

Plan of Action (PoA)

Phase 1: Setup & Tooling (Week 1)

Necessary accounts and tools:

- Keepa (paid version)
- SellerAmp SAS
- Amazon FBA Calculator
- Tactical Arbitrage or OA Xray (optional, powerful for scaling)
- Google Sheets or Excel with sourcing template

Goal: Be fully equipped to analyze profitability, restrictions, and demand.

Phase 2: Build Research Workflow SOP (Week 1-2)

Create a step-by-step process to find and validate products:


1. **Choose a niche/category** to focus on (e.g., Home & Kitchen, Toys, Pet Supplies).
2. **Search products** on trusted U.S. sites (e.g., Walmart, Target, Walgreens).
3. **Compare price with Amazon buy box** using Keepa + FBA calculator.
Enter data into the spreadsheet:
 - Amazon price, source price, estimated sales, BSR, ROI, profit, etc.
4. **Run checks:**
 - Restrictions (gated/brand)
 - Hazmat
 - Seller count
 - Price stability
5. **Label as “Qualified” or “Rejected”** based on your sourcing criteria.

Goal: Be able to analyze and record 3–5 products/hour manually.


Phase 3: Deliverable Format & Feedback Loop (Week 2)

Create your first **sourcing report** for your investor:

- Spreadsheet with 5–10 qualified leads
- Include links, all data, and notes on any potential flags
- Share via Google Sheets

 Get feedback from your investor:

- Do they prefer higher ROI?
- Are certain categories preferred/avoided?
- Are they okay with brand restrictions if ungating is possible?

 **Goal:** Lock in your product criteria refinement based on real feedback.

Phase 4: Scaling Up (Week 3–4)

 After you've validated your process:


- Create SOP videos or docs
- Start building **a small team of VAs** to scale research (you train them!)
- Use advanced tools (Tactical Arbitrage bulk scans or OA sourcing bots)
- Optional: Build a scraper in Python for trusted U.S. sites (you can do this!)

 **Goal:** Source 30–50 qualified leads/week consistently.

Phase 5: Optimization & Brand Building (Ongoing)

As you get consistent:

- Build your personal or agency brand around “US-Based Amazon Product Research”
- Offer product bundles, premium reports, or “risk level” scoring
- Consider subscription model for weekly product lists
- Eventually automate repeatable sourcing via custom tools or dashboards

 **Goal:** Turn this into a service you can scale, productize, or monetize