

Yet another morning in the Burrow land and yet nothing exciting for our Sammy, well! that's what our Sammy thought it would be. Sammy is the youngest of Lerock's family. Sammy wakes up in the morning, as usual, he taps on the flying toad resting beside the study lamp, the toad croaks and flies in the kitchen to fetch the coffee jar already filled with Ms. Lerock's prepared coffee. Flying toads are the best assistant for the burrow folks. Everyone who had turned eighteen years old is privileged to own a flying toad. Sammy has also discovered the vivid uses of the toad since the last year.

Sammy pours the hot refreshing coffee, takes a sip, and gets off the bed to find his dog-face slippers. Sammy hates his slipper as it reminds him of the day when the seller arrived at his door and persuaded his mother to buy this slipper. The seller advertised it as it was the most wonderful slipper of the world and the cheapest available as the company was promoting its product and giving a huge off on the sales. Sammy didn't like the slipper at all but couldn't resist his mother.

He puts on his slipper in his tiny feet and walks to the drawing-room where Mrs. Lerock is instructing her flying toad to clean the chandelier. Sammy flung himself on the sofa, takes another sip of the coffee, and tune in the television. Mrs. Lerock looks behind and smiles at Sammy, "Don't sit here, go freshen up I have roasted some mushrooms for breakfast."

Sammy gives a boring smile and says "Yeah! What else I have to do during these vacations besides eating and sleeping. "

"Oh! my boy, don't be upset you will find something useful and exciting to do in these vacations," Ms. Lerock hugs Sammy and kisses his broad forehead. "Why don't you go outside today and hang out with your friends that will relieve you from your boredom," She caress Sammy.

"Will try it, mom," Sammy says and gets off the sofa to freshen up and have his breakfast. As Sammy goes to switch off the television a commercial runs of his slipper and that seller guy appears on the television boasting about the Slippers. "Agh!" Sammy frustrates and switch off the television. Sammy freshens up and gets to the dining table to have his breakfast. Sammy taps the toad and ask him to fetch the newspaper. Flying toads flies all around the burrow house and finds the newspaper. Sammy eating the roasted mushrooms turns the pages of the newspaper in hope to find something that could amuse him but pats the newspaper in despair.

"The whole newspaper is filled with advertisements of crappy products. Why the whole world is so obsessed with selling," Sammy resents. Sammy finishes breakfast and gets dressed to meet his friends. He put the flying toad in his carry bag and steps out of his house. Sammy sees his neighborhood and notices that every fourth dome-shaped roof of the burrow houses are flagged with some advertisements. At this point, he starts becoming thoughtful of the world obsessed with buying and selling. Sammy pulls out his phone from his pocket to check out the messages as he walks down the road. Sammy sees eighteen new notification on his phone out of which more than half of them were advertisements for some products. He opens his Facebook, Instagram, and finds every other post was a selling post. Someone is selling dog necklace the others are boasting about the cheap products on sale like a coffee mug or a posture corrector.

"Sammy." He hears someone calling out his name as he turned around the block. It was Mr. Throne who was trying to fix something in his garden. Mr. Throne is in his late fifties and has outgrown a dense mustache that suits his broad stout face.

"Come on, hop in here I need some help." Mr. Throne called Sammy. Sammy leans back a little and thrusting his little feet on the ground jumps over the fence. The legs of Burrow folks are very short as

compared to the rest of their body especially their head, which makes the largest proportion of their entire body.

"Hello! Mr Throne how may I help you." Sammy asks.

Mr Throne points out at the packet lying on the ground and asks Sammy to unpack it. Sammy lifts the packet and sees an online delivery tag on it. "What's in it Mr Throne," Sammy inquires.

"Oh! That's a hammock in it. I purchased it online a few days back," Mr Throne replied.

"Why not go to the market nearby and buy it from there?" Sammy asks.

Mr Throne smiles and explains to Sammy that it's better to buy online as they can browse and select from different range of qualities and prices. He says the local market has a monopoly over such products. These products are not easily available and if they have they sell on higher prices, and the buyer doesn't seem to have much of choice over the varieties. Buying online is easy and comfortable. Moreover, they deliver the product at your doorstep with a hassle-free return policy and money-back guarantee. Mr Throne reasons for buying online sounds satisfactory for Sammy. Now he understands why there are so many advertisements of products for buying online all over the internet, television, or any source of mass media communication. He now knows that people want to buy stuffs sitting comfortably in their homes.

Meanwhile, he helps Mr. Throne in fixing the hammock. Mr Throne hops in the hammock extends his feet and takes a deep breath of relaxation. "Thank you, my boy," Mr Throne greets and pulls out his phone, "Now I can swing and browse through the sites and buy useful stuff."

