

Project Deliverables List

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Best Way Products - Amazon Canada Launch - Phase 1

Project: Best Way E-commerce Launch Consulting **Scope:** Option C (Hybrid Approach) + Add-on Services **Client:** Todd McDaniel / Douae Lahlou **Consultant:** Greg Kowalczyk

1. Product Analysis & Validation

1.1 Priority SKU Analysis (15 High-Priority Items)



Competitive Analysis Reports (15 individual SKU analyses)

- Competitor landscape (top competitors identified)
- Sales and review analysis
- Market opportunity assessment
- Profitability estimates
- Risk factors
- Go/No-Go recommendation with rationale
- *Delivered: MASTER-PRODUCT-ANALYSIS.pdf*



Supporting Data

- Data Dive exports for analyzed SKUs
- Key competitor data
- Notes on global listings (if applicable via EAN/UPC)
- *Delivered: DataDive niches and exports in 03-Analysis folder*

1.2 Team-Analyzed SKU Review (18 Remaining Items)



Review & Validation Report (Scope Modified)

- Assessment of team's analysis methodology
- Corrections and recommendations
- Quality assurance feedback

- Final go/no-go determinations
- *Note: Todd provided modified product list - analysis focused on priority 15 items*

1.3 Consolidated Final Report (All 33 SKUs)



Final Product Selection Report

- Summary of all 33 SKUs analyzed
 - Prioritized recommendations (which to launch, which to avoid)
 - Key findings and insights
 - Next steps and considerations
 - *Delivered: MASTER-PRODUCT-ANALYSIS-CORRECTED.pdf*
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2. Listing Optimization & Creation

2.1 Existing Listing Optimization (2 ASINs)



Optimized Listing Content - Saluspa Hot Tub Filter

- Improved product titles (keyword-optimized)
- Rewritten bullet points
- Rewritten product descriptions
- Backend search terms recommendations
- Before/after comparison
- *Delivered: Product-Brief.md in 09-Listing-Optimization/Saluspa-Hot-Tub-Filter*
- *DataDive Niche: "saluspa hot tub" (CA)*



Optimized Listing Content - Bouncy Castle (H2OGo) *(Pending)*

- Product being discontinued by Best Way
- Optimization recommendations to be provided
- *DataDive Niche: "bouncy castle" (CA)*
- *Status: In Progress*



Image Recommendations

- Review of current images vs. competitors
- Specific improvement suggestions
- *Included in Product Brief*

2.2 Listing Creation Training



Listing Creation Training Session (recorded)

- How to create optimized listings (using 2 ASINs as examples)
- Keyword research basics
- Content structure best practices
- Flat file basics (if applicable)

3. Training & Knowledge Transfer

3.1 Data Dive Training



Data Dive Training Session ✓

- Live walkthrough using real SKU examples
- How to use Data Dive for competitive research
- Q&A session
- *Covered in Progress Meetings 2, 3, 4*



Data Dive Reference Materials ✓

- Existing Data Dive videos/files (provided by Greg)
- Basic setup and operation notes from training
- *Delivered: Comprehensive SOPs in 05-Documentation/01-SOPs folder*

3.2 Product Analysis Training



Analysis Methodology Training ✓

- How to evaluate competitors using the 15 SKUs as examples
- How to interpret data and make decisions
- Key red flags to watch for
- *Delivered: SOP-07-Product-Analysis-Complete-Workflow.md + Meeting recordings*

3.3 Listing Creation Training



Listing Creation Training Session ✓

- Covered in section 2.2 above
 - *Delivered via meeting discussions and Product Brief example*
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4. Basic Templates & Examples

4.1 Analysis Examples



Analysis Example Template ✓

- Sample competitive analysis format
- Basic profitability calculation example
- Simple go/no-go framework
- *Delivered: MASTER-PRODUCT-ANALYSIS serves as working example*

4.2 Listing Templates



Basic Listing Content Examples ✓

- Sample optimized titles (from actual work)
 - Bullet point examples (from actual work)
 - Keyword research example (from actual work)
 - *Delivered: Type-VI-Hot-Tub-Filter Product Brief serves as template*
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5. Reference Documents (Context-Specific)

5.1 Process Guidelines (Based on Actual Work Done)



Product Analysis Quick Reference ✓

- Key criteria to evaluate (from 15 SKU analysis)
- Red flags checklist
- Decision-making guidelines
- *Delivered: SOP-07-Product-Analysis-Complete-Workflow.md*



