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Walk me through what your team does right now, manually, on a daily basis.

Steven: We have different teams. We have over 250 employees working for us and they have different groups.

We have some teams that are dedicated full time to just doing product research. Their entire job is to just go on to Amazon and find examples where it's cheaper on Amazon and more expensive on Walmart. When we come across that, we put that on a Google Sheet, and then that gets passed onto another team.

Then we have another team whose main purpose is to list those products and take care of the actual stores. What happens is, once the client provides all access to their stores, documents, and so forth, the team will list those products and then we start selling. Once the sale happens, everything is done manually.

So from that point, we then have to go back to Amazon, log into the client's Amazon Buyer's Account, find that product with the URL that we save, purchase that product, go through the verification with Amazon and then enter the customer's information manually - which we'd like done automatically - and then send that to the client. And then they do that for every client, and they do that for every order.

Most stores today have 200-300 sales a day. So we have to do that 200-300 times a day, to fulfill the orders.

And then, a huge issue - I don't know if you guys know - is with TBAs.

Amazon and Walmart are competitors. So, they don't allow us to do drop-shipping on their platforms, as it's against their Terms of Service. And a lot of the orders - about 40% of the orders - that happen from Amazon, come through a company called TBA, which is Amazon's own fulfilment centers.

So, they don't use UPS, or FedEx or Canada Post or whatever. It's their own company. And unfortunately, we can't put that TBA number into Walmart because that will automatically tell Walmart that we're using Amazon as a fulfilment center.

So for 30-40% of those orders, we have to use a third-party company like OA Genius, and their main purpose is to scrape UPS, FedEx and USPS to find tracking numbers that are based off of the exact postal code and city of another parcel, and they pretty much sell us that tracking number and then we replace that tracking number that matches the postal code and city of where that product is supposed to go to.

And we replace it with the TBA tracking number. This is also done manually and takes up a lot of time to swap it out.

OA Genius, EComCircles - they do that automatically. The second an order is TBA, they know it's TBA. They go to their database, they find a tracking number that fits what they need and they replace it into their system and upload that straight to Walmart.

So, that's another thing we're doing with tracking numbers.

And obviously we deal with a lot of Cancellations, Out-Of-Stocks, and then we have to email the customer, wait for the product to come back in stock, we have to deal with customer responses, we have to manually check pricing if it changes.

We don't have a REPRICER.

So we might have 1000 products listed, and maybe 500 of them are not selling really well because a competitor is beating us by 2 pennies. So we have to go in and change the pricing. There's a lot of manual work that goes into this.

And that's why we said, "*Hey, we can't scale to 4000-5000 clients if we do everything manually (chances of human error are high). We need a software for this.*"

So that's what our typical day-to-day looks like.

Walk me through the last problematic customer/transaction that you had.

Steven: Sure.

So, our base issue comes down to being [OUT OF STOCK].

Let's say in a month, we did $100,000 in sales. 60% of those are typically FAKE SALES. Which means that, when we go to purchase stock, they're [OUT OF STOCK]. So, the reality is we didn't do $100,000 in sales that month; we only did $40,000.

The problem with cancelling, or having 60% of those products [OUT OF STOCK], is that WALMART will penalize you in terms of your metrics.

Now you either have to CANCEL YOUR ORDER (which hurts your metrics)

OR

You have to ask the Customer to cancel it, which 99% of them don't cancel it, which then forces us to have to put in a FAKE TRACKING NUMBER, which then also causes issues, because now customers are saying,

"*Hey, I used that TRACKING NUMBER you provided. It's not a real TRACKING NUMBER.*"

That opens up a dispute with AMAZON, and that can lead to a SUSPENSION.

 So, this is the biggest issue with products being [OUT OF STOCK].
That's why we want to create this software, where we can just eliminate that immediately.

We want to know within 10 minutes if a product is [IN STOCK] or [OUT OF STOCK].

We could have a VA do this, but obviously it's impossible to have a VA monitor 5000 product listings at once. And then have the prices change infrequently; every single minute sometimes - switching between IN STOCK/OUT OF STOCK, and so on and so forth.

That's the biggest reason really. We need to fix this.
Obviously, all the other scopes with this project, in terms of FILLING ORDERS AUTOMATICALLY...

A lot of people use TEAMS in The Philippines, India, Romania, etc, overseas clients with varying time-differences. So what happens is that, by the time that TEAM goes in to PLACE AN ORDER, the product is [OUT OF STOCK].

The software should make us competitive against our competitors. Because most competitors don't use softwares. They just manually do it. Which means that we'll be ahead of the curve and we can stay ahead, because we know when the product is [IN STOCK] or [OUT OF STOCK], and we can fulfill it faster.

Those are pretty much the big issues we're trying to solve with this software. And obviously, all the other stuff that will help out.