Sammy hops out of the garden and takes his way to his friend's house. After crossing two blocks he reaches Tim's house. Tim greets him and offers him cookies to eat and soda to drink. The two friends chat about their day and boredom they are facing since vacations. As they chit-chat the doorbell rings and Tim walks up to the door in excitement and calls out his mother and younger sister, "Mom, Lizi come over here, It has arrived." Sammy sees curiously Tim and his family running towards the door. His astonishment gets at par when he discovers the reason behind their excitement. There's an online delivery at their doorstep, and to add to his surprise the online delivery is of three pairs of slippers from the same manufacturer who he hates.

This is an eye-opening day of Sammy's life. Not only he came to know that people are mad for selling things wherever and whenever they can but also there are same or more numbers of folks who love buying products getting influenced by the ads running all around them on the internet, on billboards or flyers. Not a single hour of any person passes by when he doesn't interact with ads. So what's all this? Can anyone be a seller? Is this so easy to target anyone and sell products? Sammy asks himself and finds that to know these answers he must try this all by himself. Suddenly Sammy's mood lightens up as the thought of trying and building an online business crosses his mind. He greets Tim goodbye wishing good luck with the slippers, and rushes back to home.

Sammy knocks on his door continuously until Ms. Lerock opens the door. As the door opens Sammy throws his bag on the sofa and runs downstairs to the study room. His flying toad hops out of the bag croaking and follows Sammy. Ms. Lerock yells in surprise, "What's the rush, be careful on the stairs."

"You were right mom, I think I got something exciting to do in these vacations," Sammy shouts as he runs downstairs.

Sammy opens the laptop and taps the toad to plugin the internet creeper. The Burrow land has special creepers running underground which can transfer data. They serve as the broadband wires. The flying toad

pulls out the open end of the creeper and plugs in the laptop. Sammy starts browsing the internet with some basic questions; how to build an online selling platform. He did all his research and finds that Shopify provides an easy platform for an individual to build his online store. Sammy registers on Shopify and starts building his web store. Now Sammy thinks of what he must sell on his website. What products can be easily sold and remain in demand? Suddenly he is reminded of the conversation with Mr. Throne and the hammock. Sammy thinks it is best to sell hammock, everybody loves to hang on a hammock and get some rest while doing stuff like reading and chatting with friends. So he finally decides to sell hammocks.

He looks upon other hammock webstore and compares their listings. Now he starts finding a manufacturer who can provide him with cheap hammocks. After scrolling for more than an hour Sammy comes across with Aliexpress, the Chinese manufacturer who sells bulk products online for the webstores. He comes up with a nice deal with them and starts listing the hammocks on his webstore. He designs a logo for his hammock, and the logo looked like the thick dense mustache of Mr. Throne. It was no fault of Sammy if such a design came in his mind as the mustache of Mr Throne resembles a lot like the hammock.

The next level is promoting the webstore so that peoples come to know about his website. So at the start, he sends links of the website to his friends and acquaintances and ask them to send to as many as people they can. Sammy has set up everything and now he has to wait for his first sell. Its been three days and yet no sale. And the daily visitor counts on the website is only fifteen to twenty. Sammy worries a little and thinks what else could be done to get traffic on his webstore. He comes up with an idea of using Facebook and Instagram influencers as well as click-baiting to get traffic on his website. He manages to arrange this for his webstore and it worked the visitor count increased from ten to hundred and in the next three days, his website starts getting daily thousand visitors. Sammy was happy but yet he was waiting for his first sell, and soon his prolonged wait came to an end. His webstore made the first sale. Sammy felt flying high in the sky. Soon the number of sales started increasing day by day.

Sammy's idea worked fine and his business was on run. Sammy also tried some other strategies to boost up his profit. He put a limited period sale offer on his webstore offering hammock free of cost, the customer only had to pay delivery charges which is twenty dollars. Sammy's strategy worked and he earned a handsome money. Hammock costs only six dollars from the manufacturer and he was selling at dollar twenty. Sammy thought there's nothing as easy as this business to make money. All you need is just an idea and a way to reach out to people and you are the boss of the game. Sammy had never actually seen the product he was selling on his webstore. All he used to do was to redirect the sale from his webstore to his manufacturer who did the rest of the work from packing to delivering the product.

Sammy did a lot of things and tried many strategies to manage his sales. He got his product sponsored on one of the most viewed website 'our daily planet'. That sponsorship earned him twenty-four hundred dollars within twenty-four hours. That was the biggest day for Sammy, he celebrated the day with his friends. But soon everything has to come to an end. Vacations were getting over and now he needed to check out his earnings, here a little problem arrived from the bank, but Mr. Lerock, Sammy's father intervened and managed to clear the issues with the bank. Mr Lerock was happy with Sammy's work but he wanted that Sammy must first complete his studies and then think of doing business. Sammy was contempt and has thoroughly enjoyed building his little business empire. Sammy agreed to his father's suggestion and shut down the webstore.