

onogo.com

Team

Focus

Buying Team

ANALYTICS

OPEN
AN

AMAZON
SELLER CENTRAL

ENHANCED
BRAND
CONTENT

LIMITED
ADVERTISING

Onogo are Elite Amazon Sellers. Ranked in the top 1000 of 2.5 million globally. We power over a million marketplace sales per annum. Our focus on fantastic service is epitomised by a 98% positive customer feedback score.

Who are we?

We love technology, brands and making things work in competitive environments and our success derives from clever technology, insights, knowledge and our team experience and culture of driving successful outcomes for our partners and ourselves.

We have a team of over 70 people and each of us plays a key role in our success. Our culture is everything to us at Onogo and we value every individual for the personal contribution they make.

What do we do?

Our goal is to provide the best online value and service through various platforms, including Amazon. We've developed bespoke software and business practices to enable us to power over a million marketplace sales per year.

We carry in excess of 5000 lines across 6 categories. Dispatching up to 4000 orders globally per day, we take one order every 20 seconds.

The range of career opportunities we offer as a business is vast, each area is critical to our success and we can offer roles that you may have thought didn't exist in Jersey, with a business that is truly unique.

Team Focus: Buying

We seek to ensure Onogo are market leaders by offering what's in demand, developing existing product offers, identifying potential and 'plugging gaps' in the market based on consumer demand.

We work with our suppliers to both develop our offerings, and in turn, theirs, as well as ensure continuity of supply and actively list, monitor, re-price and improve our listings on all the marketplaces we sell through on an ongoing basis.

We divide our products into 'categories' and have a dedicated team who specialise in buying for each category, ensuring they develop a deep understanding of their area.

How do you contribute to the success of Onogo?

Our products are at the heart of our success, so we analyse market trends to negotiate and source profitable products, engage with our suppliers to build strong relationships in order to improve product availability, as well as lower costs and prices to increase profitability.

Describe the types of opportunities in your team

We have opportunities for Assistant Buyers and Buyers who work as part of a team delivering a large portfolio of products under the leadership of the Category Manager.

What makes the role interesting?

Buying is not your normal 9-5 job. We are constantly required to seek out, look at and review new and exciting products. We are given large budgets to buy profitable products and are given full ownership of our categories profitability and success. We have the autonomy to select products of our choosing, allowing the flexibility to keep things interesting.

What are the challenges?

Marketplaces are constantly changing, and we move with changes to ensure Onogo stays ahead.

Challenges include competitive pricing, stock sourcing, managing supplier relationships to name a few. Most challenging is working with very large portfolios of products from multiple suppliers.

What skills/ experience do you need?

Previous buying experience and online marketplace experience is advantageous but a positive attitude and the drive to succeed are the most important skills.

We also look for team members who are ambitious, motivated, analytical and have an interest in the categories they are buying for.

What development opportunities are available?

Being a tech-driven business it will come as no surprise that the ability and willingness to embrace and quickly understand software and computer-based applications is also essential!

Starting as an Assistant Buyer there is potential to move to Buyer, Senior Buyer, Assistant Manager and eventually, Category Manager with responsibility for your own department. We provide great on the job training with experts to ensure you reach your full potential.

Team Focus: Buying

What is each category responsible for, and how is it different from the other categories?

Sport, Pets & Outdoors

We are responsible for the 'end-to-end' functions required to bring products to consumers in the Sports, Pets & Outdoor departments, managing over 50% of the total products at Onogo.com.

This is everything from identifying opportunities (products), establishing and fostering supplier relationships, purchasing, assessing performance, restocking, portfolio management in general, listing, listing improvements, supplier partnerships, pricing and so on. The list is endless!

We differ from other categories at Onogo not only by what we buy, but also by how we go about buying. We are the largest and arguably fastest growing department at Onogo.com!

Mobile Accessories / Toys & Games

We are a growing and innovative category buying Mobile Accessories & Toys and Games to sell to a global market.

Every category is unique. The mobile category is very volatile and we need to ensure we buy the right products at the right price to maintain our edge against the ever growing competition.

There are many potential compliance issues when selling mobile products. Toys and games are steady throughout the year however, although as you would expect we see a great sales peak in December!

Health and Home

Our department is responsible for purchasing and developing key lines across all the subcategories of Health and Home which includes Health Products, Hair Care, Personal Care, Dental Care, Baby Products, Beauty, Shaving, and Home, Kitchen and Gardening products.

The vast majority of our product portfolio includes fast moving consumer goods, which in nature are highly competitive and require extra care in pricing to ensure a long shelf life. Most of our products are regulated, either by ingredients or the classification of the products so require caution in purchasing to ensure we abide by regulatory laws, rules or restrictions.

We benefit from having a wide range of products and brands to select from, compared to other categories at Onogo, but at the same time the efforts we need to invest in selecting and establishing them make it far more challenging. The dynamic and ever changing market and environment for our products makes our category exciting and fulfilling and we have achieved our success through constant learning and finding creative solutions to ongoing challenges.

Automotive and DIY

The Automotive & DIY department offers products such as vehicle accessories, additives & parts as well as DIY/Tradesman tools, safety products and What sets this category apart is the relative stability we enjoy year round. During the summer we have a range of valeting and outdoor type DIY and Auto products. During the Autumn & Winter months, we offer tools, paints & maintenance parts (an ideal time for people to carry out personal projects at home).

We also look after watches which are inherently stable year round with a noticeable increase during the Christmas festive period for obvious reasons. The 'battle' with watches is maintaining our competitiveness which almost completely comes down to the negotiating of cost prices.



Interested in working with us?
See our latest vacancies at [Onogo.com/jobs](https://onogo.com/jobs)

Interested in a career in Buying?
Here are a few things you can search online to learn more...

- Amazon Seller Central - the web interface used by brands and merchants to market and sell their products directly to Amazon's customers.
- e-Commerce SEO - the process of optimizing keywords, images and text content of your product listing to rank higher in search results for relevant keywords.
- Profit Margins - It's important to analyze your profit margins and determine strategies for improvement.