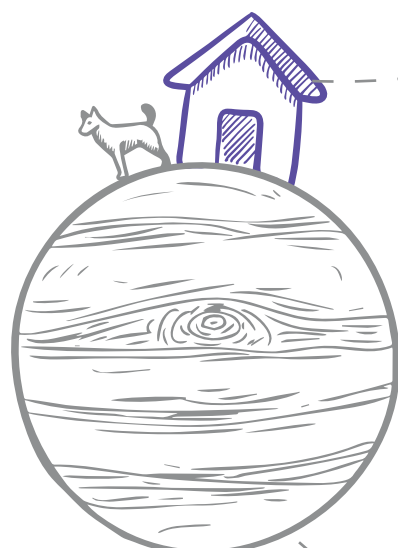
The project has raised \$820 million over four venture rounds from firms including Google Ventures, Goldman Sachs, Bain Capital Ventures, Accel Partners, Alibaba Group e Fidelity.



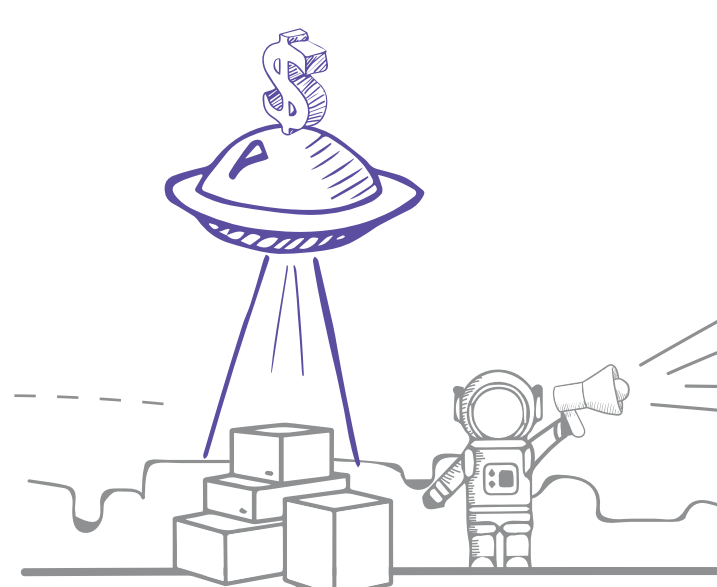
It was announced on August 8th 2016 that Walmart, the American giant, leader in the retail industry, had acquired Jet.com for \$3.3 billion.



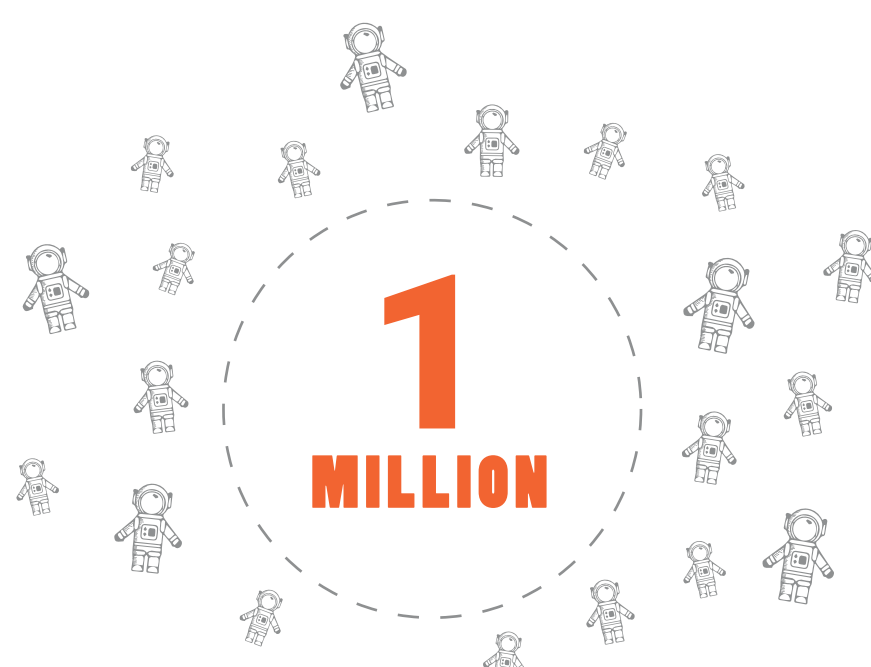
The site was launched through **Jet Insider**, a campaign created to spread the word about the company before its official public launch. Users who signed up were offered six months of site membership for free and a link to share with friends and family in order for them to sign up.



The website initially specializes in the sale of **home and household goods** (food, home and body products, animal food).



The initial strategy was based on the assumption according to which consumers were willing to wait longer for a lower price. The characteristic of the website is in fact its pricing scheme: prices are adjusted to encourage customers to buy more items at the same time, buying products located in the same distribution centre and thus making purchases less expensive.



3 months after launching the website, there were almost **one million registered users**. Jet was ready to change its business model, challenging its main competitor: Amazon.

HOW TO COMPETE WITH AMAZON?

Jet needed to implement a fashion section with branded quality products and modify its business model, offering quick shipments

Solution

Jet gets in touch with **Brandsdistribution** in March 2016, asking for the direct delivery to final customers in no longer than 5 days.



What we Do?



1

Brandsdistribution creates a **technical integration** for its own website to automatically convert prices into dollars.



2

Brandsdistribution is able to implement deliveries to final customers in 24/48 hours without custom duties, thanks to **exclusive agreements with DHL**.



3

Thanks to the integration between Brandsdistribution & Jet, US clients have a **direct gateway to top brands at lower prices**.

MADE IN ITALIA

Brooks Brothers

VERSACE JEANS

cavalli CLASS

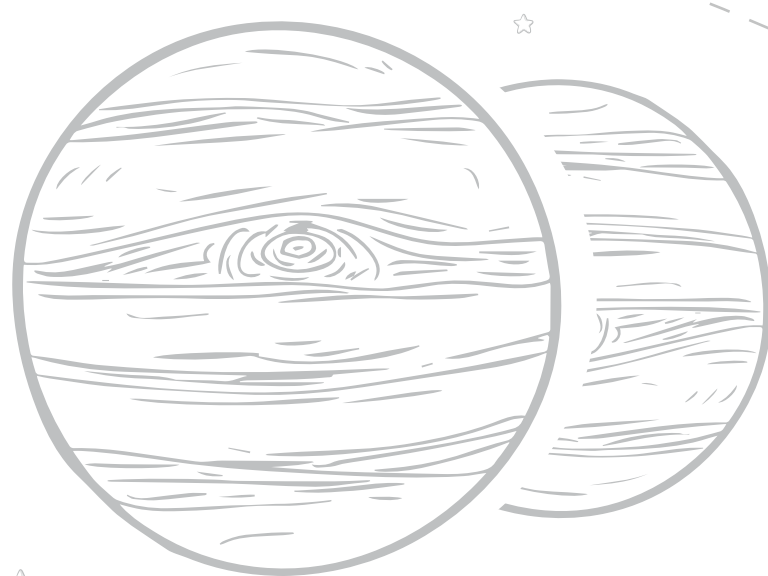
4

Analyses the **US market** selecting the most suitable brands for Jet's customers and developing a project dedicated to **'made in Italy'** through the selection of a set of dedicated products.

What are the results?

JET.COM

Jet.com starts selling branded fashion items, paving the way to a new business. The ever-growing success makes it Amazon's sole and true competitor.



BRANDSDISTRIBUTION

Brandsdistribution proves itself to be the ideal partner to focus on: its winning strategy is exported overseas.

