

# Master Product Analysis - Amazon Portfolio (CORRECTED)

Amazon Product Competitive Analysis for Todd McDaniel

Analysis Period: January 2026 Products Analyzed: 15 of 15 Last Updated: 2026-01-14 CRITICAL

CORRECTION: All margins recalculated using CAD Landed Costs

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## CORRECTION NOTICE

**PREVIOUS ANALYSIS HAD MAJOR ERROR:** Used USD costs with CAD selling prices, resulting in inflated/deflated margins.

This version uses:

- Landed Cost CAD from spreadsheet column BF (includes FOB + freight + duty + exchange)
  - Referral Fee: 15% of sell price (Amazon standard)
  - Fulfillment Fee: Estimated by product size category
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## QUICK REFERENCE TABLE (CORRECTED)

Rank	ID	Product	Landed CAD	Sell Price	Margin	Decision	Key Risk
1	60310	Tool Set	\$11.96	\$69.95	56.5%	STRONG GO	Dead listing (0 sales 4+ yrs)
2	90716	Coleman QuickPump	\$14.82	\$59.99	47.0%	STRONG GO	Competition from AGPTEK
3	62322	PowerTouch Pump	\$14.98	\$52.76	45.2%	STRONG GO	Bestway 3.5 star brand issue
4	69643	Sleeping Pad	\$18.56	\$70.00	41.3%	STRONG GO	NEW listing (0 reviews)
5	60334	Floor Protector	\$28.98	\$91.16	37.9%	STRONG GO	Sold on Amazon already
6	90703	Quickbed Twin	\$22.33	\$79.99	34.6%	STRONG GO	Coleman brand issues
7	90712	Quickbed 4-N-1	\$42.34	\$129.99	34.0%	STRONG GO	Coleman brand issues
8	75123	Mushroom Air Chair	\$10.90	\$39.99	32.7%	STRONG GO	Dead niche (1-29/mo)
9	60321	Spa Seat	\$26.40	\$71.49	31.3%	STRONG GO	Amazon selling @ \$15.53
10	90708	SupportRest Twin	\$48.16	\$124.99	24.1%	STRONG GO	Coleman brand + Amazon 42% share
11	58498	Sand Filter	\$132.96	\$250.00	17.8%	GO	Seasonality 70-80% May-Aug
12	90711	GuestRest Queen	\$71.24	\$149.99	14.2%	SPECIAL REVIEW	Below 15% threshold - review needed
13	58951	Pool Cover 15'	\$37.01	\$49.99	-19.0%	NO GO	Negative margin
14	59100	Trampoline 36"	\$48.36	\$69.99	-15.5%	NO GO	Negative margin
15	59124	Trampoline 40"	\$65.65	\$89.99	-15.7%	NO GO	Negative margin

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## SUMMARY BY DECISION TIER

### STRONG GO (Margin 16%+): 10 Products

Products with excellent margins well above the 16% preferred threshold:

- 60310 Tool Set (56.5%)
- 90716 Coleman QuickPump (47.0%)
- 62322 PowerTouch Pump (45.2%)
- 69643 Sleeping Pad (41.3%)
- 60334 Floor Protector (37.9%)
- 90703 Quickbed Twin (34.6%)
- 90712 Quickbed 4-N-1 (34.0%)
- 75123 Mushroom Air Chair (32.7%)
- 60321 Spa Seat (31.3%)

- 90708 SupportRest Twin (24.1%)

## GO (Margin 15-16%): 1 Product

Products meeting minimum 15% threshold:

- 58498 Sand Filter (17.8%)

## SPECIAL REVIEW (Margin 10-15%): 1 Product

Products requiring additional validation:

- 90711 GuestRest Queen (14.2%) - needs price increase or cost reduction

## NO GO (Margin <10% or negative): 3 Products

Products not viable at current pricing:

- 58951 Pool Cover 15' (-19.0%)
  - 59100 Trampoline 36" (-15.5%)
  - 59124 Trampoline 40" (-15.7%)
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## DETAILED PRODUCT PROFILES

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### Product ID: 58498 - Sand Filter Pump

#### Basic Information

Product: 6056L/1600gal Sand Filter (Bestway)  
ASIN: B0D9YXVSHK  
Current Rating: 4.6/5 (106 reviews)  
Order Quantity: 24 units (test batch)

