

We live and breathe Amazon

OUR CONSULTANCY

Marketplace Expert

We are Passionate about What We Do: From Amazon Marketing to Creative Strategy

Our dynamic expertise in the Amazon marketplace allows us to build the most successful Amazon brands and stay ahead of the curve in the ever-changing Amazon landscape.



OUR STRATEGY

Identifying profitable opportunities in the **Amazon Marketplace**

- ✓ Amazon Marketplace Demand Analysis
- ✓ Competitive Niche Opportunity Analysis
- ✓ New Product Launches and Product Bundling
- ✓ Identification of New Profitable Market Opportunities
- ✓ Data-driven Insights to Influence Product Acquisition

CONSULTING OVERVIEW



Account Setup and
Maintenance



Fulfillment and
Operations



Marketing and
Promotional Strategy



Reporting
Analytics



Detail Page Design
and Optimization



Category Research and
Product Development

SCOPE OF SERVICES

Provide Amazon sales channel management and consulting, to include but not limited to:

-  **SETUP**
-  **MAINTENANCE**
-  **OPERATIONS**
-  **MARKETING**



SETUP

- ✓ Seller Central/Vendor Central account setup and management
- ✓ FBA introduction
- ✓ Amazon ASIN identification code set up (parent and child)
- ✓ Product Detail page setup and optimization
- ✓ Full item set up
- ✓ Bundling / kitting



MAINTENANCE

- ✓ Competitive landscape analysis/market audit
- ✓ New product development for Amazon exclusives
- ✓ Sales and product demand reports
- ✓ Build and manage financial plan by item
- ✓ Assortment configuration
- ✓ Price point control
- ✓ Manage third party sellers and strategize how to stop any price point dilution in light of third
- ✓ Day to day issues and management



OPERATIONS

- ✓ Forecasting reports for maintaining adequate inventory levels (avoid OOS)
- ✓ Inventory quantity reporting
- ✓ FBA guidelines and management
- ✓ Manage inventory (in and outbound)
- ✓ Ensure adequate in stock rates
- ✓ PO management and creation



MARKETING

- ✓ Keyword buying and identification /PPC campaigns
- ✓ Site placement
- ✓ Seasonal and holiday ad campaigns
- ✓ Yearly, seasonal and holiday promotion/pricing management
- ✓ Cross merchandising strategy
- ✓ New product launch strategy
- ✓ Price promotional strategy
- ✓ Sponsored ads
- ✓ Media schedule planning for potential spikes or increased search



OPPORTUNITY

- ✓ Mr. Siga has been performing well without any optimization or basic advertising
 - ✓ 3 competitors all doing upwards of \$700,000 per month on Amazon
 - ✓ Adding additional variations and bundles to current ASIN's could increase business tremendously
 - ✓ Evaluate current market to see opportunity
- ✓ Mr. Siga not appearing on the top 2 page results (81% of sales happen from listings on 1st page, 75% of sales come from top 6 listings):
 - Microfiber mop (top listing generating over \$350k per month)
 - Microfiber cloth (top listing generating over \$130k per month)
 - Toilet brush (top listing generating over \$116k per month)
 - Toilet plunger (top listing generating over \$81k per month)
 - Pants hanger (top listing generating over \$41k per month)
 - Cordless vacuum (top listing generating over \$1.8MM per month)

TERMS

First 6 Months

\$10,000

Per Month

Months 6-12

\$5,000

Per Month

+5%

of Net Sales

(Sales less FBA fees)

12 Months

Total Commitment