

In 2018, the reported total value of retail trade e-commerce sales in the United States amounted to 519 billion U.S. dollars – impressive, but a figure which paled in comparison to the total annual retail trade value of 5.27 trillion U.S. dollars. In 2018, e-commerce accounted for 9.9 percent of total retail sales in the United States, up from 9.1 percent during the previous year. Online shopping is utilized among all age groups. According to January 2019 data, digital purchases were most common among Millennial internet users with a penetration rate of 84.8 percent. Mobile commerce is also growing in popularity with consumers increasingly turning to their smartphone for mobile shopping activities and using mobile shopping apps. During a February 2019 survey, 57 percent of respondents stated that they had used a mobile retail app to look for more information about a product or a service.

In the second quarter of 2020, adjusted U.S. retail e-commerce sales amounted to over 211.5 billion U.S. dollars. Retail e-commerce sales in the United States are estimated from samples used for the Monthly Retail Trade Survey and exclude online travel services, ticket sales agencies and financial brokers. Online retail sales currently account for one tenth of total retail and approximately 5 percent of annual e-commerce revenue in the United States. The largest B2C e-commerce merchandise category is clothing and clothing accessories, including footwear. Online retail refers to customers buying goods or services from a seller online. Some online retailers are based on brick-and-mortar stores, whereas others are purely online retailing corporations. Most notable examples for online-based companies are market leaders Amazon and eBay. Prerequisites for online shopping are an internet connection and a valid method of payment. After purchasing, products are usually shipped to a designated address, picked up in-store or made available for digital distribution. Online retail provides 24 hours access to customers, as well as the possibility to shop around with ease and compare

prices. Online retail sites often feature customer-written reviews in addition to the standard product information.

Big Players in the industry:

- Amazon.com
- Ebay.com
- Shopify.com
- Samcart.com
- Esty.com
- Walmart +

Part 2

Opportunities Out there to join the Party through Logistics: Options available are

- **FedEx – Various opportunities**
<https://www.buildagroundbiz.com/>
- **UPS – Various opportunities**
<https://upsfreightowneroperators.com>
- **Amazon Delivery – Various Opportunities**
- **SWIFT -**
<https://swiftownerops.com/become-owner->

- **JB Hunt - <https://drivers.jbhunt.com/pre-qualify?>**
- **Other Regional Carriers**

Part 3.

Get Funding for your small business

- 1. With good Personal credit score – you might be able to secure some funds with your personal guaranty – The options here is limited and the results may not worth the effort**
- 2. You may also explore dealing with Micro lenders – for capital item financing up to \$50k. This is also having a lot of limitations**
- 3. Build Your business credit and then use it to fund your startup business**

Business Credit Vendors

- **Duns & Bradstreet (aka D&B) – www.dnb.com**
- **Credit Suite – www.creditsuite.com**

- **Fund and Grow –**
www.fundandgrow.com