

# E-COMMERCE CONSULTING PROPOSAL

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**For:** Todd McDaniel **Project:** Best Way Products - Amazon Canada Launch **Date:** December 20, 2025 **Prepared by:** Greg Kowalczyk

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## EXECUTIVE SUMMARY

This proposal outlines consulting services to support your Amazon Canada e-commerce launch for Best Way products. Based on our December 18th discussion, I understand you need immediate support for product selection and container ordering (end-March ship date), along with optimization of your existing listings and foundational training for your team.

**Your Situation:** - Preparing first container order for Best Way products (33 SKUs selected) - Need data-driven product selection to minimize risk after previous losses - Building internal e-commerce capability with new team member - Want expert guidance without creating long-term dependency - Looking for scalable, sustainable approach to Amazon Canada marketplace

**Timeline:** URGENT - Container order decision needed within 2-3 weeks

**Scope:** 33 SKUs (filtered from 124, \$50+ retail threshold)

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## PHASE 1: PRODUCT SELECTION & FOUNDATION

*Immediate Focus - Next 60 Days*

I'm proposing three options for the initial engagement, designed to give you flexibility based on your budget, timeline, and learning objectives. You can also add optional services for your existing listings.

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# OPTION A: FULL PRODUCT ANALYSIS & RECOMMENDATIONS

"Done-For-You" Expert Analysis

## What's Included:

- ✓ Comprehensive analysis of all 33 SKUs using DataDive and professional tools
- ✓ Competitive analysis for each product (pricing, demand, competition, margins)
- ✓ Profitability projections based on your landed costs
- ✓ Detailed recommendations on which SKUs to order and in what quantities
- ✓ Risk assessment for each product category
- ✓ Final prioritized SKU list with supporting data and rationale

## Deliverables:

1. Comprehensive 33-SKU analysis report with recommendations
2. Profitability projections spreadsheet
3. Risk assessment matrix
4. Final recommended SKU list with quantities

## Investment:

**Estimated Time:** 35-40 hours **Estimated Cost:** \$8,750 - \$10,000 **Maximum Not-to-Exceed:** \$12,000 (48 hours maximum) **Timeline:** 2-3 weeks

**Note:** Time estimates based on typical product analysis complexity. Actual hours may vary depending on product category nuances, data availability, and competitive landscape complexity. Work billed hourly with total investment capped at maximum shown above.

## Best For:

- You need expert-vetted recommendations quickly for urgent container decision
- Todd has minimal time to invest personally
- Want highest confidence in product selection from day one

## Important Note:

All recommendations are based on current market data and industry best practices. Success depends on many external factors including seasonality, competition changes, Amazon's

algorithm, and market conditions. This analysis minimizes risk but cannot guarantee specific outcomes.

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## OPTION B: TEACH-TO-FISH TRAINING PROGRAM

*Build Internal Capability with Expert Guidance*

### What's Included:

- ✓ **3-4 hands-on training sessions via Google Meet**

**Session 1:** Product Evaluation Methodology (3 hours) - Tools overview (DataDive, Jungle Scout, competitive analysis frameworks) - How to assess demand, competition, margins, and risk - Understanding Amazon's Canadian marketplace dynamics

**Session 2:** Hands-On Practice (3 hours) - Work through 3-5 sample SKUs from your list together - Real-time analysis and decision-making - Q&A and refinement of methodology

**Session 3:** Review & Validation (2-3 hours) - Review your team's analysis of remaining SKUs - Feedback and recommendations - Final SKU selection guidance

**Session 4 (Optional):** Listing Optimization Training (2-3 hours) - Best practices for when products arrive - Keyword research, images, A+ content - Launch strategy

- ✓ Custom evaluation templates and frameworks provided
- ✓ Email/phone support between sessions (1-2 hours)
- ✓ Final validation of your team's SKU selections

### Deliverables:

1. Product evaluation training (3-4 sessions)
2. Custom templates and frameworks
3. Tools training documentation
4. Review and validation of team's analysis
5. Final SKU recommendations

## **Investment:**

**Estimated Time:** 12-15 hours **Estimated Cost:** \$3,000 - \$3,750 **Maximum Not-to-Exceed:** \$4,500 (18 hours maximum) **Timeline:** 2-3 weeks (allows time for team to complete analysis between sessions)

**Note:** Training duration can vary based on team member's learning curve, questions complexity, and level of hands-on support needed between sessions. Work billed hourly with total investment capped at maximum shown above.

## **Best For:**

- Building long-term internal expertise for future product decisions
- Your new hire can dedicate time to learning the process
- Cost-conscious approach
- You want to own the product evaluation process going forward

## **Trade-off:**

Requires investment of time from your team. Quality of final analysis depends on your team's learning curve and time availability.

