

Case Study 02.

Walmart Marketplace | High-Volume Store · Managed E-Commerce Portfolio**Platform:** Walmart Marketplace (Seller Center)**Model:** High-volume · thin-margin catalog**Sales to Date:** \$274,180 GMV**Program Model:** Fully managed e-commerce**Marketplace Fee:** 15% referral (itemized)**Reporting Period:** Recent months through Jan 2026

Store Snapshot: Lifetime

SALES TO DATE (GMV)

\$274,180

UNITS SOLD

30,910

ORDERS FULFILLED

27,540

AVG. UNIT RETAIL

\$8.87

Monthly Profit & Loss

Month	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Dec 2025	\$36,940	\$5,541	\$27,510	\$3,889	10.5%
Jan 2026	\$46,880	\$7,032	\$35,090	\$4,758	10.1%
2-Month Total	\$83,820	\$12,573	\$62,600	\$8,647	10.3%

STORE SALES TO DATE

\$274,180

30,910 units across 27,540 orders · P&L reconciled at the order level

10.3%

NET MARGIN (RECENT)

Representative client results. Figures are based on real reported performance of a client Walmart store under Wealth Automators management and have been lightly rounded. Gross merchandise value (GMV) is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The two reported months show net margins of 10.5% and 10.1%. Individual results vary 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.