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The Amazon Day One Package

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Amazon is the world's largest online retailer, with over 300 million active customers worldwide. Selling on Amazon can be a great way to reach a large audience and grow your business.

This deck outlines our Amazon package, which includes everything you need to start selling on Amazon, from product research and development to account setup, SEO and PPC.

Phase 1
Amazon Product Development

Leveraging our market analysis expertise to research, develop and roadmap a product made from the ground-up for Amazon success

Phase 1.5
Accelerated Route-to-Market

For clients with a specific product already in mind, we go straight into roadmapping the product launch and logistics.

Phase 2
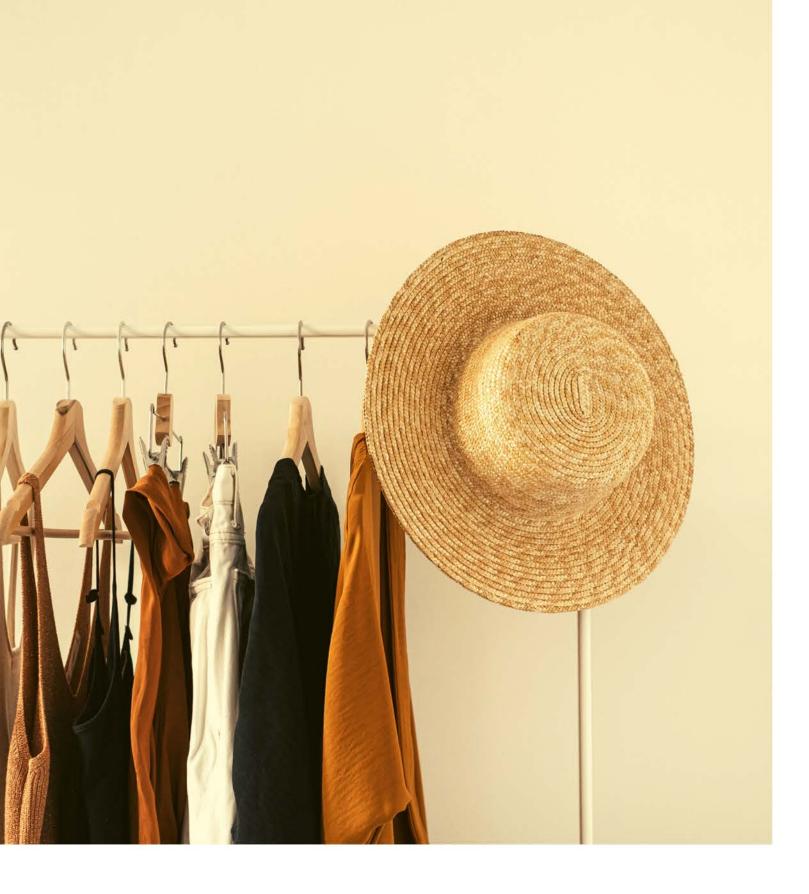## Account Setup and Listing Optimisation

Our guided holistic approach to launching your brand on Amazon ensures maximum impact upon arrival.

- Engage in an initial 2-hour discovery session to uncover the opportunities for product development
- Conduct a comprehensive market research review
- Generate documents including a SWOT analysis, product types overview (up to 10), and more
- Finalise product opportunities through a 90-minute realisation call
- Develop a route-to-market strategy with detailed documentation for Amazon in all relevant markets
- All information provided in user-friendly digital PDFs
- Leverage our relationships with branding and manufacturing project managers for seamless development into production

Package cost - £9,000

Phase 1: Amazon Product Development

- For those with predefined product ideas
- Develop a route-to-market strategy with detailed documentation for Amazon in all relevant markets
- All information provided in user-friendly digital PDFs
- Leverage our relationships with branding and manufacturing project managers for seamless development into production

Package cost - £3,500

Phase 1.5: Accelerated Route-to-Market

- Create and configure your Amazon seller account
- Set up charge, deposit methods, and tax information
- Obtain brand name approval and product approval
- Configure account settings including FBA and user permissions
- Obtain store and brand registry approval, if applicable
- Establish your B2B profile and optimise it
- Provide recommendations for essential tools and app management
- Upload listings, select suitable categories/subcategories (SKU dependent)
- Optimise listings for better visibility through SEO
- Build your initial PPC campaign
- Facilitate the setup of your first FBA shipment
- Hand-over call included as you takeover management
- **Add-ons** available for ongoing mentoring support, complete Walmart and Shopify set-up and optimisation

Package cost on following page

Phase 2: Account Setup and Listing Optimisation

Phase 2 Pricing

Up to 5 listings (1 SKU each): £4,000 + £50 per additional SKU

5-10 listings (1 SKU each): £4,500 + £50 per additional SKU

11-20 listings (1 SKU each): £5,000 + £50 per additional SKU

21-30 listings (1 SKU each): £6,000 + £50 per additional SKU

Mentoring support priced at £100 per hour, with retainer pricing available upon request

The above SKU pricing applies for **Walmart** setup

Shopify pricing based on exact requirement

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