Listing Creation Quick Guide ✓

- Basic content structure (from 2 optimized listings)
- Keyword optimization tips
- Common mistakes to avoid
- *Delivered: Product Brief structure serves as guide*

5.2 AI Tools Reference (Optional/As Discussed)



AI Tools Overview ✓

- Tools mentioned during training sessions
 - Basic use case examples
 - Where to learn more
 - *Delivered: Covered in SOPs and meeting discussions*
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6. Data Dive Materials

6.1 Data Dive Reference



Data Dive Setup & Operation ✓

- Existing Data Dive videos/files (provided by Greg)
- Setup walkthrough
- Basic operation guide
- *Delivered: Complete SOP library (01-07) covering all DataDive operations*

6.2 Training Session Materials



Data Dive Training Recording

- Screen recording of live training session
 - Q&A from session
 - *Delivered: Progress Meeting recordings 2, 3, 4*
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7. Meeting Records & Communications

7.1 Meeting Materials



Meeting Notes & Recordings

- Kickoff meeting (agenda, summary, recording)
- Training session recordings
- Check-in meeting notes
- Final handoff meeting (*via Project Dashboard*)
- *Delivered: 4 Meeting recordings with notes in 06-Meetings folder*

7.2 Communications



Email Archive

- Key email correspondence
 - Q&A and decisions made
 - *Note: Communications handled via meetings and documented in notes*
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8. Project Summary

8.1 Final Summary Document



Project Close-Out Report (*Replaced by Dashboard*)

- What was delivered (scope recap)
 - Key findings and recommendations
 - Suggestions for next steps
 - *Note: Project Dashboard (index.html) serves as interactive close-out summary with all deliverables organized and accessible*
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Deliverable Timeline

Phase 1: Discovery & Priority Analysis

- Meeting notes and recordings
- Priority SKU list finalization (Wednesday meeting)
- 15 SKU analysis reports (delivered as completed)
- Data Dive training session (recorded)

Phase 2: Team Training & Analysis

- Analysis methodology training (recorded)
- Listing creation training (recorded)
- Team analyzes remaining 18 SKUs (with Greg's support)
- 2 existing listings optimized

Phase 3: Review & Final Report

- Review of team's 18 SKU analyses
- Consolidated 33 SKU final report
- Reference documents compiled from actual work

Phase 4: Project Close-Out

- All materials packaged and delivered
- Final summary document
- Handoff meeting

Note: Timeline to be confirmed during Wednesday meeting based on analysis complexity and scope validation.

Deliverables Package Structure

All materials will be organized in a simple folder structure:

```
Best_Way_Amazon_Launch_Phase1_Deliverables/
├── 01-Product-Analysis/
│   ├── 15-Priority-SKUs/ (individual reports)
│   ├── 18-Team-SKUs-Review/
│   └── Consolidated-Final-Report.md
├── 02-Listing-Optimization/
│   └── 2-Optimized-Listings/ (before/after content)
├── 03-Training-Recordings/
│   ├── Data-Dive-Training.mp4
│   ├── Analysis-Training.mp4
│   └── Listing-Creation-Training.mp4
```

—	04-Data-Dive-Materials/	└ (Existing videos/files + training notes)
—	05-Reference-Documents/	└ Analysis-Quick-Reference.md
		└ Listing-Creation-Guide.md
		└ Basic-Examples/ (from actual work)
—	06-Meeting-Records/	└ Meeting-Notes/
		└ Recordings/
—	07-Project-Summary/	└ Final-Report.md

Quality Standards

Deliverables will focus on: - **Practical & Usable:** Based on actual work done, not theoretical - **Clear & Actionable:** Simple recommendations they can implement - **Data-Driven:** Analysis backed by real competitive data - **Honest Assessment:** Realistic go/no-go recommendations

Delivery Approach

- Core analysis work (15 SKUs + review + final report) delivered as completed
 - Training sessions recorded as conducted
 - Meeting notes and communications provided throughout
 - Final package assembled at project completion
 - Simple handoff meeting to review what was delivered
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Last Updated: January 23, 2026 **Status:** Near Complete - Jumping Castle Optimization Pending **Completion:** ~95% of deliverables completed