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$132.96
Sell Price:	\$250.00
Referral Fee (15%):	\$37.50
Fulfillment Fee:	\$35.00 (large, ~11kg)
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Net Profit per Unit:	\$44.54
Margin:	17.8%
Decision:	GO (above 15% minimum)

#### Margin Verification

User's Amazon tool showed: \$250 sell, \$132 landed, \$43 net, 17% margin Our calculation: \$250 - \$132.96 - \$37.50 - \$35 = \$44.54 (17.8%) · MATCHES

#### Strategic Actions

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- 1 FBA Conversion (CRITICAL) - Convert from FBM to FBA for buy box improvement
  - 2 Launch timing - Order February for April arrival (May-Aug peak season)
  - 3 Phased pricing - Start at \$250, consider \$299 after 30+ reviews
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## Product ID: 58951 - Pool Cover 15'

### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$37.01
Sell Price:	\$49.99
Referral Fee (15%):	\$7.50
Fulfillment Fee:	\$15.00 (medium)
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Net Profit per Unit:	-\$9.52
Margin:	-19.0%
Decision:	NO GO - NEGATIVE MARGIN

### Why NO GO

At market price of \$49.99, this product loses \$9.52 per unit. Would need to sell at \$75+ to achieve 15% margin, which is not competitive.

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## Product ID: 60310 - All in One Tool Set

### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$11.96
Sell Price:	\$69.95
Referral Fee (15%):	\$10.49
Fulfillment Fee:	\$8.00 (small)
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Net Profit per Unit:	\$39.50
Margin:	56.5%
Decision:	STRONG GO - EXCELLENT MARGIN

### Key Consideration

Despite excellent margins, the original listing has shown 0 sales for 4+ years. This is a "dead listing" issue.  
Recommend:

- Evaluate if listing can be revived with new SEO/content
  - Consider launching as new listing instead
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## Product ID: 60321 - Hot Tub Seat

### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$26.40
Sell Price:	\$71.49
Referral Fee (15%):	\$10.72

Fulfillment Fee:	\$12.00 (medium)
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Net Profit per Unit:	\$22.37
Margin:	31.3%
Decision:	STRONG GO

#### Key Consideration

Amazon currently sells at \$15.53. Need to monitor competitive pricing closely.

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### Product ID: 60334 - Floor Protector 77x77

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$28.98
Sell Price:	\$91.16
Referral Fee (15%):	\$13.67
Fulfillment Fee:	\$14.00 (medium)
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Net Profit per Unit:	\$34.51
Margin:	37.9%
Decision:	STRONG GO

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### Product ID: 59100 - WonderJump Trampoline 36" (NEW)

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$48.36
Sell Price:	\$69.99
Referral Fee (15%):	\$10.50
Fulfillment Fee:	\$22.00 (large, bulky)
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Net Profit per Unit:	-\$10.87
Margin:	-15.5%
Decision:	NO GO - NEGATIVE MARGIN

#### Why NO GO

Large/bulky product with high fulfillment costs. Would need \$95+ sell price for 15% margin.

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### Product ID: 59124 - Aerobounce Trampoline 40" (NEW)

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$65.65
Sell Price:	\$89.99
Referral Fee (15%):	\$13.50
Fulfillment Fee:	\$25.00 (large, bulky)
-----	
Net Profit per Unit:	-\$14.16

Margin: -15.7%  
Decision: NO GO - NEGATIVE MARGIN

#### Why NO GO

Even larger than 59100, costs exceed viable sell price. Would need \$130+ for 15% margin.

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### Product ID: 62322 - PowerTouch Pocket Pump (NEW)

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$14.98
Sell Price:	\$52.76
Referral Fee (15%):	\$7.91
Fulfillment Fee:	\$6.00 (small, compact)
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Net Profit per Unit:	\$23.87
Margin:	45.2%
Decision:	STRONG GO - EXCELLENT MARGIN

#### Key Consideration

Bestway brand has 3.5-star rating on Amazon, which affects buyer confidence. Monitor reviews closely.

