

KICKOFF_MEETING_AGENDA

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Best Way Products - Amazon Canada Launch

Date: Monday, [Date]

Time: 1:00 PM

Attendees: Todd McDaniel, Douae, Greg Kowalczyk

AGENDA

1. Introductions & Team Overview (10 minutes)

- Quick introductions
- **Douae's background & skills assessment:**
 - Current Amazon/e-commerce experience level
 - Technical skills (Excel, data analysis, tools familiarity)
 - Learning style and availability for training
 - Role and responsibilities moving forward

2. Project Review & Confirmation (15 minutes)

- Review accepted proposal scope
- **Selected option:** Option C (Hybrid Approach)
 - Greg analyzes 15 highest-priority/highest-risk SKUs
 - Training session using real examples
 - Team analyzes remaining 18 SKUs
 - Greg reviews team's work
 - Consolidated final report for all 33 SKUs
- **Add-on services included:**
 - ✓ Listing Optimization (2 existing ASINs)
 - ✓ Listing Creation Training
- **Project scope:** 33 SKUs analysis for Best Way products
- **Timeline:** Container order decision needed **as soon as possible** (urgent)
- **Official start date:** Monday, January 6th

3. Current Status Check (10 minutes)

- **Setup items status:**
 - ✓ Amazon Seller Central access - Already set up
 - ✓ Payment - Already sent
 - ✓ Data Dive subscription (Standard tier) - Already added
 - △ Jungle Scout access - Need to figure out (add Greg: kowalcg@gmail.com)
- **Tools & access confirmation:**
 - Data Dive: 1,000 Dive ASINs available for 33 SKU analysis
 - Confirm all accounts accessible and ready
- Any blockers or questions

4. Establish Priority List (15 minutes)

- **Identify 15 highest-priority/highest-risk SKUs for Greg's analysis:**
 - Review all 33 SKUs
 - Criteria for prioritization:
 - Highest investment/value items
 - Highest risk products
 - Premium items
 - Largest quantities
 - Most complex decisions
 - Finalize list of 15 SKUs for immediate analysis
 - Remaining 18 SKUs for team analysis after training
- **Priority factors to consider:**
 - Product cost/investment level
 - Perceived risk level
 - Strategic importance
 - Complexity of decision

5. Plan of Action & Next Steps (20 minutes)

- **Immediate priorities (next 1-2 weeks):**
 - Complete Jungle Scout access setup
 - Begin 15 high-priority SKU analysis (Greg) - **Priority list established**
 - Schedule training session for Douae
 - Establish workflow for product evaluation
 - Begin Listing Optimization work (2 existing ASINs)
- **Workflow and communication plan:**
 - How we'll work together (sessions, reviews, check-ins)
 - Communication channels and frequency
 - How Douae will be involved in the process
- **Training schedule (Option C includes training):**
 - Training session dates and format using 15 analyzed SKUs as examples
 - Douae's availability and learning plan
 - Methodology walkthrough and templates provided
- **Deliverables timeline:**
 - When 15 high-priority SKU analysis will be delivered
 - When team's 18 SKU analysis review will be completed
 - When consolidated final report for all 33 SKUs will be ready
 - **Container order decision deadline: As soon as possible (urgent)**
- **Add-on services timeline:**

- Listing Optimization (2 existing ASINs) - Timeline
- Listing Creation Training - Schedule
- **Decision points and milestones:**
 - Key checkpoints for review and feedback

6. Q&A & Open Discussion (10 minutes)

- Address any questions or concerns
 - Clarify expectations
 - Set up follow-up communication
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KEY OBJECTIVES

- ✓ Establish clear plan of action for Phase 1
 - ✓ Establish priority list of 15 SKUs for immediate analysis
 - ✓ Understand Douae's skills and learning needs
 - ✓ Confirm scope and timeline alignment
 - ✓ Set expectations for communication and deliverables
 - ✓ Identify immediate next steps
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Total Meeting Time: ~80 minutes