Section 2: Product Validation - Complete Summary

This document contains all tasks from Section 2 (Product Validation) of the Private Label SOP.

Section 2 Tasks

2.1

Task: Research suppliers on 1688 or Alibaba for baseline pricing estimates
Resource: How To Find Best Products in China

2.2

Task: Calculate all relevant fees and confirm the product category.
Resource: Amazon Revenue Calculator

2.3

Task: Conducted feasibility analysis, including order planning and cost calculation.
Resource: SOP for Cash Flow and Profitability Analysis

2.4

Task: Ensure the selling price is at least 4-5 times the landed cost to maintain profit margins.
Resource: SOP for Cash Flow and Profitability Analysis

2.5

Task: Use profit calculators to determine ROI.
Resource: Data Dive Profit Calculator

2.6

Task: Review the distribution of keyword search volume and traffic.
Resource: SOP for Product Validation using Data Dive Scorecard

2.7

Task: Assess product lifecycle and ROI
Resource: SOP for Product Validation using Data Dive Scorecard

2.8

Task: Evaluate potential savings on packaging and fulfilment costs.
Resource: SOP for Product Validation using Data Dive Scorecard

2.9

Task: Determine the feasibility of obtaining utility or design patents.
Resource: SOP for Product Validation using Data Dive Scorecard

2.10

Task: Assess competition based on price, reviews and content quality.
Resource: SOP for Product Validation using Data Dive Scorecard

2.11

Task: Monitor market trends and seasonality impacts.
Resource: SOP for Product Validation using Data Dive Scorecard

2.12

Task: Analyze variations and major brand presence.
Resource: SOP for Product Validation using Data Dive Scorecard

2.13

Task: Run the Product Validation Scorecard and decide if the product is worth selling on Amazon.
Resource: Data Dive Product Scorecard

Resources Created

The following resource files have been created from Column D:

1. How To Find Best Products in China.md

2. Amazon Revenue Calculator.md
3. SOP for Cash Flow and Profitability Analysis.md
4. Data Dive Profit Calculator.md
5. SOP for Product Validation using Data Dive Scorecard.md
6. Data Dive Product Scorecard.md