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### Product ID: 75123 - Mighty Mushroom Air Chair

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$10.90
Sell Price:	\$39.99
Referral Fee (15%):	\$6.00
Fulfillment Fee:	\$10.00 (medium, light when deflated)
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Net Profit per Unit:	\$13.09
Margin:	32.7%
Decision:	STRONG GO

#### Key Consideration

Niche appears dead (1-29 units/month total market). Consider if category is worth entering.

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### Product ID: 69643 - RidgeLite Insulated Sleeping Pad

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$18.56
Sell Price:	\$70.00 (estimated market price)
Referral Fee (15%):	\$10.50
Fulfillment Fee:	\$12.00 (medium)
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Net Profit per Unit:	\$28.94

Margin: 41.3%  
Decision: STRONG GO

#### Key Consideration

NEW listing with 0 reviews. Strong margins support investment in launch marketing.

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### Product ID: 90716 - Coleman QuickPump 120V

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$14.82
Sell Price:	\$59.99
Referral Fee (15%):	\$9.00
Fulfillment Fee:	\$8.00 (small)
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Net Profit per Unit:	\$28.17
Margin:	47.0%
Decision:	STRONG GO - EXCELLENT MARGIN

#### Note on Previous Analysis

Previous analysis showed 7.3% margin - THIS WAS INCORRECT due to USD/CAD error. Corrected margin is 47.0% - dramatically changes recommendation from NO GO to STRONG GO.

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### Product ID: 90708 - Coleman SupportRest Twin

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$48.16
Sell Price:	\$124.99 (Canadian Tire price)
Referral Fee (15%):	\$18.75
Fulfillment Fee:	\$28.00 (large air mattress with pump)
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Net Profit per Unit:	\$30.08
Margin:	24.1%
Decision:	STRONG GO

#### Key Consideration

Coleman brand showing 0 sales on Amazon Canada = brand may be "dead" on platform. Evaluate if brand can be revived.

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### Product ID: 90711 - Coleman GuestRest Queen

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$71.24
Sell Price:	\$149.99 (estimated)
Referral Fee (15%):	\$22.50
Fulfillment Fee:	\$35.00 (oversized, heavy)

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Net Profit per Unit:	\$21.25
Margin:	14.2%
Decision:	SPECIAL REVIEW - Below 15% minimum

### Special Review Required

At 14.2%, this product falls in the 10-15% "Special Review" tier. Options:

- 1 Increase sell price to \$165+ for 15% margin
  - 2 Negotiate lower landed cost
  - 3 Accept lower margin if strategically valuable (complementary to other Coleman products)
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### Product ID: 90703 - Coleman Quickbed Twin 10"

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$22.33
Sell Price:	\$79.99
Referral Fee (15%):	\$12.00
Fulfillment Fee:	\$18.00 (medium-large)
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Net Profit per Unit:	\$27.66
Margin:	34.6%
Decision:	STRONG GO

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### Product ID: 90712 - Coleman Quickbed 4-N-1 Twin/King

#### CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$42.34
Sell Price:	\$129.99 (estimated)
Referral Fee (15%):	\$19.50
Fulfillment Fee:	\$24.00 (large)
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Net Profit per Unit:	\$44.15
Margin:	34.0%
Decision:	STRONG GO

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## CALCULATION METHODOLOGY

### Formula Used

Margin = (Sell Price - Landed CAD - Referral Fee - Fulfillment Fee)  
/ Sell Price

Where:

- Landed CAD = From spreadsheet column BF (includes FOB USD + freight + duty + exchange rate conversion)
- Referral Fee = 15% of Sell Price (Amazon standard rate)

- Fulfillment Fee = Estimated by product size/weight tier

## FBA Fulfillment Fee Estimates (CAD)

Size Tier	Weight	Estimated Fee	Small <0.5 kg	\$5-8	Medium 0.5-5 kg	\$10-18	Large 5-15 kg	\$20-30	Oversized 15+ kg	\$30-45
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## Margin Threshold Tiers

Margin Range	Decision	Description	16%+	STRONG GO	Preferred margin	- excellent viability	15-16%	GO	Minimum acceptable for ongoing business	10-15%	SPECIAL REVIEW	Requires additional validation	<10%	NO GO	Auto-reject - no viable path to profitability
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## COMPARISON: ORIGINAL vs CORRECTED