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## **OPTION C: HYBRID APPROACH**

*Balance Speed, Learning & Cost*

### **What's Included:**

- ✓ **Greg analyzes 15 highest-priority/highest-risk SKUs** - Focus on premium items, largest quantities, biggest investment - Full competitive and profitability analysis - Detailed recommendations
- ✓ **Training session via Google Meet using real examples** (3 hours) - Teach methodology using the 15 SKUs analyzed - Show your team exactly how I evaluated products - Provide templates and frameworks
- ✓ **Your team analyzes remaining 18 SKUs** - Apply learned methodology with provided templates - Practical learning experience

- ✓ **Greg reviews your team's work** (2 hours) - Provide feedback on analysis quality - Validate recommendations - Make adjustments as needed
- ✓ **Consolidated final report** - Combined recommendations for all 33 SKUs - Prioritized ordering list

## **Deliverables:**

1. Analysis report for 15 high-priority SKUs
2. Training session with methodology walkthrough
3. Templates for team's analysis of remaining SKUs
4. Review of team's work on remaining 18 SKUs
5. Consolidated final recommendations for all 33 SKUs

## **Investment:**

**Estimated Time:** 22-25 hours **Estimated Cost:** \$5,500 - \$6,250 **Maximum Not-to-Exceed:** \$7,500 (30 hours maximum) **Timeline:** 2-3 weeks

**Note:** Hybrid approach complexity varies based on high-priority SKU analysis depth and team's learning speed on remaining SKUs. Work billed hourly with total investment capped at maximum shown above.

## **Best For:**

- Need reliable expert recommendations on biggest investments quickly
- Want team to learn the process for future use
- Middle-ground on budget
- Urgent timeline but still value capability building

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## **ADDITIONAL SERVICES (OPTIONAL ADD-ONS)**

### **Existing Listing Optimization - 2 SKUs**

**Note:** I've already provided you with an initial 20-minute video evaluation identifying key issues with your current listings (spa filter and bouncer), covering what's not working, image

optimization needs, competitiveness gaps, and the need for PPC strategy. This add-on service is the comprehensive, detailed follow-up work to implement fixes and optimizations.

#### **Comprehensive Services Included:**

- ✓ **Deep competitive analysis for each ASIN** - Detailed analysis of top 10-20 competitors (product dependent) - Who's ranking and why (keyword positioning, reviews, pricing) - Sales velocity estimates and market share analysis - Pricing strategy and positioning recommendations
- ✓ **Complete listing audit and optimization plan** - Image quality assessment and detailed improvement specifications - A+ content effectiveness review and redesign recommendations - Comprehensive keyword research and optimization strategy - Bullet points and description rewrite/enhancement - Brand story and conversion optimization
- ✓ **PPC campaign setup strategy** - Campaign structure recommendations (auto, manual, brand defense) - Keyword targeting strategy and initial keyword lists - Budget allocation recommendations - Bid strategy and ACOS targets - Launch timeline and optimization plan
- ✓ **Implementation roadmap** - Prioritized action items with timeline - Expected impact and ROI projections for each change - Resource requirements (images, content, budget)

**Deliverables:** - Comprehensive audit report for each ASIN - Keyword research spreadsheet - PPC campaign setup plan with initial keyword lists - Image specification document - Prioritized implementation checklist

**Investment: Estimated Time:** 8-12 hours (4-6 hours per ASIN) **Estimated Cost:** \$2,000 - \$3,000 **Maximum Not-to-Exceed:** \$3,500 (14 hours maximum)

**Why This Matters:** Your 2 current listings need optimization to maximize their potential while you prepare for the container arrival. This comprehensive work will generate immediate learning, potentially increase revenue with proper PPC setup, and provide a proven template for launching the 33 new SKUs.

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## **Listing Creation Setup & Training**

Prepare your team for when the container arrives with all 33 SKUs.

#### **Services Included:**

- ✓ Listing creation best practices training (2 hours)
- ✓ Templates for consistent, high-quality listings
- ✓ Image requirements and vendor recommendations
- ✓ Keyword research methodology
- ✓ A+ Content strategy and examples
- ✓ Launch checklist and timeline

**Investment: Estimated Time:** 4-5 hours **Estimated Cost:** \$1,000 - \$1,250 **Maximum Not-to-Exceed:** \$1,500 (6 hours maximum)

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## RECOMMENDED PACKAGES

Based on your situation (urgent decision, conservative risk tolerance, need for learning), I recommend:

### Package 1: Option B + Existing Listing Optimization

**Total Investment:** \$5,000 - \$6,750 (Maximum: \$8,000)

**Best if:** You have a capable team member ready to learn, want cost-effective approach, and can dedicate team time to analysis.

