

Jan 9, 2026

Products overview - Transcript

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Douae Lahlou: Hi, good morning, Greg. How are you?

Greg Kowalczyk: Good, thanks. How are you?

Douae Lahlou: Good. It's sunny here in Hamilton today,

Greg Kowalczyk: Yes. Yeah,

Douae Lahlou: so everything is better after this snowy

Greg Kowalczyk: fine.

Douae Lahlou: week.

Greg Kowalczyk: Yeah, it's just the just the rain.

Douae Lahlou: Yeah. Oh, you have rain. You're in Oakville, right?

Greg Kowalczyk: Yeah, we like right now it's sunny but uh it was raining a little bit in uh in

Douae Lahlou: Yeah, we had rain also yesterday.

Greg Kowalczyk: Oops. Hey Todd,

Todd McDaniel: Hey guys,

Douae Lahlou: Okay.

Todd McDaniel: how are you?

Greg Kowalczyk: good, thanks. How are you?

Todd McDaniel: Good.

Greg Kowalczyk: How's the weather up

Todd McDaniel: Oh,

Greg Kowalczyk: north?

Todd McDaniel: it's terrible because it's uh so mild and raining.

Douae Lahlou: Watch out.

Todd McDaniel: It's like uh plus six and all of our snow is uh getting rained

Greg Kowalczyk: Yeah.

Todd McDaniel: on and turning into ice.

Greg Kowalczyk: Yeah.

Douae Lahlou: It's It's really sunny here in Hamilton

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Greg Kowalczyk: Yeah. It's keep keep changing.

Douae Lahlou: today.

Todd McDaniel: Okay.

Greg Kowalczyk: It was it was raining during the night in the morning, but now it's kind of sunny, but uh yeah,

Todd McDaniel: Right.

Greg Kowalczyk: it's better than snow.

Todd McDaniel: Yeah,

Greg Kowalczyk: I'm not missing I'm not missing that

Todd McDaniel: I guess. Yep.

Greg Kowalczyk: fluff.

Todd McDaniel: No, exactly.

Greg Kowalczyk: Okay.

Todd McDaniel: All right,

Greg Kowalczyk: So,

Todd McDaniel: I'm just getting organized

Greg Kowalczyk: let me let me just share the screen

Todd McDaniel: here.

Greg Kowalczyk: and Can you guys see it? Okay.

Douae Lahlou: Yes.

Greg Kowalczyk: Okay. So,

Todd McDaniel: Yeah.

Greg Kowalczyk: what I what I have done so basically went through that uh list uh all these items and more or less uh but really in details. So, so a lot of a lot of things are happening you know in here. So few few repetitive items. So then uh you know I just kind of share the ma major comments. So first let's say uh if we have a trampolines uh two items like this especially when they uh they are different sizes but sharing the same kind of a niche uh even though they are you know maybe they are they will be uh uh getting into a different uh customer you know so maybe the smaller size will more for, you know, kids, toddlers, and the larger size.

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Greg Kowalczyk: It's not as big difference. You know, in here, it's only 4 in. So, I wouldn't definitely go with the both of the items. If anything, I would just select the best, you know, pricing wise, feature-wise, and, you know, all that stuff, and then and then go with the with the best one from from that category. And that's that's kind of a uh it's rel uh relative to uh your question dua uh about uh you know any time for

Douae Lahlou: Mhm.

Greg Kowalczyk: you know items like bowls there can be different bowls different features different uh uh different customers that you will be actually going after but in this case in here uh we basically have the same uh the same customer almost unless we have a huge difference you know between let's say 36 in and 48 in that we are dealing with uh uh

Todd McDaniel: Yeah. Yeah. I I can clarify um that a bit and I I should have clarified it um

Greg Kowalczyk: kids.

Douae Lahlou: Yeah.

Todd McDaniel: sooner, but the the first one, the the Wonder Jump, the 36 inch,

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Greg Kowalczyk: Yeah.

Todd McDaniel: is is positioned for for toddlers and it's usually found in the toy category. This other one, which is which is new to the market,

Greg Kowalczyk: Yeah.

Todd McDaniel: is um is found in the exercise department for adults. So,

Greg Kowalczyk: Yeah.

Todd McDaniel: so is you know the weight capacity and the construction that sort of thing is going to be different but it would be marketed for adults for you know for exercise versus for toddlers which is also for activity and exercise. Um but I think they would be two different customers.

Greg Kowalczyk: Yeah.

Todd McDaniel: I just I'm not sure how that relates to you know if that's a different niche for these smaller trampolines or not.

Greg Kowalczyk: Yeah, that's that's where you know they uh the dives are good for because that that's where you know that's 100% true for the uh retail market. you know when when we have department store and then they I kind of dividing

Todd McDaniel: Right.

Greg Kowalczyk: those items into categories, shelves and all that stuff. But we have to keep in mind that you know we basically uh we're looking after two

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Todd McDaniel: Yeah.

