



# Kako s slovenskimi in evropskimi izdelki uspeti na **mednarodnih trgih?** (iz 0 na 140.000 € / mesec v 1.5 letih)

Nejc Volarič,

Welove Ltd.

HM Global Limited

# Moje ozadje

- Odprl podjetje 2012
- Fotografija
- Statistične analize
- Mednarodna spletna prodaja (Amazon, Ebay, ...)

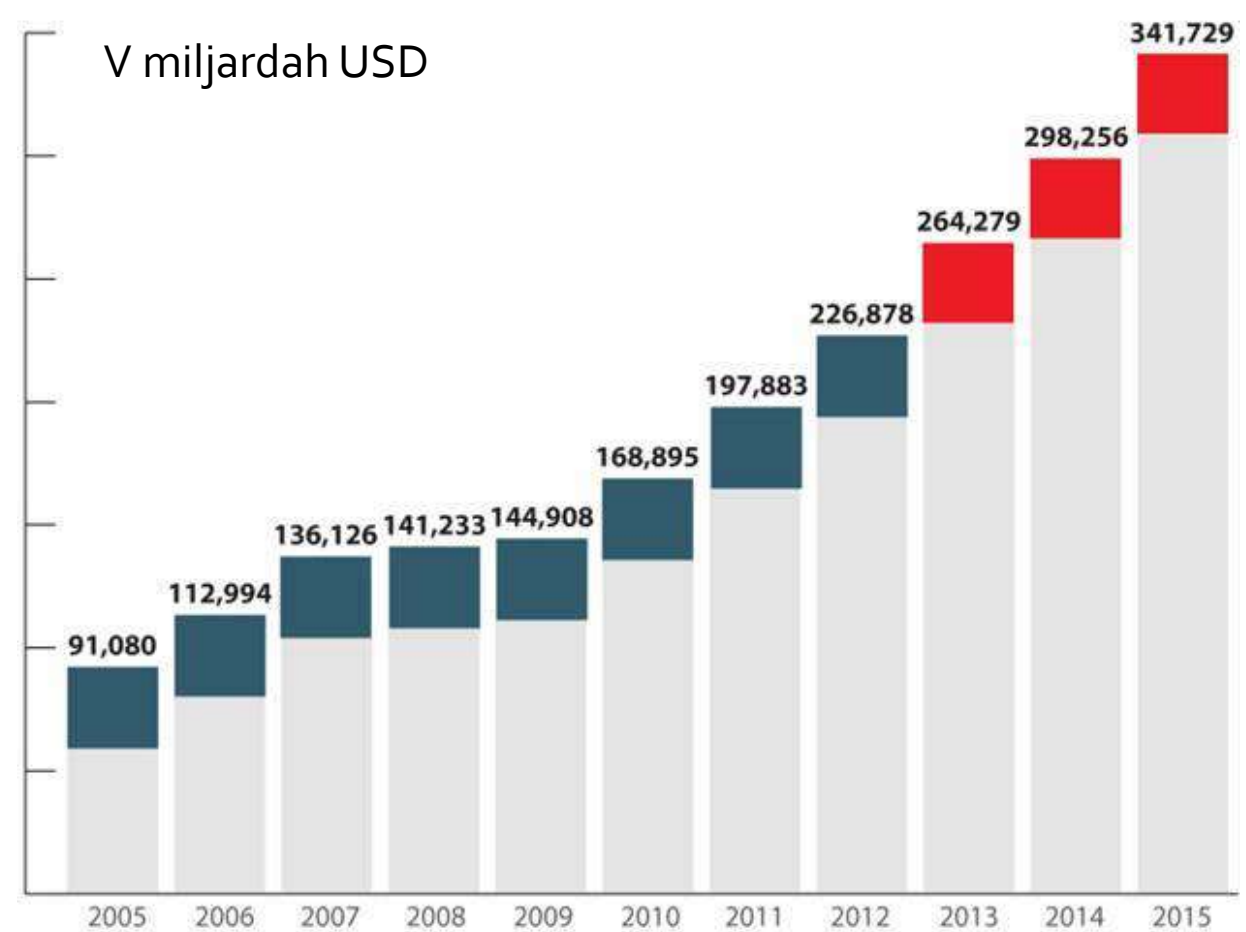
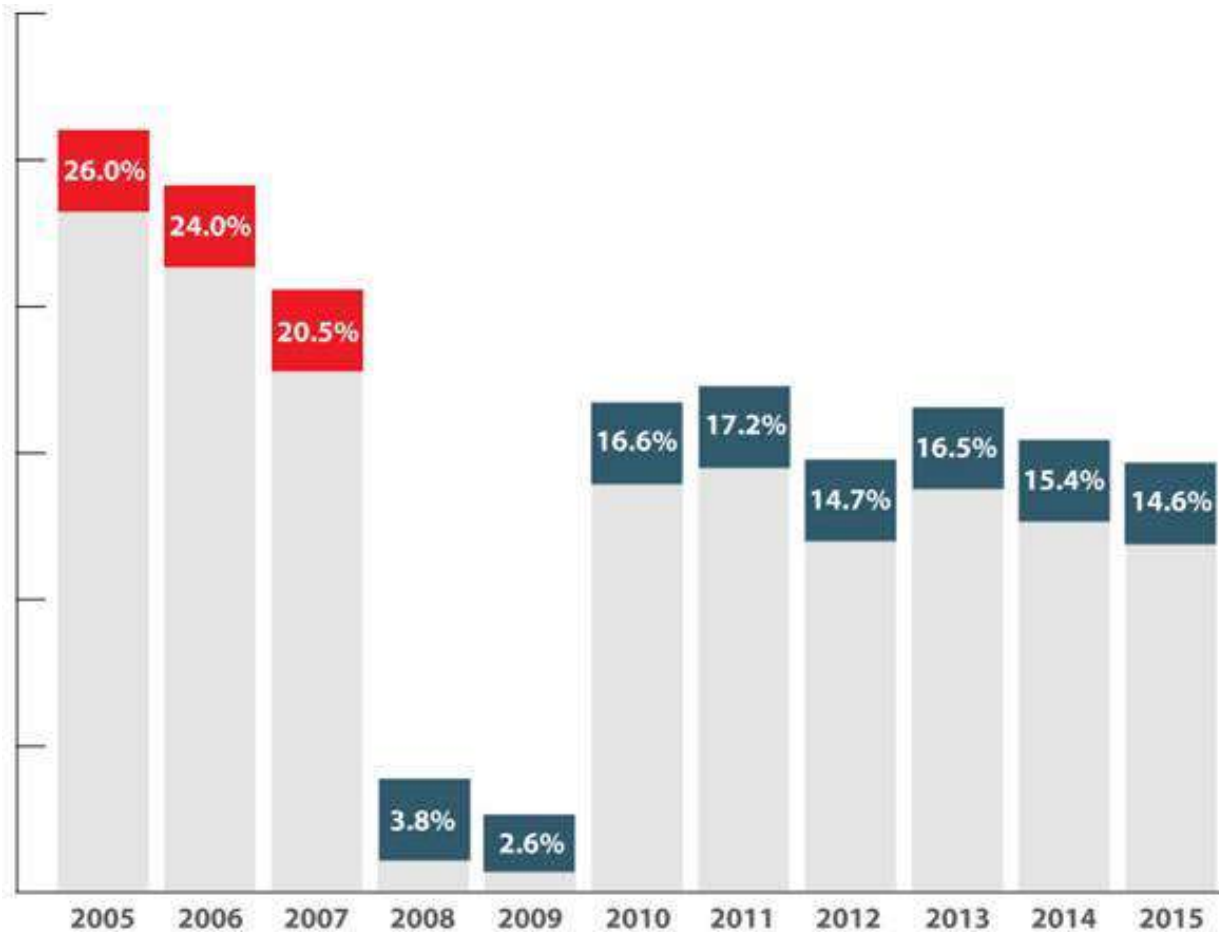




