

*June 4, 2023. I wrote the Prompt below. Every subsequent word was written by Google Bard and is reproduced here with no changes. - Ian Heller*

**Prompt: Is Amazon Business a threat to wholesale distributors?**

Yes, Amazon Business is a threat to wholesale distributors. Amazon Business is a B2B marketplace that offers businesses a variety of benefits, including:

- Discounts on bulk purchases
- Free two-day shipping
- A wide selection of products
- Easy ordering and tracking

These benefits make Amazon Business a very attractive option for businesses, and as a result, it is taking market share away from wholesale distributors. In fact, a recent study found that 70% of distributors view Amazon Business as a threat.

There are a few things that wholesale distributors can do to compete with Amazon Business. First, they can focus on providing personalized customer service and support. Amazon Business is a faceless company, but wholesale distributors can build relationships with their customers and provide them with the attention they need. Second, wholesale distributors can focus on niche markets. Amazon Business is a generalist, but wholesale distributors can focus on specific industries or products. This allows them to develop deep expertise and relationships that Amazon Business cannot match.

Finally, wholesale distributors can embrace technology. Amazon Business is a technology-driven company, and wholesale distributors need to be as well. They need to invest in e-commerce platforms, inventory management systems, and other technologies that will help them compete with Amazon Business.

The wholesale distribution industry is facing a number of challenges, but it is not dead. By focusing on personalized customer service, niche markets, and technology, wholesale distributors can continue to be successful in the face of competition from Amazon Business.