



# Own your success

Start your own business and become an Amazon Delivery Service Partner, delivering smiles across your community.

Visit [logistics.amazon.com](https://logistics.amazon.com) to get started.





# The opportunity to lead

Amazon is seeking entrepreneurs throughout the country to launch and operate their own package-delivery businesses. The Delivery Service Partner (DSP) program provides an opportunity for strong leaders who are passionate about starting their own business and developing high-performing, safety-focused teams. Joining a robust community of small businesses, you will help deliver thousands of packages to customers throughout the year.

## BECOME AN OWNER

If you're a customer-obsessed, hands-on leader who thrives in a high-speed, ever-changing environment, launching an Amazon Delivery Service Partner (DSP) business may be the opportunity for you. As a DSP owner, you'll focus on building a successful, safety-first work culture that includes recruitment, hiring, and coaching a team of high-performing, hourly employees and managing a fleet of delivery vehicles throughout the year. Amazon will support you by providing a dedicated business coach and access to value-added services, such as uniforms and vehicle insurance, to help you run your business efficiently. With the right staffing and operational plan that allows you to adapt to demand throughout the year, you'll be set up to run a business that delivers the best experience for our customers.

Access to Amazon's exclusive discounts on a suite of assets and services keeps owner **startup costs as low as \$10,000**. (Please see page 10 for more details on how these figures have been calculated.)

### Successful owners can expect:

Startup costs as low as\*

**\$10K**

Annual revenue potential\*

**\$1M–4.5M**

Annual profit potential\*

**\$75K–300K**

\*Startup costs are based on the first 5 vehicles. Revenue and profit projections are for fully ramped partners. Actual figures will vary. Visit [amazon.com/dspfinancialnotes](https://amazon.com/dspfinancialnotes) for more details.

Visit [logistics.amazon.com](https://logistics.amazon.com) to get started.



# What to expect

Launching a business becomes that much easier with Amazon's delivery volume and resources behind you.

## WHAT YOU DO

### ○ Set up your business

You can leverage a suite of exclusive Amazon-negotiated deals to start your business, and work with our network of top-in-class service providers to keep your operation rolling.

### ○ Build your team

You're a coach. This is your team. Your most important responsibility is recruiting and retaining solid drivers and helpers who will enable your ongoing success.

### ○ Deliver packages

Your team of delivery associates will operate a fleet of delivery vehicles, serving thousands of customers.

### ○ Create your team culture

You lead with a can-do attitude that ensures your business reflects Amazon's high standards and customer-obsessed culture. Coach, develop, and motivate your team to exceed expectations on every delivery.

### ○ Grow your business

Deliver a great customer experience and get the opportunity to hire more people, deliver more packages, and grow your business.

## WHAT WE DO

### ○ Get you started

Exclusive deals on Amazon-branded delivery vehicles, comprehensive insurance, industrial-grade hand-held devices, and other services help you get your delivery business up and running

### ○ Provide training

You'll have hands-on training starting with an introduction to Amazon followed by time in a delivery station environment to learn from other DSPs.

### ○ Supply a comprehensive toolkit

We give you the tools and technology you'll need to run your business, designed to keep your operation running smoothly.

### ○ Offer on-demand support

Owners receive ongoing support from Amazon, including a comprehensive operations manual, driver assistance for on-road issues, and a dedicated Business Coach.

### ○ Share our experience

Amazon brings more than 25 years of technology and logistics experience to guide you in one of the fastest growing industries in the world.





# What it takes to start your business

Once you have successfully completed all stages of the application process, here are some of the steps you'll need to take to get your business up and running:

- **Create** your business entity and officially become a delivery business owner.
- **Order** your delivery vehicles, devices, fuel cards, and uniforms through recommended vendors at Amazon-negotiated rates. Obtain motor carrier operating authority for your company and apply for vehicle insurance.
- **Set up the services** you'll need for hiring and managing a team of drivers and helpers, such as background check, drug testing, payroll, and accounting services. Build your employee handbook, including determining how you will pay your employees and offer health benefits, and consult with legal and other advisors to finalize your plan.
- **Set up your account** in the DSP Portal. This will include providing your company's bank account details for payments, completing a tax interview, and uploading business documents.
- **Start interviewing**, vetting, and hiring your first drivers and helpers. This will be an ongoing process as you keep building your team and growing your business.
- **Set up your team's area** within your local delivery station, and learn and refine the processes and timing for loading your delivery vehicles.
- **Train your team** on a customer-obsessed, safety-focused culture, along with the tools and processes they'll use to make deliveries. Start receiving your vehicles, devices, fuel cards, and uniforms in order to prepare for your first routes.
- **Launch** and operate your delivery business.
- **Have weekly check-ins** on performance with Amazon representatives from your local delivery station and your Business Coach.