Greg Kowalczyk: things. We're looking after uh the uh uh the customer which will land on the listing and they will buy with their eyes and you know their requirements but also with the algorithm that we we basically fight fighting for the space in the SEO environment. So like the same like Google and you know the regular uh of Amazon marketplace Amazon has its own SEO which is keyword driven the same thing as Google bank and all the browsers. So right now it's just it's it's actually when we look at the the dive and I I you know for the for the visual purpose I kind of u will show you uh two of them uh and how they how they are actually looking like and the differences between them. uh but then in the end it's just based on the features that the product actually uh provides that's where sometimes we are uh basically missing like in here I cannot really 100% identify uh the best way uh item because I cannot really see it visually even though I

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Todd McDaniel: Right.

Greg Kowalczyk: have the specifications And sometimes I can recognize you know let's say even with the uh uh the mattress pad uh the same thing it tells me some details you know how the construction of that item is made you know with the isolation with the silver lining and you know all that stuff. So I can assume many things but the picture is more than thousand word. So it's just uh we we specifically

if you can

Todd McDaniel: Yes.

Greg Kowalczyk: when you have a list like this if if we can identify the real item you know whether it's a a box of that actual item picture of the uh item and all that stuff because that determines you know hugely uh the cost and how much the uh uh the item is is worth it. And I can I can show you based on a trampoline. It's a really good example because uh and also additionally those two items, you know, the purchase cost is, you know, this one obviously is a larger unit. So the purchase cost is a little bit more like \$12 more on a on a a whole unit but

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Douae Lahlou: Mhm.

Greg Kowalczyk: but then you know it's just like I cannot really 100% identify all the features if I what cost I can justify because let's say if we go

Todd McDaniel: Right. Right.

Greg Kowalczyk: and uh bring up the dive The cost is just, you know, from my point of view, I would probably like I would like to go with \$110, but the marketplace that it's actually Yeah, it's averaging \$110, but I have to compete with uh with uh items that are listed for \$60, \$70, \$80. depends on how the item is built and uh you know how luxurious comparing to the other items. So that's where you know our dive is going to show us more details you know

Todd McDaniel: Right.

Greg Kowalczyk: uh uh what is what is the case because looking into the price so the medium price so the average price is giving us about 12 uh \$112 but then if I go and look into the space I see you know \$70 but Then I see also \$120, \$130, which is almost, you know, so the these are the toddler and right now the toddler items because the main keyword and the main uh think in here is the uh 36 inches.

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Greg Kowalczyk: And a lot of times it's just even though those some of the items are uh yeah these are 40 inches. Uh so I put it one to one together but then they are sharing the same type of keywords. But if you look at,

Todd McDaniel: Right.

Greg Kowalczyk: you know, these two guys, so this one, it's uh it's listed at \$70. And you can see the construction of the item. Uh where yeah, it justifies this the uh cheaper price. But if you look at the uh the and this one it's more luxurious you know all the padding footing adjustable uh handrest and you know with with some uh you know foam and all that stuff. So foam is here as well but you know construction wise it's uh this one is more luxurious. It's uh it's basically uh more expensive, but they have more sales even though this guy is very strong seller, very strong listing, but a lot of I a lot of customers they go for a for a higher price luxurious item which actually those guys they found a differentiator.

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Todd McDaniel: Yeah. Yeah, you're right. So the the um the strength indicator is based on the strength of the listing itself, right?

Greg Kowalczyk: Yeah.

Todd McDaniel: The content, the images,

Douae Lahlou: Thank you.

Todd McDaniel: all of that stuff. Yeah.

Greg Kowalczyk: Yeah.

Todd McDaniel: And you know, I think with this uh quality and safety is a is a buying factor, you know, for a trampoline for uh a little kid. So maybe that plays into it. If this looks like a more premium version, maybe parents are opting to to not buy the cheapest

Greg Kowalczyk: H

Todd McDaniel: uh one available necessarily. That makes

Greg Kowalczyk: so so right now when I look at you know a dive like like this I'm looking at the at the

Todd McDaniel: sense.

Greg Kowalczyk: full space so first full space perspective you know how they are ranking for for all these keywords uh which keyword are actually the most uh have the most searches for so the overview view market is basically it's a pretty decent marketplace. So half a million for a for the total revenue but the majority of the market is like 70% is taken by taken by only few keywords and where you if you go to a master keyword list you can see that you know majority of this is taken by by the five six seven keywords.

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Greg Kowalczyk: There's few few other ones in here let's say but uh a lot of stuff is is based on that and uh so so for for us to uh right now to specify that this item okay can I go for \$110 or can I or I will have to uh go with this specific one. So, which is uh lesser price but uh you know but this guy it's already on the market for eight years uh really established brand and uh yeah ranking for a lot of

Todd McDaniel: Um,

Greg Kowalczyk: keywords.

Todd McDaniel: Greg, just um, if you can scroll over just one column to the right, there's a brand there, Little Tikes, uh, and it's got a it's got a weak listing.

Greg Kowalczyk: Yeah.

Todd McDaniel: That particular item is the most dominant one at at Bricks and Mortar. So, so, for example, you know,

Greg Kowalczyk: Yeah.

Todd McDaniel: which is funny that it's, you know, it's a weak listing. um just just highlights how different you know online is versus retail.