### Package 2: Option C + Existing Listing Optimization

**Total Investment:** \$7,500 - \$9,250 (Maximum: \$11,000)

**Best if:** You want expert validation on biggest investments, team learning on lower-risk items, and balanced approach to speed and cost.

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## REQUIRED SOFTWARE TOOLS

### For Your Team:

**Current:** Jungle Scout (~\$300/quarter) - You already have this **Recommended:** DataDive (~\$99 USD/month or ~\$1,200/year) **Future PPC:** ScaleInsights (~\$300-400 USD/quarter)

**Total Software Investment:** ~\$100-150/month

**Note:** For Option A or C, I provide access to DataDive during the engagement as part of my hourly rate.

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## FUTURE PHASES (OVERVIEW)

After successful Phase 1 completion, we can continue with:

### Phase 2: Pre-Launch Preparation (Before Container Arrives)

**Critical:** This phase must be completed BEFORE container arrival so products can ship to Amazon FBA immediately upon landing.

- Brand registration and protection setup with Amazon Brand Registry
- Listing creation for all 33 SKUs (optimized and ready to go live)
- Product photography coordination and image optimization
- A+ Content creation for key SKUs
- PPC campaign structure and keyword research
- Inventory planning and FBA shipment preparation
- Launch strategy and timeline development

**Timeline:** Begins immediately after Phase 1, completed before end-March container arrival

### Phase 3: Launch & Initial Optimization (Container Arrival Through First 60 Days)

- Activate all listings as products ship to Amazon
- Launch PPC campaigns with monitoring and optimization
- External traffic tactics (website to Amazon, social media, influencer coordination)
- Daily performance monitoring and quick adjustments
- Initial review generation strategy
- Troubleshooting and issue resolution

### Phase 4: Ongoing Growth & Scaling

- Monthly retainer for advisory support
- PPC management by Patricia (pricing to be determined)
- Brand protection enforcement (removing unauthorized sellers, maintaining listing exclusivity)
- Quarterly business reviews

- Counterfeit seller monitoring and removal
- Expansion to Shopify and external traffic strategies
- New product launches and category expansion

*Pricing for Phases 2, 3 & 4 to be determined based on scope and results from Phase 1*

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## ABOUT GREG KOWALCZYK

### E-commerce Expertise

- **11+ years** Amazon & e-commerce experience (since 2014)
- **Hands-on operator:** Currently running successful private label brands
- **Current market knowledge:** Active seller understanding 2025 landscape
- **Local advantage:** GTA-based, flexible delivery via Google Meet or in-person meetings as needed

### Engineering & Business Background

- **Mechanical Engineer** by profession
- **20+ years** in engineering, design, purchasing, and project execution management
- **Systems thinking:** Apply engineering principles to e-commerce optimization
- **Data-driven approach:** Strong analytical and problem-solving methodology

### AI & Technology Integration

- **Extensive AI knowledge:** Deep understanding of LLMs, coding, and AI tool development
- **E-commerce AI applications:**
  - SEO and AI-powered search optimization
  - AI-enhanced product research and market analysis
  - Marketing automation and content generation
  - Custom AI tools for business-specific workflows
- **Cutting-edge implementation:** Practical application of AI to improve efficiency and results

## Consulting Philosophy

- **Training focus:** Build your internal capability, not dependency on me
- **Flexible approach:** Hourly billing allows us to adapt as your needs evolve
- **Team support:** Patricia available for specialized PPC management
- **Professional tools:** Access to the same tools I use for my own brands
- **Comprehensive expertise:** Unique combination of engineering, e-commerce, and AI knowledge

**Why This Matters for You:** Unlike typical e-commerce consultants, I bring engineering discipline to business analysis, modern AI capabilities to traditional e-commerce challenges, and hands-on experience as an active seller navigating the same marketplace you're entering.

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## INVESTMENT SUMMARY

Service Option	Estimated Hours	Estimated Investment	Maximum Cap
<b>Option A:</b> Full Analysis (33 SKUs)	35-40 hours	\$8,750 - \$10,000	<b>\$12,000</b> (48 hrs max)
<b>Option B:</b> Training Program	12-15 hours	\$3,000 - \$3,750	<b>\$4,500</b> (18 hrs max)
<b>Option C:</b> Hybrid Approach	22-25 hours	\$5,500 - \$6,250	<b>\$7,500</b> (30 hrs max)
<b>Add-on:</b> Listing Optimization (2 SKUs)	8-12 hours	\$2,000 - \$3,000	<b>\$3,500</b> (14 hrs max)
<b>Add-on:</b> Listing Creation Training	4-5 hours	\$1,000 - \$1,250	<b>\$1,500</b> (6 hrs max)

**Billing:** Hourly at \$250/hour, invoiced in 10-hour increments ( $\$2,500 + 13\% \text{ HST} = \$2,825$ ) payable upfront. **You only pay for actual hours worked**, capped at the maximum shown above.