# A day in the life of an owner

Being an owner means leading your team in a high-speed and ever-changing environment.



Running a package-delivery business is hard work and requires DSP owners to hire, train, develop, and retain a team of high-performing employees, while managing a fleet of delivery vehicles. The ability to adapt is important as DSPs will be expected to scale their operation throughout the year as volume increases or decreases due to seasonal variability, DSP performance, and other factors.



Set up your team's routes and manage daily kickoff tasks, including checking in drivers and helpers and handing out devices, checking on your equipment and vehicles, overseeing vehicle loadout, and in some cases including heavy packages and pre-departure DOT compliance checks.



Lead a daily morning huddle with drivers and helpers before they head out to inform, inspire, and keep your team in sync, and get everyone out the door promptly to start the day on the right foot.



Track your drivers' progress as they make deliveries and manage any issues that arise, including general questions, flat tires, or drivers running behind.



Leverage Amazon's support as needed. Consult your dedicated area manager, the on-road assistance team, and Amazon delivery station personnel for questions or issues with packages or routes.



Manage your team's performance by reviewing business metrics, coaching, helping, and motivating your drivers and helpers to maintain a safe, customer-obsessed culture and deliver results every day. You'll always keep recruiting and hiring as you continue to grow your business.



Welcome drivers and helpers back to the station at the end of the day, conducting a route debrief and troubleshooting any undelivered packages.



Check that all delivery vehicles are refueled and parked away at the end of the night, and arrange vehicle maintenance as needed.





# Owner training program

Two weeks of comprehensive training to help kick-start your success.

## WEEK 1

### Your introduction to Amazon and starting your business

- **Discover** Amazon's customer-obsessed culture
- **Receive** valuable advice on setting up a new business from an expert
- **Deep dive** all the exclusive deals that Amazon has negotiated for you
- **Master** the best practices of hiring, training, and engaging a large team of employees
- **Learn more** about the ins and outs of running a delivery business

## WEEK 2

### In the field—learn how to become a successful Amazon Delivery Service Partner

- **Observe** the daily processes at an Amazon delivery station
- **Assist** in sorting and loading out Amazon packages
- **Work** alongside existing DSP owners to watch their dispatch and on-road management in action
- **Learn** about the tools used to manage a delivery business
- **Get acquainted** with delivery station personnel
- **Troubleshoot** common issues that your drivers and helpers may face on the road
- **Debrief** with station personnel after each day of deliveries, and gather tips and tricks on ways to improve delivery quality, safety, and efficiency



# Costs and revenue you can expect as an owner

Here are some of the key startup costs, ongoing operations costs, and revenue structure, so you know what you'll need upfront, and what to expect going forward. Cost and revenue will vary based on the size of your business and where you operate.

## STARTUP COSTS

Your key startup costs for becoming an owner include the assets and services you'll need to officially create your business, start hiring your team, and get ready to deliver packages.

- Business entity formation and licensing
- Professional services—accounting costs and lawyer fees
- Setup supplies—laptop, timekeeping software
- Recruiting costs—job postings, drug and background checks, driver training
- Travel to training

## ONGOING OPERATION COSTS

These are some of the key recurring costs you can expect as you run your business, continuing to hire and grow your team while ramping up your package deliveries.

- Employee costs—wages, payroll taxes, benefits, insurance, ongoing training
- Vehicle costs—delivery vehicle leases, routine maintenance, damages, insurance
- Other asset costs—devices, device accessories, uniforms
- Administrative costs—job postings, drug and background checks
- Professional services, as needed

## REVENUE

Here's a look at our payment structure that'll drive your revenue from delivering Amazon packages.

- A fixed monthly payment based on the number of vehicles you are operating with Amazon
- A route rate based on the length of your route
- A per package rate based on the number of successfully delivered packages





# Access to exclusive deals

Leveraging Amazon's deals makes the entire setup process easy. We've negotiated exclusive deals on startup assets and ongoing business management services with top-in-class third-party providers to help you get your business started for as little as \$10,000. (Please see page 10 for more details on how these figures have been calculated.)



**Amazon branded vehicles  
customized for delivery**



**Vehicle maintenance  
and insurance**



**Fuel program**



**Professional uniforms**



**Industrial-grade  
handheld devices**



**DOT compliance services**



**Recruitment tool discounts**



**Payroll, tax, and  
accounting services**



**Health benefits and  
employee services**



**Legal support**



**Dedicated Business Coach**





# Become a DSP

Take the first step toward ownership.  
Apply now at [logistics.amazon.com](https://logistics.amazon.com).

