

Case Study 06.

Amazon | Top 10 Products · Managed E-Commerce Portfolio

Platform: Amazon (Seller Central · FBA & FBM)**Catalog:** Diversified branded wholesale**Reporting Period:** Month to date**Program Model:** Fully managed e-commerce**Profit Basis:** After fees, goods and advertising**View:** Top 10 products by sales

Top 10 Products: Month to Date

SALES (TOP 10)

\$137,726

NET PROFIT

\$23,187

BLENDED MARGIN

17%

BLENDED ROI

42%

Product-Level Profit & Loss

Product (SKU)	Units	Sales	Amazon Fees	Cost Of Goods	Net Profit	Margin	ROI
FHS Thermal Paper 32-Roll (FBA)	996	\$57,449	(\$21,210)	(\$26,467)	\$7,000	12%	26%
S.O.S. Emergency Water 62-Pack	402	\$16,000	(\$7,394)	(\$3,517)	\$2,932	18%	83%
FHS CAD Paper Rolls 24x150 (4pk)	199	\$12,731	(\$1,910)	(\$2,985)	\$4,195	33%	141%
FHS Thermal Paper 32-Roll (FBM)	195	\$11,430	(\$1,715)	(\$5,187)	\$2,468	22%	48%
San Marzano DOP Tomatoes (6pk)	254	\$10,148	(\$4,375)	(\$4,112)	\$1,220	12%	30%
Gallo Drain Gun Cleaner (FBM)	187	\$7,421	(\$1,963)	(\$2,618)	\$2,238	30%	85%
Starbucks SF Vanilla Syrup 1L	210	\$6,265	(\$2,257)	(\$3,045)	\$524	8%	17%
Cirkul Hydrate Cartridges	139	\$6,133	(\$1,764)	(\$3,352)	\$781	13%	23%
Millennium Energy Bars	98	\$5,677	(\$1,634)	(\$2,548)	\$1,047	18%	41%
Dove Nutritive Shampoo/Cond.	134	\$4,472	(\$1,786)	(\$1,876)	\$782	17%	42%
Top 10 Subtotal	2,814	\$137,726	(\$46,008)	(\$55,707)	\$23,187	17%	42%

TOP 10 PRODUCT SALES: MONTH TO DATE

\$137,726

2,814 units · \$23,187 net profit after Amazon fees, goods and advertising

42%

BLENDED ROI

Representative client results. Figures are based on real reported performance of a client Amazon store under Wealth Automators management and have been lightly rounded to whole dollars. This is a sample of the store's top 10 products, not its entire catalog. Sales are ordered product sales; reported net profit is after Amazon fees, cost of goods and advertising; advertising is not itemized separately. ROI is net profit divided by cost of goods. Product margins vary by category and competition. 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.