

Board Meeting

01/26/2026

1:00 pm

209 Jade Cv, Cibolo TX

Meeting called by: Shawnta Grier

Type of meeting: Regular Board Meeting

Attendees: Shawnta Grier, Marco Grier

Minutes

Agenda item: SKU Rationalization — Kill / Merge / Keep

Presenter: Marco Grier

Discussion:

Goal: eliminate products that drag contribution margin and working capital; concentrate resources on winners.

Criteria agreed (any one triggers review):

- L30 **≤0.5 units/day** or **contribution margin < 20%** after ads/fees.
- **Refunds ≥ 6%** or **NCX/defect flags** above category median.
- **TACOS > 25%** with flat/negative rank trend for 14+ days.
- Variant cannibalization (child ASINs splitting traffic without incremental sales).

Categorization framework: **Hero / Maintain / Probation (30 days) / Kill-Merge**.

Conclusions:

Run portfolio through the rubric; anything in “Probation” gets 30 days with a micro-plan (images, price, ads). If it misses the lift target, move to Kill-Merge.

Action items	Person responsible	Deadline
✓ Build SKU heatmap (units/day, margin, TACOS, refunds, rank trend)	Marco Grier	01/28/2026
✓ Classify into Hero/Maintain/Probation/Kill-Merge	Marco Grier	01/29/2026
✓ Draft 30-day micro-plans for all Probation SKUs	Marco Grier	01/30/2026

Agenda item: De-Listing & Liquidation Playbook (Kill-Merge)

Presenter: Marco Grier

Discussion:

Exit sequence: coupon or 7-Day Deal → AWD liquidation (where eligible) → FBA removal/disposal if needed.

Merge reviews via correct variation/parentage when retiring duplicates.

Brand Store and cross-sell tiles to be updated same-day to prevent dead traffic.

Conclusions:

Execute clean exits by sequence above; capture cash fast and reduce storage fees.

Action items	Person responsible	Deadline
✓ Produce “Kill-Merge” list with exit path & volume	Marco Grier	01/29/2026

Action items	Person responsible	Deadline
✓ Submit liquidation/discount plans + create removal orders (as req.)	Marco Grier	02/01/2026
✓ Update Brand Store & retire ad groups for delisted SKUs	Marco Grier	02/02/2026

Agenda item: Ad Spend Reallocation (Protect Margin) **Presenter:** Enter presenter here

Discussion:

Tighten to **TACOS 12–18%** target on winners; pause broad spend on Probation/Kill-Merge except for controlled tests.

SOP: weekly search-term harvesting, negatives, bid cuts on low CVR placements; prioritize “Top of Search” only where CVR justifies.

Conclusions:

Shift 100% of saved budget to Hero/Maintain SKUs with proven CVR and inventory \geq 4 weeks of cover.

Action items	Person responsible	Deadline
✓ Implement ad cuts on Probation/Kill-Merge	Marco Grier	01/28/2026
✓ Reallocate daily budgets to top 5 performers	Marco Grier	01/29/2026
✓ Establish weekly KPI review (CTR, CVR, CPC, TACOS, rank) Both	Marco Grier	Fridays (ongoing)

Other Information

Observers:

None

Resources:

Seller Central/Brand Registry, Advertising Console, KPI dashboard, Brand Store editor, AWD/FBA tools

Special notes:

All items within this document are deemed voted on and approved by the board as of the date of this document unless otherwise explicitly stated in writing.