

Amazon optimises local networks for delivery and returns

What is it?

Amazon Hub Delivery is recruiting 2,500 small business partners to assist with same-day deliveries to rural areas in the US.

The recruitment drive is targeting hair salons, coffee shops and florists to allow business owners to earn additional revenue. In urban areas it is partnering with Staples, Whole Foods Market and Kohl's for packaging-free customer returns.

Why does it matter?

By localising its distribution and returns network, Amazon is able to lower overheads and increase speed and convenience for customers.

Strategic implications:

As customer needs evolve, retailers are striving to find nimble and efficient solutions for areas such as rural locations and densely populated cities.

STEPIC drivers/Winning Strategies:

Focused and lean
Innovation and ingenuity



"Partnering with Amazon has been a real blessing for myself, my family and my business. Delivering is easy and Amazon has a lot of tools to help partners along the way."

LaKeisha Palmer, owner of CK Craft Supply in Saint Robert, Missouri

