

## STARTER COMPLETE PLATINUM

Amazon SWOT and Market Analysis			
Project Planning – Goals Expectations	~	V	V
Amazon Market & SWOT Analysis	~	V	V
Mitigate Exposure and Risks	~	<b>v</b>	~
Product Offering Analysis	~	<b>v</b>	V
FBA Product Viability Analysis	~	<b>v</b>	~
Technology Assessment	~	<b>v</b>	V
Content Organization, Creation & Optimization			
Organize Product Content	~	<b>v</b>	V
Keyword, Attribute Optimization	~	<b>v</b>	V
Create Amazon Database & Map content	~	<b>v</b>	<ul> <li>Image: A second s</li></ul>
Optimize Policies, Settings & Training	~	<b>v</b>	<ul> <li>Image: A second s</li></ul>
FBA & Prime Integration			
Create FBA Pricing & Profitability Model	x	<b>v</b>	<b>v</b>
FBA Product, Pricing Analysis, Offering	x	<b>v</b>	<b>v</b>
Convert Products to FBA	x	<b>v</b>	<b>v</b>
Create send and replenish orders	x	<b>v</b>	<b>v</b>
FBA Logistic Automation	x	<b>v</b>	<ul> <li>Image: A second s</li></ul>
System Process for product Retrieval	x	<b>v</b>	<b>v</b>
Solving lost, damaged product disputes	Х	<b>v</b>	<b>v</b>
Integration of Technology with current platform	x	<b>v</b>	<b>v</b>
A La Carte Services			
FBA Integration / Prime	x	<b>V</b>	<b>v</b>
Promotion Management	х	х	х
Create, Implement Strategy Increase Reviews	х	х	х
Automation Technology, Tools Integration	х	х	х
*Expand Internationally	x	Х	х
On Going Managed Services			
Work directly with Amazon	х	х	
Create systems & processes for Fulfillment, Returns, Reviews	х	х	
Manage Messages, Returns, Reviews	x	х	
Select Product Mix, Pricing	х	х	~
Database Management	х	х	~
Expand product Offering	x	x	
Ongoing FBA Management	Х	Х	
Inventory, Promotion Management	x	х	V