

Amazon: 2021 Black Friday and Cyber Monday Was Record-Breaking in Malaysia

More Than Half of Sales Were Made From Independent Selling Partners

KUALA LUMPUR, MALAYSIA, December 9, 2021 /EINPresswire.com/ -- Amazon Malaysian customers drove record breaking sales from Black Friday through Cyber Monday. More than half of sales from Black Friday through Cyber Monday were made from independent selling partners, most of which are small and medium-sized Malaysian businesses. Some of this year's top selling categories from Black Friday and Cyber Monday included Home & Living, Toys, and Apparel.

Since kicking-off the holiday season on October 4, Amazon has delivered billions of packages to customers around the world. Sellers from Malaysia have reaped good results from this Black Friday through Cyber Monday.

MoValues is a Malaysian brand that provides standard grade beauty products. Jun Zhong, the Founder of MoValues, says "We started selling on Amazon since 2018 and have been tapping on Amazon advertising such as sponsored products to reach more customers. This tool helps us generate ads from our product listings and offers automatic targeting even though we have no experience at first. This is especially important for big events like Black Friday and Cyber Monday (BFCM). One of our top-selling items this BFCM is our Original Jade Roller & Gua Sha Facial Tools. It is listed as Amazon's Choice for receiving high ratings (More than 9.8K ratings) and being a well-priced product that is available to ship immediately with Amazon Prime."

Wong Kia Chik, the Founder of Mattdeals, has been selling on Amazon since 2013, says "Thanks to Amazon Fulfilment by Amazon (FBA), it allows sellers like me who is based in Penang to sell local goods all the way to North America. I am able to store my items in Amazon's fulfilment centers and leave the picking, packing and shipping, including customer service to Amazon's team while I focus on other operation needs. Black Friday and Cyber Monday event has definitely helped in increasing my product visibility and sales. I have seen more than 60% year on year increase in sales."

Prior to the Black Friday and Cyber Monday, Amazon Global Selling has provided support for sellers' peak season preparations. For example, capacity has been ramped up to receive 30-40% more units leading up to Black Friday. Sellers also benefited from enhanced training related to preparation strategies and seller experience sharing to let sellers get ready for peak season. In Malaysia, the Amazon team also organized the inaugural Amazon Expo, Seller Boot Camp which

involved three days of workshops on how sellers could start and grow their e-commerce business.

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About Amazon Global Selling

Amazon Global Selling is a flagship program that helps lower the entry barrier for Indian MSMEs to start or expand their exports business using ecommerce. The program was launched in India in 2015 to help Indian exporters reach customers worldwide through Amazon's international websites and marketplaces. It provides an avenue for businesses of all sizes to build global brands. Today there are more than 70,000 exporters across India on the program, showcasing millions of Made in India products to customers in 200+ countries and territories across the world. Many of these businesses are first-generation entrepreneurs and emerging brands. Amazon Global Selling has been witnessing remarkable growth and Indian MSMEs exporting through the program have surpassed \$3 billion in cumulative sales till now. This reflects in the fact that it took the program 3 years to enable the first 1 billion dollars, the second billion came in 18 months and the third billion came in just 12 months. In January 2020, Amazon made three important commitments to India – digitally enabling 10 million MSMEs in India, enabling exports worth USD 10 billion and creating 1 million incremental jobs – by 2025.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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