

SPICEBUY AMAZON INDIA PRODUCT LAUNCH

Optimizing Pricing Strategy for Amazon India

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ABOUT SPICEBUY



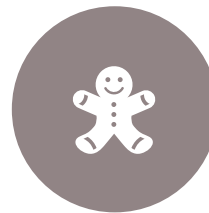
Startup Name
SpiceBuy



Location
Wayanad, Kerala



Vision
Delivering Organically grown
and processed spices and
wellness products



Target Market
Health-conscious Customers
across India via Amazon



PRODUCT CATEGORIES



Honey



Seeds



Masala
Powder



Salt



Tea



Coffee



Essential
Oils



Whole
Spices



PROBLEM STATEMENT

- Goal:
 - Recommend Optimal Product Prices for Amazon India launch.
- Challenges:
 - High Competition on Amazon
 - Cost-sensitive Market
 - Multiple Cost components (manufacturing, logistics, packaging)
 - Amazon's Commission
 - Varying GST rates per product category





Competitor Pricing Analysis

Collected and Compared Competitor Pricing over Amazon, Flipkart, JioMart



Pricing Model Development

Built Dynamic Pricing Calculator for Product Stakeholders



Fee & Tax Analysis

Incorporated Amazon Fees and GST slabs as per Product Attributes



Insights & Recommendations

Suggested Profit-optimized Price Points

MY ROLE



DATA FIELDS USED

- Product Category
- Product Name
- Product Cost (Incl. of Manufacturing + Logistics)
- Expected Selling Price (Stakeholder's Estimate)
- Competitor Price on Amazon, Flipkart, JioMart
- Net Product Contents
- Packaging Weight
- Amazon Fees (Referral + Closing + Weight-handling)
- GST (%) based on Product Category



PRICING MODEL LOGIC

- Formulas Used:
 - $\text{Amazon Fees} = \text{Referral Fees} + \text{Closing Fees} + \text{Weight-handling Fees}$
 - $\text{Total Cost} = \text{Product Cost} + \text{Amazon Fees}$
 - $\text{Selling Price} = \text{Total Cost} / (1 - \text{Desired Profit Margin } \%)$
 - $\text{Listing Selling Price} = \text{Selling Price} / (1 - \text{GST } \%)$
- Used GST rates based on product category
- Applied conditional logic to check if MOQs or Combo strategies are required to prevent unit-level losses if any



INSIGHTS & RECOMMENDATIONS

- Tea & Coffee: Medium margin, low GST → Price between ₹300–₹450
- Essential Oils: High Amazon fees → Set premium pricing ₹600+
- Masala Powders & Whole Spices: High competition → Competitive price ₹200–₹300
- Honey & Seeds: Moderate cost + low weight + high competition → Use Combos



FINAL RECOMMENDATIONS

- Adopt combo strategy to prevent unit-level losses
- Choose few products from each pricing tier for initial launch
- Launch with promotional pricing for first 30 days
- Use 'Subscribe & Save' feature for Honey, Tea and Coffee
- Re-evaluate prices quarterly based on Amazon Seller Central's analytics



NEXT STEPS

1

Confirm product list
& packaging types

2

Finalize GST
classification per
product

3

Create Amazon
Seller Central
listings using
recommended
prices

4

Monitor and
optimize
performance based
on sales trends



THANK YOU



Let's connect!



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