

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

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																													
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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

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%)

DETAILED PRODUCT PROFILES

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)

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

- 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)

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.

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)

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
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Margin:	31.3%
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Decision:	STRONG GO
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Key Consideration

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

Product ID: 60334 - Floor Protector 77x77

CORRECTED Cost Structure (CAD)

Landed Cost CAD:	\$28.98
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Sell Price:	\$91.16
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Referral Fee (15%):	\$13.67
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Fulfillment Fee:	\$14.00 (medium)
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Net Profit per Unit:	\$34.51
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Margin:	37.9%
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Decision:	STRONG GO
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Product ID: 59100 - WonderJump Trampoline 36" (NEW)

CORRECTED Cost Structure (CAD)

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

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

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

CORRECTED Cost Structure (CAD)

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

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)

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.

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)

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.

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)

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.

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)

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.

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)

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.

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)

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)

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)

Net Profit per Unit:	\$27.66
Margin:	34.6%
Decision:	STRONG GO

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)

Net Profit per Unit:	\$44.15
Margin:	34.0%
Decision:	STRONG GO

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 |

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 |

COMPARISON: ORIGINAL vs CORRECTED

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

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