

Case Study 01.

Amazon: The Growth Journey | Three Managed Stores, Three Stages of Maturity

Platform: Amazon (FBA / Seller Central)

Portfolio: 3 stores: New, Scaling & Mature

What This Shows: Sales and profit at different store stages

Program Model: Fully managed e-commerce

Sourcing: Vetted wholesale inventory

Reporting: Recent monthly P&L per store

Portfolio at a Glance

Store	Time Managed	Sales To Date	Avg. Monthly Net	Recent ROI
Store A: Mature	+2 Years	\$2,181,037	\$26,390	56%
Store B: Scaling	~1.5 Years	\$402,807	\$24,803	72%
Store C: New	Under 1 Year	\$110,774	\$8,431	66%

Monthly P&L by Store

Store A: Mature Store • 2+ Years

\$2,181,037 over 24 months

Month	Revenue	Cost of Goods	Net Profit	ROI
February	80,668	45,098	23,355	52%
March	89,631	49,516	27,136	55%
April	87,293	45,643	28,678	63%
Sample Total	257,592	140,257	79,169	56%

Store B: Scaling Store • ~1.5 Years

\$402,807 over 16 months

Month	Revenue	Cost of Goods	Net Profit	ROI
December	72,791	39,162	21,206	54%
January	102,055	41,665	42,566	102%
February	42,263	22,770	10,636	47%
Sample Total	217,109	103,597	74,408	72%

Store C: New Store • Under 1 Year

\$110,774 since Oct 2024 launch

Month	Revenue	Cost of Goods	Net Profit	ROI
January	12,650	6,486	3,827	59%
February	38,184	19,020	13,035	69%
Sample Total	50,834	25,506	16,862	66%

MATURE STORE: 2-YEAR SALES

\$2,181,037

Recent months averaging ~\$26K net profit at 56% ROI.

51–68%

MONTHLY ROI RANGE ACROSS STORES

Actual managed-store results. Figures reflect real reported performance of client Amazon stores under Wealth Automators management; ROI (return on investment) is net profit divided by cost of goods. Net profit is reported after cost of goods. Store B's sample includes an exceptional outlier month (102% ROI) that is not typical. Store C's January cost of goods is derived from its reported 59% ROI (source audio was unclear). Individual results vary month to month with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.