



## **Amazon's Prime Ambition: why Amazon's launching 1-hour deliveries in central London**

***Courier industry expert Roger Sumner-Rivers reveals the scale of Amazon's plans to become the conduit through which everything you buy flows.***

Londoners can now receive their Amazon items in just one hour. Amazon Prime members living in a number of areas within Zone 1 will be able to get many items delivered within one hour for £6.99 or free within two hours. And Roger Sumner-Rivers, founder of pioneering London-based [global couriers ParcelHero](#), says this is just the start of a whole new range of innovative delivery options from Amazon coming to the Capital. Hot on the heels of the new 1-hour service could be a trades directory, and deliveries based round the Internet of Things.

ParcelHero has unveiled a significant new industry report revealing the scale of Amazon's plans to become the conduit through which all aspects of e-commerce and logistics flows. The report, [Amazon's Prime Ambition](#), predicted London's 1-hour service and reveals the extent of Amazon's investment and planning for a revolution in our supply chain, developing its own logistics operations and harnessing the potential of the Internet of Things. Says Roger: 'Amazon has already introduced some game changing new consumer services in New York and Seattle; and it won't be long before they arrive here.'

Explains Roger: 'Our analysis of Amazon's bold aims for its Prime services, have led to some startling conclusions. Amazon's ultimate aim for its new distribution arm, Amazon Logistics, is, we believe, that it becomes a logistics company in its own right, competing with companies such as the Royal Mail. Developing its own logistics operations will save Amazon \$3 billion a year globally and £122 million in the UK alone.'

Many cities in the USA already enjoy Amazon One Hour and Same-Day deliveries and also weekend and evening drop offs, supporting its ambitious Prime membership plans. ParcelHero's research shows this is an expensive service for Amazon to provide, but that Prime customers spend a significant 50% more than non-Prime members. London was an obvious place to introduce the first such service outside the US, and this could soon be followed by other Prime benefits such as Amazon Fresh one hour food deliveries.

In addition Amazon in the US has introduced The Internet of Things, with a 'Dash' button that enables automated messages to Amazon if your fridge is running low on milk or your coffee maker is short on beans. This new service could also be supported in London in the future.

Amazon will also find you recommended tradesmen in some US cities; another service that looks a good fit for London. And, much-longer term Amazon has already patented using 3D printers to produce items *en route* to customers, and is, right now, trialling deliveries direct to your car. This could all add up to a transformation in the way Londoners buy and receive their items.

Concludes Roger: 'The reports shows why we believe long-term Amazon's logistics plans mean everything will one day be delivered through a portal called Amazon, from the web platform you order your items on,

right through to the actual production of those items, while on the way to you.'

The full report is available at [www.parcelhero.com/news/parcel-talk/amazons-prime-ambition-parcelhero-industry-report-2965](http://www.parcelhero.com/news/parcel-talk/amazons-prime-ambition-parcelhero-industry-report-2965)

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