How is the REPRICER supposed to work?

Steven: Let's take the example of a Dyson Vacuum Cleaner.

We can list the product - this is done once.
It's going to calculate Amazon's fees - eg. 30%.
Our cost of purchase is this fee, and this is your profit margin - eg. 20%

Then we have a **PRICING RULE** - that it never goes under 5%. So, maybe it plays between 5-30%, and the REPRICER will automatically reprice it.

One of the websites I shared with you guys which specializes in this is called **[informed.co],** and that's all they do. Their software is meant to be the best repricer, and that's what they do.

They scale it. Anytime a competitor drops their price, they'll automatically drop it because you created a pricing rule on the software.

And it won't go too low so that you're losing money.
And it won't go too high so you get hit with price gouging.

So you can create your own rules, and it sells a product within those rules.

How will prices be tracked?

Steven: Ok. Let's say there's a Dyson Vacuum Cleaner that's $150 on Amazon. We've checked it and we know it is $150. On Walmart, we'll up it by whatever - 30-40% - let's say we bring it up to $200. That's pretty much the price.

And then we want to have the REPRICER.

- If someone drops the price from $150 to $130, now we can also lower our cost to stay competitive with the Buy Box.
- If someone increases the price, obviously we want to make sure it's still profitable. (Pricing History can be displayed)

We can't sell a product at a loss.

So, it's really just through the API - whatever's updated on Amazon, in terms of what's available to the Buy Box and the Sellers. That will relay the information back to the Walmart portal and that will update the pricing.

What suppliers do you support?

Steven: So, right now we're only doing Walmart. We sell on Walmart, so the supplier is Amazon.

We might add different suppliers, because as you mentioned, the whole point of this software for now is just for our clients.

We have over a 1000 (thousand) clients right now in our Drop-shipping model, and all of them are doing Amazon for the supplier.

Eventually when we fix everything and correct it, fix the bugs, make it nice, then we'll launch it to the public and by then we can add more suppliers.

The first thing we're going to build is a SIGN-UP?

Steven: Yes.

During the signup process, what information does the user need to provide?

Steven: Ok, since we're selling on WALMART, and buying off AMAZON, we'll have to link them.

Obviously, we're going to need:

- The Storefront Name
- The Merchant ID
- The Developer Name
- The Marketplace
- (The NW Authentication Token) and
- The Developer ID

So basically, when they go in to SIGN UP, they put in all their basic information like,

- First Name, Last Name
- Contact details (Email, Billing Address)
- Credit Card info

And then they're going to have to connect their ACCOUNTS, because they're going to place the orders automatically for them. That's going to be done through their AMAZON BUYERS ACCOUNT, not SELLER ACCOUNT. So, we'll have to connect to their AMAZON BUYERS ACCOUNT.

And then on the WALMART side of things, I'm not really sure how that works but, that's where you guys will have to figure out a way to connect and verify if we're [OUT OF STOCK] and stuff.

But yeah, I think we really just need their AMAZON BUYERS INFORMATION.

Obviously, they'll also give us their WALMART LOGINS, because they log in through their WALMART ACCOUNT, to view their PROFITS, EXPENSES, etc.

How do we connect to Walmart?

Steven: I don't know. Most likely through an API.

I have an account with EComCircles. I'm looking for Walmart and it says, they need:

- Storefront Name
- Client ID
- The Marketplace (which is Walmart)
- The Client's Secret Code

Those are the 4 things that they ask for.

What information will be displayed on your dashboard?

Steven: I'll get back to you on that because I'll do the mock-up. We'll show you how we want it designed and stuff, on what's needed. I'll pull some stuff from OA Genius and EComCircles.

The biggest thing I would say is that it should be clean. Using OA Genius and EComCircles is super confusing, we have so many different tabs.

I think we also need a HELP Section.

And maybe even like a WALKTHROUGH (tutorial) before they use the software.

Like, they have a series of Introductory Videos they have to watch and complete a few steps in order to tick off a CHECKLIST. So we're making sure they understand the ins and outs of how to use the software, in detail - why a button does something.

Once they've watched them, they can skip them - they don't have to re-watch them. But yeah, a walkthrough would be great because a lot of people get confused.

Like, I've used a lot of software and I get confused on how to link it. But yeah, I'll create a mock-up for you guys - 100% - to show you how it should look.

Anas: Yeah, it's an unpleasant experience for people because there's suddenly so much information in front of you and you don't know what you're looking at, and nothing makes sense.

Steven: Exactly.

And what happens is that, after the 7-day trial, they just cancel it because they don't think it's going to help them.

So, we want to make it super simple, and just easy to follow, step by step and really get them to understand, "Do this, this and this". And then once it's set up, they're good to go.