Trendi **spletne prodaje** na drobno



# Letna rast spletne prodaje - ZDA

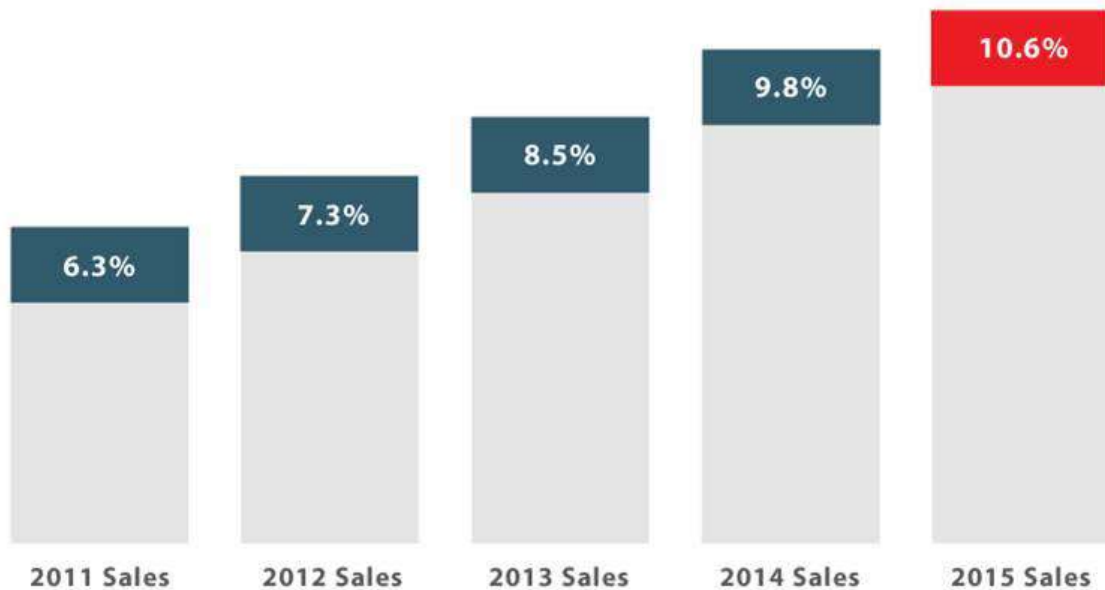


# Letna rast spletne prodaje - EU



# Delež spletne prodaje na drobno

ZDA



- Nemčija: 6%
- Italija: 3%
- UK: 15%
- Francija: 6%
- EU: 9%

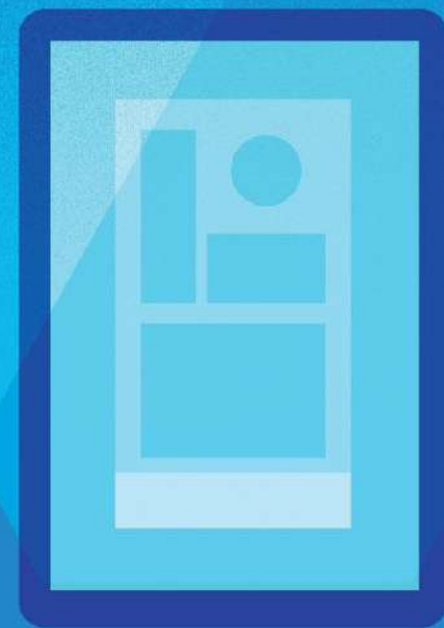
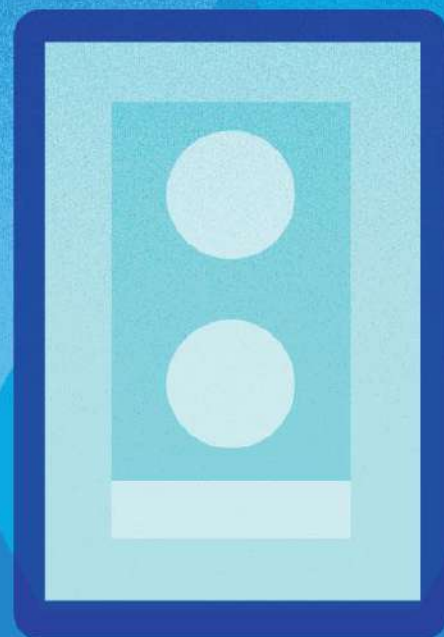
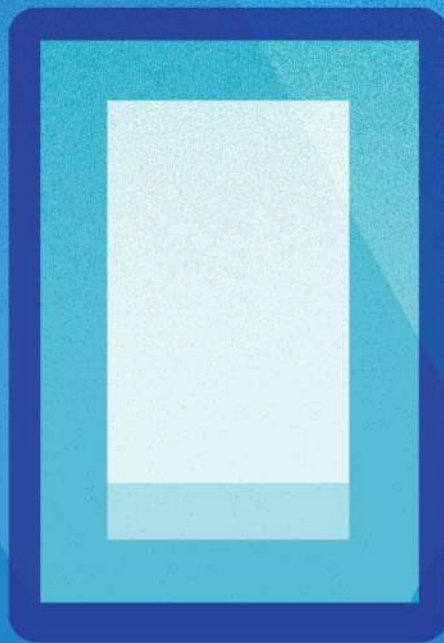
# Kako delujejo Amazon, Ebay, C-Discount?

