

Amazon's Prime Ambition: new report reveals how everything will one day be delivered through a portal called Amazon

Courier industry expert Roger Sumner-Rivers reveals the scale of Amazon's plans to become the conduit through which everything you buy flows.

LONDON, UNITED KINGDOM, May 15, 2015 /EINPresswire.com/ -- Roger Sumner-Rivers, founder of pioneering [global couriers ParcelHero](#), has unveiled a significant new industry report revealing the scale of Amazon's plans to shake up its supply chain and fulfil the potential of its Prime services.

The report, [Amazon's Prime Ambition](#), reveals the extent of Amazon's investment and planning for a revolution in our supply chain, developing its own logistics operations and harnessing the potential of the Internet of Things. Says Roger: 'Amazon's recently announced \$57m quarterly loss is the price Amazon, and its shareholders, are willing to pay to transform the market in the future.'

Roger reveals some remarkable future plans for Amazon. 'Amazon will use its growing logistics expertise to transform the customer experience in years to come. For example. Amazon has already patented using 3D printers to produce items en route to customers, has introduced the 'Internet of Things', so that your fridge or coffee maker sends an automatic message to Amazon when you are

running low, and is, right now, trialling deliveries direct to your car.'

Adds Roger: 'ParcelHero works closely with all the major international couriers and that puts us in a unique position to understand how the logistics market is shaping for the future. Our analysis of Amazon's bold aims for its Prime services, have led to some startling conclusions. Amazon's ultimate aim for its new distribution arm, Amazon Logistics, is, we believe, that it becomes a logistics company in its own right, competing with companies such as UPS and FedEx'

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Roger continues: 'The move will save Amazon \$3 billion a year globally. Amazon currently spends at least 9% of its sales income on transport costs and this would more than offset the recent \$57m quarterly net loss, but its ultimate



delivery aims will boost its income far more significantly in the future.'

Concludes Roger: 'The reports shows why we believe long-term Amazon's logistics plans mean everything will one day be delivered through a portal called Amazon, from the web platform you order your items on, right through to the actual production of those items, while on the way to you.'

The full report is available at www.parcelhero.com/news/parcel-talk/amazons-prime-ambition-parcelhero-industry-report-2965

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