

Case Study 07.

Amazon FBA: Mature Store Deep-Dive | Managed E-Commerce Portfolio

Platform: Amazon (Seller Central · FBA & FBM)**Time Under Management:** 2 years**24-Month Sales:** \$2,181,038**Program Model:** Fully managed e-commerce**Catalog:** Diversified branded wholesale**Reporting:** 24 months + sample-month P&L

Store Snapshot: Trailing 24 Months

ORDERED PRODUCT
SALES**\$2,181,038**

UNITS ORDERED

54,604

ORDER ITEMS

43,800

AVG. SALES / ORDER

\$49.80

Sample-Month Sales, Costs and Profit

Line Item	Amount	% Of Revenue
Gross Revenue	\$87,430	100.0%
Amazon Fees (referral + FBA)	(\$13,140)	15.0%
Fulfillment & Prep	(\$9,628)	11.0%
Cost of Goods (Supplier)	(\$35,984)	41.2%
Net Operating Profit	\$28,678	32.8%

Return on landed cost (goods + prep + fulfillment: \$45,612): 62.9% ROI · Net margin 32.8% · Avg. sales/order \$49.80

TRAILING 24-MONTH SALES

\$2,181,038

Sample month: \$28,678 net profit on \$87,430 revenue · 32.8% net margin · sample-month P&L

62.9%

RETURN ON LANDED COST

Representative client results. Figures are based on real reported performance of a client Amazon store under Wealth Automators management and have been lightly rounded. The 24-month snapshot reflects ordered product sales; the sample-month profit and loss lists Amazon fees, fulfillment, prep and supplier cost of goods. Reported profit is after these costs. ROI is calculated on landed cost: cost of goods plus prep and fulfillment. Monthly 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.