Being a DSP owner is hard work, and we want to make sure we partner with the right individuals. To allow candidates the ability to highlight their unique strengths and backgrounds, we have created an intensive selection process. The process is also lengthy due to the variability of our business and the high volume of interest. A journey from application to launch of your business may include the following experiences:

1. Review [the list of locations](#) where we are currently seeking applications, an overview of the Future DSP program, and other important information.
2. Review our [webinar series](#) and review our [resume and application tips](#).
3. Create an account and [get to work](#) on submitting your application.
4. Complete the candidate screening process.
5. If you pass the interview process, you'll likely be invited to join the Future DSP Program. For more information, please visit our [FAQ page](#).
6. Receive a rate card and offer to launch your DSP business once available in a location you're interested in.
7. Complete two weeks of hands-on training.
8. Set up your business and build a team.
9. Operate your business.

## QUESTIONS?

Please review our [FAQ](#) or contact [dsp@amazon.com](mailto:dsp@amazon.com).



The Amazon Delivery Service Partner Program is an evolving program, and the startup costs, annual revenue, and annual profit figures included on this website are estimates only for delivery companies that are fully ramped (i.e., that operate between 20 to 40 delivery vehicles for standard or rural delivery services, or between 10 to 30 vehicles for specialized delivery services; see <https://logistics.amazon.com/marketing/service-types> for more information about service types). As discussed below, the revenue and profit figures are supported by actual, annualized financial performance results from 2021 volunteered by a subset of fully ramped companies in the program that performed standard delivery services. For companies that perform specialized or rural delivery services, the revenue and profit figures are projections based on financial modeling for fully ramped companies that perform these service types, as we do not have sufficient actual financial performance results from 2021 for companies that performed these service types. Nevertheless, we do not guarantee results of any kind, including that what a delivery company earns will exceed the owner's investment in his or her business. Each delivery company's results will differ, and results will depend on a number of expected and unexpected factors, including, for example, the owner's efforts and management of expenses as well as the size and location of the company.

The startup cost figure is an estimate of reasonable expenses that we believe are essential to starting a delivery company that delivers Amazon packages, and is based on procuring five delivery vehicles. Importantly, the startup cost figure assumes that a delivery company takes advantage of all third-party deals impacting startup costs that have been negotiated by Amazon in connection with this program, including with respect to delivery vehicle procurement, insurance, mobile devices and data plans, and uniforms. While a delivery company is not required to pursue any of the third-party deals impacting startup costs in order to participate in this program, the delivery company may not be able to achieve the startup cost figure without doing so.

The annual revenue and profit potential ranges are estimates for companies performing standard or rural delivery services operating 20 to 40 delivery vehicles, and for companies performing specialized delivery services operating 10 to 30 delivery vehicles. The low end of each range represents an estimate for companies performing standard or rural delivery services operating 20 delivery vehicles (10 for companies performing specialized delivery services), and the high end of each range represents an estimate for companies performing standard or rural delivery services operating 40 delivery vehicles (30 for companies performing specialized delivery services). The profit range reflects Amazon's estimates of reasonable fixed and variable costs that a company may incur, including costs associated with complying with all of Amazon's contractual requirements and Program Policies. These costs include but are not limited to, for example, procuring delivery vehicles and insurance, maintaining delivery vehicles, labor, and obtaining professional services associated with running a company. As with Amazon's startup cost estimate, Amazon's estimates of reasonable fixed and variable costs assume that a company takes advantage of all third-party deals impacting costs that have been negotiated by Amazon in connection with this program. Again, Amazon does not require a company to pursue these third-party deals, but a company may not be able to achieve the estimated profit range without doing so.

A company's actual annual revenues and profits will vary based on a number of expected and unexpected factors, including but not limited to regional differences in the rates offered in connection with this program, the number of delivery vehicles that a delivery company operates, the number of delivery routes that a delivery company completes, the number of packages that a delivery company delivers, whether a delivery company meets or exceeds delivery performance metrics, whether a delivery company participates in the vehicle and uniform procurement programs negotiated by Amazon, and whether there is variability in any of these factors over the course of a year. Again, because the revenue and profit ranges are figures based on companies operating between 20 to 40 delivery vehicles, or 10-30 delivery vehicles, depending on the service type, a company may not achieve results within the ranges until it operates with the applicable range of delivery vehicles for a full year, if ever.

As noted above, during 2021 we conducted independent financial performance reviews with 207 companies operating in the program that performed standard delivery services and that had been operating between 20 to 40 delivery vehicles for at least one year prior to participating in the review. For the preceding year, 100% of the companies reviewed achieved revenue within or above the revenue range on [logistics.amazon.com](https://logistics.amazon.com), and 79% achieved profit within or above the profit range on [logistics.amazon.com](https://logistics.amazon.com).