*All prices shown exclude HST. 13% HST will be added to all invoices.*

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## Important Project Disclaimer

**All time estimates are based on typical project complexity at the time of this proposal.** Actual hours may vary significantly depending on:

- **Team learning curve:** Training effectiveness and speed varies by individual
- **Product complexity:** The 33 SKUs represent a completely new product line with many unknowns
- **Data availability:** Competitive analysis depth depends on market transparency
- **Scope clarifications:** Decision-making speed and requirements definition
- **Support level needed:** Questions complexity and between-session assistance

**This is a new product line with inherent risks and unknowns.** I reserve the right to review scope and pricing once the project begins and actual requirements become clearer.

**Important:** The maximum caps are firm limits under all normal circumstances. If extraordinary situations arise where work might approach or require exceeding these maximums, I will:  
- Proactively communicate this to you before reaching the cap  
- Explain the specific reasons and additional work required  
- Seek your explicit approval before proceeding beyond the maximum  
- Establish a revised plan of action together

The maximum caps protect you from unexpected costs while ensuring fair billing for work performed.

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## TERMS & CONDITIONS

**Hourly Rate:** \$250 CAD per hour + 13% HST

**Billing Structure:** - Invoiced in 10-hour increments ( $\$2,500 + \text{HST} = \$2,825$  per invoice)  
- Payment required upfront before work begins on each 10-hour block  
- Time tracked in 15-minute increments  
- All prices exclude HST; 13% HST added to all invoices

**Payment Terms:** - Upfront payment required before starting each 10-hour block  
- Invoices sent via email  
- Payment via e-transfer to: [info@geartopdesign.com](mailto:info@geartopdesign.com)

**Timeline:** - Phase 1 estimated completion: 2-4 weeks from start date - Container order decision support: Available immediately upon engagement

**Flexibility & Scope Management:** - Hourly model with maximum caps provides budget certainty while allowing adaptation - Add or modify services as we learn what works best - Maximum caps protect you; actual billing based on work performed - I reserve the right to review and adjust scope if project requirements significantly differ from estimates - Any scope adjustments will be discussed and agreed upon before proceeding

**Cancellation:** - Either party may terminate with 1 week written notice - Unused hours from prepaid 10-hour blocks refunded within 7 days - Client pays for all hours worked to date of termination

**Confidentiality:** - All business information, data, and strategies remain confidential - Non-disclosure agreement available upon request

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## TIMELINE

### Week 1

- Kickoff meeting and onboarding
- Product analysis begins (Option A/C) OR first training session (Option B/C)
- Existing listing audits begin (if included)

### Week 2

- Continued analysis and/or training sessions
- Team begins working on assigned SKUs (Option B/C)
- Listing optimization recommendations delivered (if included)

### Week 3

- Final analysis completion
- Review sessions for team's work (Option B/C)
- Consolidated recommendations

## Week 4

- Final review meeting
- Q&A and decision support
- Container order placed with confidence

**Note:** Listing optimization work can run in parallel with product selection activities.

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## NEXT STEPS

1. **Review this proposal** with your team
  2. **Select your preferred option** (A, B, or C) and any add-ons
  3. **Confirm availability** of your new hire for training sessions (if Option B or C)
  4. **Schedule kickoff call** to finalize scope and start date
  5. **Sign engagement agreement** and submit first payment
  6. **Begin work immediately** upon payment receipt
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## QUESTIONS?

I'm happy to discuss any aspect of this proposal:

**Greg Kowalczyk** GearTOP Inc. Email: [info@geartopdesign.com](mailto:info@geartopdesign.com) Phone: 905-334-9282  
Location: Oakville, ON

I'm available for a call to answer questions, clarify any points, or customize this proposal to better fit your needs.

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## PROPOSAL ACCEPTANCE

To accept this proposal and begin work:

1. Select your preferred option:  Option A  Option B  Option C

**2. Add-on services (optional):**

Existing Listing Optimization (2 SKUs) - \$2,000-\$3,000

Listing Creation Training - \$1,000-\$1,250

**3. Total Estimated Investment:** \$\_\_\_\_\_

**4. Preferred start date:** \_\_\_\_\_

**5. Client signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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*This proposal is valid for 30 days from December 20, 2025.*

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**Thank you for considering this proposal. I look forward to helping you build a successful and profitable Amazon Canada business with Best Way products.**