

# Progress\_Meeting\_2\_Executive\_Summary

## Progress Meeting 2 - Executive Summary

### Best Way Amazon Launch Project

**Date:** January 9, 2026 (Thursday) **Duration:** ~2 hours 41 minutes **Attendees:** Greg Kowalczyk, Todd McDaniel, Douae Lahlou

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### What We Covered

Spent 2.5 hours digging into specific products from the priority list. Main discussion was trampolines, Coleman air mattresses, and the Bestway pump filter. Talked through what makes each one viable (or not), pricing strategy, and what's required to actually make money.

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### Product Analysis Summary

#### Trampolines (36" and 40/48") - PROCEED

The trampoline market does about \$500K, but 70% comes from just a few keywords. Big brands like Little Tikes have weak Amazon listings - poor SEO, bad images. That's an opportunity.

Premium trampolines with better construction sell well despite higher prices. Parents will pay for quality and safety when they can see it in photos. Average price is \$110, range is \$60-80.

**The problem:** Insurance. Provider doesn't like trampolines or inflatables. Need \$5M liability coverage which is expensive.

**What to do:** Split analysis into two niches (kids vs adults). Both could work at the right price. Need detailed specs and photos from Todd.

## Coleman Air Mattress - HOLD (Critical Blocker)

Can't sell Coleman on Amazon without brand approval. Bestway USA sent request to Coleman, but Amazon wants proof of purchase order. Can't get PO without approval. Classic chicken-and-egg.

Even if approved, it's a highly competitive market. Coleman pricing is higher than competitors, needs external pump while others have built-in. Competitors have better listings.

Only reason to consider: Coleman does \$5M/year retail on single SKU. #1 camping brand in Canada. Todd feels obligation to supply small/medium customers.

**Decision:** Don't buy anything until brand approval resolved. Todd pursuing written approval.

## Bestway Pump Filter - STRONG OPPORTUNITY, PROCEED WITH TEST

Supply gap in market. Specific replacement pump isn't available right now. Existing listing has 106 reviews at 4.6 stars. High-ticket item (\$249) with very cheap PPC costs. Competition (Intex) sells 20-30 units/day peak season starting April.

It's specific to pools they already sell, works as upgrade for others. Once customers know it exists, they'll find it (destination purchase).

**Concerns:** Verify it's 110v North American version, not 220v European. Shipping costs critical - profitable at \$249 only with flat-rate freight allocation.

**The plan:** Order 24-48 units test. Optimize shipping costs. Focus on FBA fulfillment and listing quality.

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## Key Insights from Discussion

**Freight allocation matters:** Flat rate ( $\$3,500 \div 700 = \$5/\text{unit}$ ) dramatically improves margins on bulky items vs cubic volume. Can make marginal products viable.

**Margin targets:** - 16% = good for established items - 10% = minimum - Below 10% = not viable - New launches might go negative initially (ACoS 60%, TACoS 30%)

**Visual presentation beats specs:** Pictures communicate value better than specifications. Parents see safety features, construction quality in photos - that justifies premium pricing.

**Amazon SEO ≠ retail categorization:** Retail thinks in departments. Amazon is keyword-driven. Can't copy retail thinking - focus on how customers actually search.

**Honeymoon period:** New listings get 60-90 days extra traffic from Amazon. Sometimes worth creating new listing to capture this.

**Brand exclusivity:** Need to lock down Best Way brand through Amazon Brand Registry. Prevents unauthorized sellers undercutting prices.

**Small quantities are an advantage:** Ordering 24-48 units minimizes risk, maintains listing presence for high-ticket items, allows testing before scaling.

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## Data Dive Platform Issues

Douae couldn't see Greg's niches. Todd (admin) needs to enable niche sharing in settings. Greg sending screenshot showing where.

Douae was looking for "dive box" on product pages. It's on search page where you select multiple items.

10-15 competitors sufficient for Canadian market. Use "hero keyword" for focused comparison.

Adding items to custom tray doesn't count as new dive - only counts when you run the actual comparison.

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## Business Strategy Points

**B2B opportunity:** Set up small brick-and-mortar customers with Amazon Business accounts. They order from Amazon at B2B pricing. Brings external traffic (Amazon rewards this), maintains retail relationships.

**Todd's item selection logic (120 items):** 1. New 2026 season products (get ahead of retail cycle) 2. Complementary products (pump for pools, covers, etc.) - known demand 3. Coleman products - obligation to customers, #1 camping brand

**Year-round vs seasonal:** Go deeper on year-round inventory (safer). Less inventory on pure summer items until validated.

**Critical:** Don't stock out. Algorithm stops recognizing listing. Keywords tank. Very hard to recover. Maintain continuous inventory even if small quantities.

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## External Challenges

**Chinese competition:** Over 50% of 3P sellers now. Many undervalue shipments to avoid tariffs. Creates pricing pressure.

**Insurance:** \$5M liability minimum for major retailers. Very expensive. Limits product selection.

**Customs:** Factory not set up with KARM. Todd/Douae handle directly. Additional cost but manageable.

**Timeline:** Chinese New Year February affects production. Target April launch for seasonal products.

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## Action Items

**Todd (Immediate):** - Get written Coleman brand approval (critical blocker) - Obtain detailed trampoline info (pictures, specs) - Finalize costing after reviewing Greg's file - Enable niche sharing in Data Dive (Greg sending screenshot) - Process Phase 2 invoice - Create spreadsheet of best-sellers with retail data

**Douae:** - Complete "bballs" dive today - Work with Todd on remaining items - Send Greg any blockers - Bring findings to next week's review

**Greg:** - Send niche sharing screenshot to Todd - Adjust file permissions for Douae - Continue analyzing remaining items - Prepare recommendations for next week

**Timeline:** Finalize order within 1-2 weeks. April target for launch.

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## Go/No-Go Framework

**Proceed when:** - Margins work (16% good, 10% minimum) - Competitive advantage exists - Market demand validated - Listing strategy clear - Brand approval secured (if needed) - Freight optimized

**Hold when:** - Brand approval pending - Need more data - Pricing unclear - Technical verification needed

**Reject when:** - Margins <10% even optimized - Competition too strong - Pricing disadvantage insurmountable - Brand approval impossible - Insurance prohibitive

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## Key Numbers

Margins: 16% good, 10% minimum, negative OK for aggressive launch  
Launch marketing: ACoS 60%, TACoS 30% initially  
Freight: \$5/unit flat rate vs cubic volume (huge difference for bulky items)  
Test batches: 24-48 units typical  
Competitor analysis: 10-15 competitors for Canadian market

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**Prepared by:** Greg Kowalczyk **Date:** January 10, 2026 **Next meeting:** TBD next week