So yeah, I'll build you the mock-up and we'll take it from there.

For each listed product, what information should the user see on your portal?

Steven: Good question.

On EComCircles, the account we're using, the client updates their payment details (which expired).

But, they had all that information. So, let me get back to you on that. I think we'll just mimic pretty much exactly what EComCircles is doing, in terms of information, albeit a little more organized and clearer than OA Genius.

They do the exact same thing; they are identical. They just look and feel a little different. And I think that EComCircles is a little bit more user-friendly, but yeah, I'll find out exactly for the listing.

And then we'll build up a mock-up. I'll do the main page, and let's say that there are 5 (five) different categories. I'll do a mock-up for each category so that you can see what we're looking at, and what we want to acquire.

But yeah, I'll get that done for you guys, so that you can take a look at all that.

Give us an idea of what the user should be able to see on the portal.

Steven: Yeah, I'll take look at the portals on OA Genius and EComCircles to see what they're doing and make a mock up for you guys, and I'll put that in there.

Right now, how it works is that, we have Google Sheets for all of our clients.

Once we SELL a PRODUCT, we upload it to Google Sheets.

We put in information like,

- Amazon Fee
- Referral Fee
- Shipping Fee
- Buy Box, etc,

and then we show the ACTUAL PROFITS for the clients.

Right now, the clients have to login to the WALMART store, and then to a Google Sheet, to kind of see what's happening.

We want to put all of that into the software, so that they can log in and right away during the day they can see the TOTAL SALES, PROFITS, they can click into it and see their EXPENSES. They can see the breakdown of that Google Sheet that will be put into that software, they can see their ORDERS, their Tracking Numbers, and the Customer who purchased those products.

Everything will be detailed so that they can track it properly.

And, for tax purposes, they can click a button and generate a report for them at the end of the year for tax purposes, which will calculate all their sales, profits and amounts paid, and so on and so forth.

And they can choose the TIME PERIOD in terms of going back to like (FILTER BY) yesterday, last 30 days, last year or whatever.

What list of services will you offer?

Steven: Right now, for our clients it's going to be unlimited amount of listings.

It doesn't matter if they have 5 or 50,000 product listings - the price will be the same. We'll charge $150/month. And in the future, once we've decided to launch this to the public, we can play around with that.

Will you offer free trials? If so, for how many days?

Steven: Yeah, 7 days is probably going to be enough. Gives them some time to play around with it and set everything up.

Will reports be automatically generated & emailed to customers?

Steven: We could do that every single month, because we invoice our clients every single week.

Haven't really thought of that, but yes, we could possibly send them a report every month.

That way they can see what's happening with their business, profits, losses, how much they paid us in percentage of their sales. We could have all that in a detailed report for them, or we don't and they can just generate it themselves.

But it would be cool if it just sends it to them or they can turn off a notification so they don't receive it.

On default, they could be set to receive.

Will the price comparison be for products sold primarily in the US or Canada as well?

Steven: Just the US for right now, and then maybe in the future we can add different marketplaces.

Will your app require a chat-bot (like Tidio) for customer support?

Steven: Yes, we want to have a chat-bot, because right now our clients just email us through Gmail Support.

So yes, we want that built into the software so that we can just do it.

Another cool thing down the road - I don't know if this is possible, I'm sure it is - but, we use Kajabi right now, for the portal. So, all our videos and content is in Kajabi. So, we're looking at possibly putting that into the software.

Currently, they have to log into Kajabi. Then Gmail for support. And then visit the Walmart Store. It's a lot for our clients to take.

Through this software, the clients should be able to watch all the training videos and go through all of that in one place.

Literally, just log into one spot for Support, Watch The Videos, See Their Walmart Sales, Losses... literally, everything in one spot. That's the goal.

Do you have any Walmart or Amazon API's or Keepa API?

Steven: I don't think Keepa works for Walmart. I think that's mostly for Amazon which we could possibly use for product research.

How many products on Walmart or Amazon are we talking about? (each API call costs money)

Steven: So here's the issue.

We have a lot of products that are listed, that aren't selling.

Because we don't have a software, we're kind of just throwing a lot of stuff at the wall and just hoping that it sells. And some products can be out of stock for 3 months. So, they're listed and eventually they're going to come back in stock.

I'd say on average, each of our clients has 5000-10,000 products listed on their store, but not all selling.

What the software is going to do is bring that down a lot because, we're just going to have the profitable products. We'll be moving a lot quicker.

Steven: I think we covered everything. I'm sure you guys currently don't have any experience with Walmart APIs, but it's pretty similar to the Amazon API.

The first piece we need is to resolve the [OUT OF STOCK] problem, because that will eliminate 50-60% of the headaches we're currently dealing with. And once that's built, we can add other scopes to the project.