- FBA/FBC vs. FBM
- **Seller Central vs. Vendor Central**
- Oglaševanje





# Študije primerov





Zakaj se nekaj **prodaja**  
in zakaj se **ne prodaja**?



# Amazon **Nemčija**



**CBD Öl 5 Prozent % 500mg Amber – biologisch angebauten Cannabis Öl – Hanföl aus CO2 Extraktion**  
von hemptouch

**EUR 31,50** ✓prime  
Lieferung bis **Dienstag, 26. September**  
Kostenlose Lieferung möglich.



Andere Angebote  
**EUR 31,50** neu (3 Angebote)

# Amazon **Italia**



**Babiage 0121 Pupazzo DooDoo, Coniglio, Puntini**  
di Babiage

**EUR 39,90** ✓prime

Solo 6 con disponibilità immediata - Ordina ora.

Ulteriori opzioni di acquisto

**EUR 39,90** nuovo (4 offerte)



**Caratteristiche del prodotto**

Il cagnolino *doodoo* calma il pianto del bambino in un batter d'occhio.



# Amazon UK



## Ethanol Bio Fireplace Juy 1500 – Wall Mount that uses Bioethanol

by Eco Fireplace

[Be the first to review this item](#)

### Currently unavailable.

We don't know when or if this item will be back in stock.

- It does not require a chimney. You can have it in a studio, an apartment block, a house, a cottage, offices, terraces - just in any room.
- No smoke, no smell. There is no concern for soot, firewoods, ash, or dirt.
- Excellent design. You can find it from the most modern to classic designs.
- Affordable price because it does not need a chimney or a costly installation.
- You spend very little time to create a romantic atmosphere with a pleasant natural fire.

[Report incorrect product information.](#)

# Amazon USA



Amazon's Choice



Flaska Glass Water Bottle (16-33oz) - Reusable Water Bottle with Cork Cap and Protective Sleeve to Help Keep Liquid Cool - Leak-Proof Design and Great on the Go - Durable, BPA-Free and Eco-Friendly

by FLASKA

\$29<sup>85</sup> - \$55<sup>95</sup>

FREE Shipping on eligible orders

Some sizes/colors are Prime eligible

41

Product Description

... Glass Water Bottle from *Flaska!* Available in 3 sizes, you'll ...



Flaska Glass Water Bottle (16-25oz) - Reusable Water Bottle with Cork Cap and Protective Sleeve to Help Keep Liquid Cool - Leak-Proof Design and Great on the Go - Durable, BPA-Free and Eco-Friendly

by FLASKA

\$25<sup>00</sup>

FREE Shipping on eligible orders

Some sizes/colors are Prime eligible

1

Product Description

... Glass Water Bottle from *Flaska!* Available in 3 sizes, you'll ...



**Tržna** analiza?



# Povežimo se

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