Your answers will help us understand whether you are the person we are looking for - smart, ambitious, hardworking and committed. Once someone joins our team, we put enormous effort into helping the person grow as entrepreneur and business leader.

Please do not use ChatGPT for the answers. We are aware of the answers provided by ChatGPT and they are often incomplete. We would prefer that you apply your own thinking and analysis for your answers.

Please find the case study details below:

**Part 1: Case Study**

1. Explore Home and Kitchen Category: Navigate to the Home and Kitchen category on Amazon.in. You can usually find it in the main menu or through the search bar.
2. *Figure out a top selling product in the Home and Kitchen category  in India and which has potential to be launched in the US Market. Look for product listings with high ratings and significant sales volumes.*
3. Using the information gathered, create a compelling case for launching the identified product in the US. Your study should cover the following areas. (***Use google trends, helium 10 or any such tool for quantitative data)***

* Identify the unique selling points of the product. Highlight the features, benefits, or advantages that makes it a top seller.
* Research the demand for similar or related products in the US market. Analyze market trends, consumer preferences, competitor product reviews and potential target audience for the above product.
* While doing this, also list down the top 10 products in the Home and Kitchen Category in US (Amazon.com) and capture their pricing, variations, and what the customers are finding the most valuable with respect to the top products. Try to capture patterns in our analysis of the top products

In your response we would like to see data, insights and analysis that is based on strong research, instead of long qualitative paragraphs.