Product	Original Margin (WRONG)	Corrected Margin	Change	Original Decision	Corrected Decision										
						58498	55%	<b>17.8%</b>	-37.2%						
STRONG GO	GO	58951	4.5%	<b>-19.0%</b>	-23.5%	NO GO	NO GO	60310	1.7%	<b>56.5%</b>	+54.8%	NO			
STRONG GO		60321	68%	<b>31.3%</b>	-36.7%	COND GO	STRONG GO	60334	-8%	<b>37.9%</b>	+45.9%				
NO GO	STRONG GO		59100	60%	<b>-15.5%</b>	-75.5%	HOLD	NO GO	59124	42%	<b>-15.7%</b>	-57.7%	NO		
GO	NO GO		62322	25%	<b>45.2%</b>	+20.2%	NO GO	STRONG GO	75123	62%	<b>32.7%</b>	-29.3%	NO GO		
STRONG GO			69643	70%	<b>41.3%</b>	-28.7%	GO	STRONG GO	90716	7.3%	<b>47.0%</b>	+39.7%	NO GO		
STRONG GO			90708	11.8%	<b>24.1%</b>	+12.3%	NO GO	STRONG GO	90711	34%	<b>14.2%</b>	-19.8%	NO		
GO	SPECIAL REVIEW		90703	18.8%	<b>34.6%</b>	+15.8%	NO GO	STRONG GO	90712	22%	<b>34.0%</b>	+12.0%	NO GO	STRONG GO	

## Key Changes Summary

- Products that IMPROVED dramatically: 60310, 60334, 62322, 90716, 90708, 90703, 90712
- Products that DECLINED significantly: 58498, 59100, 59124
- Products confirmed as NOT VIABLE: 58951, 59100, 59124

## RECOMMENDED PRIORITY ORDER

Based on corrected margins and market factors:

### Tier 1: Immediate Action (High Margin + Good Market)

- 1 **58498 Sand Filter** (17.8%) - Validated product with existing reviews, FBA conversion opportunity
- 2 **90716 Coleman QuickPump** (47.0%) - Excellent margin despite brand concerns
- 3 **62322 PowerTouch Pump** (45.2%) - Small, high margin, easy to ship

### Tier 2: Strong Candidates (High Margin + Some Risk)

- 4 **60334 Floor Protector** (37.9%) - Good margin, already selling on Amazon
- 5 **60321 Spa Seat** (31.3%) - Good margin, watch Amazon competition
- 6 **90708 SupportRest Twin** (24.1%) - Coleman brand needs evaluation

### Tier 3: Review Required

- 7 **69643 Sleeping Pad** (41.3%) - Excellent margin but NEW listing risk
- 8 **75123 Mushroom Chair** (32.7%) - Good margin but dead niche
- 9 **60310 Tool Set** (56.5%) - Excellent margin but dead listing (0 sales 4+ yrs)
- 10 **90711 GuestRest Queen** (14.2%) - Below 15% threshold, needs price adjustment

## Tier 4: No Go

11-15. 58951, 59100, 59124, 90703, 90712 - Various issues (negative margins, brand issues)

Wait - I need to recheck 90703 and 90712. Looking at my calculations:

- 90703: 34.6% margin - STRONG GO (not No Go)
- 90712: 34.0% margin - STRONG GO (not No Go)

Revised Tier 4 (No Go): 11. **58951 Pool Cover** (-19.0%) - Negative margin 12. **59100 Trampoline 36"** (-15.5%) - Negative margin 13. **59124 Trampoline 40"** (-15.7%) - Negative margin

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## NEXT STEPS

- 1 **Validate sell prices** - Some prices are estimates; confirm actual Amazon.ca prices
  - 2 **Verify FBA fees** - Use Amazon Revenue Calculator for exact fulfillment fees per product
  - 3 **Coleman brand assessment** - Evaluate if Coleman products can sell despite brand being "dead" on Amazon Canada
  - 4 **58498 launch** - Confirmed viable at 17.8% margin, proceed with FBA conversion
  - 5 **Update pricing strategy** - Recalculate phase pricing using correct CAD costs
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**Document Version:** 2.0 (CORRECTED) **Last Updated:** 2026-01-14 **Correction Applied:** All margins recalculated using CAD Landed Costs from spreadsheet column BF