



Own your success

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

Visit logistics.amazon.ca 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 40–100 high-performing, hourly employees and managing a fleet of 20–40 delivery vehicles on average 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 packages 7 days a week, 361 days a year.

Access to Amazon's exclusive discounts on a suite of assets and services keeps owner **startup costs as low as CDN\$ 15K**. (Please see page 10 for more details on how these figures have been calculated.)

Successful owners can expect:

Startup costs as low as*

CDN\$ 15K

Annual revenue potential*

CDN\$ 1M–4M

Annual profit potential*

CDN\$ 75K–175K

* Startup costs are based on first 5 vans. Fully ramped partners operate 20–40 vans. Revenue and profit projections are for fully ramped partners. Actual figures will vary.

Please visit <https://logistics.amazon.ca/marketing/site-terms#financial> for more details.



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 on-route helpers who will enable your ongoing success.

Deliver packages

With a fleet of up to 40 delivery vehicles, you and your team have the unique opportunity to put smiles on customers' faces each and every day.

Create your team culture

At Amazon, we hold DSPs to the same standard that we hold our own employees, creating a safe, productive and inclusive work environment and delivering the best experience for our customers.

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

We give you the tools and mentorship you need to hit the ground running and foster a safe work environment for drivers. You bring the leadership and grit required to get the job done.

Provide training

We provide two weeks of comprehensive training to ensure you're set up for success, starting with a virtual classroom introduction to the DSP program and resources to kick-start your business, followed by one week working with a community of existing owners and drivers to learn the tips and tricks of operating a successful delivery business from those who know it best. All in-person trainings incorporate social distancing and enhanced safety measures.

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.
- **Procure** your vehicle rentals, 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, 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** by 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 delivery vehicles, devices, fuel cards, and uniforms in order to prepare for your first routes.
- **Launch!** Start operating five delivery vehicles/day in your first week.
- **Have weekly check-ins** with Amazon representatives from your local delivery station and regular meetings with your Business Coach who will guide you through the process of launching and ramping of your business.



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 40–100 employees, while managing a fleet of 20–40 delivery vehicles on average. 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.



Oversee vehicle loadout and manage daily kickoff tasks including route review and vehicle inspection.



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
- **Cultivate** the mindset required to build and maintain a strong, successful organization
- **Identify** resources and support, and understand how to use them to help ensure your success
- **Master** the best practices of hiring, training, and engaging a team of employees
- **Understand and take actions** required to launch and grow your business successfully

WEEK 2

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

- **Observe** the daily processes at an Amazon delivery station and discover best practices of successful DSPs
- **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
- **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, 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 rentals, routine maintenance, damages, insurance
- Other asset costs—devices, device accessories, uniforms
- Administrative costs—job postings, 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 delivery 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 CDN\$ 15K. (Please see page 10 for more details on how these figures have been calculated.)



Fleet rental



Vehicle insurance



Fuel program



Professional uniforms



Industrial-grade handheld devices



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.ca

From starting your application to making your first delivery, becoming an owner can take as little as one month or as long as six months, depending on the availability of opportunities in your area.

- Submit your basic information and application details
- Get to know and discuss questions with DSP owners through virtual experiences
- Participate in video-conference interviews with Amazon employees
- Determine if it's the right fit
- Complete two weeks of hands-on training
- Set up your business and build a team
- Start delivering

QUESTIONS?

Please contact dsp-canada@amazon.ca.



*This is a new program, and while we have experience working with similar delivery companies in other jurisdictions, the startup cost, revenue, and profit figures included on this website are projections only and are not based on actual results of delivery companies in Canada. 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 factors, including the owner's efforts and management of expenses as well as the size of the company, market conditions, and volume of deliveries. Amazon does not make any guarantees or representations regarding the volume of deliveries.

The startup cost figure includes the cost of items that we believe are essential to starting a delivery company that delivers Amazon packages, beginning with 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 fleet rental, insurance, mobile devices and data plans, and uniforms. While a delivery company is not required to pursue any of those third-party deals in order to participate in this program, the delivery company may not be able to achieve the startup cost figure without doing so.

The revenue range is based on rates offered in cities in which we operate, and actual revenues will differ based on a number of factors, including 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, and whether there is variability in any of these factors over the course of a year. The revenue range is based on companies of various fleet sizes (between 20 and 40 delivery vehicles), and the figures are annualized over a full year. As a result, a delivery company may not achieve revenue within the range until it operates a fleet size of 20 to 40 delivery vehicles for a full year, if ever.

The profit range is based on the same assumptions and subject to the same limitations as the revenue range. The profit range also incorporates our projections of the costs that a delivery company may incur to operate its business and further assumes that the fixed and variable components of the rate structure in connection with this program will cover a delivery company for all of its fixed and variable costs on a dollar-for-dollar basis. The profit range assumes that a delivery company takes advantage of third party deals that have been negotiated by Amazon in connection with this program. A delivery company may not achieve the profit figure if its expenses exceed these amounts.