Greg Kowalczyk: Oh,

Todd McDaniel: So that that little Tikes is sold everywhere.

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Greg Kowalczyk: yeah.

Todd McDaniel: And you know, we've had customers complaining about they want, you know, Canadian Tire doesn't want to have to compete with Walmart on the same item. And so Best Way came out with a version of it to compete with the Little Tikes

Greg Kowalczyk: Yeah. Okay.

Todd McDaniel: version, for example, right? Um, and there's some benefits to it,

Greg Kowalczyk: And

Todd McDaniel: but it's it's basically positioned to compete against that item. and you know with a foldable um foldable handle. So that one I'm not sure what the retail is on Amazon, but I'm just looking at walmart.ca. It's on at uh

Greg Kowalczyk: Yeah, but you know not nothing wrong with that.

Todd McDaniel: 119

Greg Kowalczyk: The only uh the only thing is just the major brands they are not good at Amazon ranking.

Todd McDaniel: right. Yeah, that seems evident.

Greg Kowalczyk: Yeah. They they have a marketplace,

Todd McDaniel: Yeah,

Greg Kowalczyk: you know, out there but not online, you know, they it's just everybody else is just beating them on on the

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Todd McDaniel: right.

Greg Kowalczyk: SEO on SEO and, you know, basically how to sell to the customer and beating them on price, but also visual things which you can see, you know, right away over here. even though they they will be ranked for uh many keywords because a lot of times they uh they are one p seller. So Amazon is actually selling those items and then

Todd McDaniel: Right.

Greg Kowalczyk: favorite you know is just uh automatically they have their own algorithm for uh one piece sellers and you know that's how they rank.

Todd McDaniel: Yeah.

Greg Kowalczyk: you know a lot of uh uh brands they out uh outbid them. So because you know you they have 164 sales and probably they are not doing any marketing you know only you know one p Amazon is pushing those items but but everybody else is selling you know let's say 600 unit 900 units and you know

Todd McDaniel: Right.

Greg Kowalczyk: overall as the market is uh you know selling they yeah because you can See with the images you you know people are buying with their eyes and who cares that this is little you know that the

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Todd McDaniel: Right.

Greg Kowalczyk: brand in in this space that it does not matter

Todd McDaniel: Yeah.

Greg Kowalczyk: unless uh you know somebody uh is going after a certain brand and that's where you can see you know people are typing uh branded keywords. So that's where that's where you are winning on on those uh branded keywords and I think I showed you uh last time that uh times uh you can see on the uh best way keywords. Yeah, you guys are uh automatically the best because you know it's just these are your keywords.

Todd McDaniel: Yeah. Yeah. It's it's um you know, I wouldn't call it a top tier brand, but it's a it's quite a well-known becoming quite a well-known brand in its categories and is

Greg Kowalczyk: Okay.

Todd McDaniel: usually the the leader in, you know, at least the major

Greg Kowalczyk: So that's that's a benefit.

Todd McDaniel: categories.

Greg Kowalczyk: So it's a it's a benefit because people when they are going outside uh you know so let's say to Canadian Tire Walmart they see this with with their

Todd McDaniel: All

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Greg Kowalczyk: eyes but the first thing what they do even before they made the purchase at

Todd McDaniel: right.

Greg Kowalczyk: Walmart they go on Amazon and check you know double check what's the price on Amazon

Todd McDaniel: Right.

Greg Kowalczyk: before before they spend the money on Walmart and and vice versa.

Todd McDaniel: Yes.

Greg Kowalczyk: So just everything is interconnected.

Todd McDaniel: Yeah.

Greg Kowalczyk: So in here is just uh uh it's a it's a completely different space that you know when I'm actually searching for an item uh and I think we we we kind of briefly discussed this last time uh because you can uh order a lesser quantity you can be a exclusive seller If that would be the case and that would be the best case scenario and uh perhaps we can we can quickly just touch upon those two things, you know, with the uh with the best way and with the uh coolman because as I showed you yesterday,

Todd McDaniel: Right.

Greg Kowalczyk: you guys not authorized to uh to sell the items for coolman unless

Todd McDaniel: Yeah. Cor correct.

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Todd McDaniel: Um and we haven't attempted uh to add a listing yet until we got to this point. So uh I went into uh the Amazon account and got the same same message. Uh I reached out to uh Bestway USA who manages the brand registry for for uh for Amazon for best way and they said in this case that that Coleman the lensur needs to access needs to approve the brand access. So, they've sent um they've sent a request to Coleman to

Greg Kowalczyk: Yeah.

Todd McDaniel: allow us access. I'm trying to get something in writing from them because um in order to add the listing and and to get approval for the brand, it's asking me for a PO, like to send them proof of a PO. So, it's a chicken and egg uh situation. So, if I can get the a written brand approval from Coleman so that we know there's there's

Douae Lahlou: Good.

Todd McDaniel: no, you know, issues from their side, then we we may have to wait until a PO is cut before we can get be able to show something to

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Greg Kowalczyk: Mhm. Yeah.

Todd McDaniel: Amazon.

Greg Kowalczyk: Yeah. So, it's just uh so I'm not really sure if you would uh still would like to go with the uh let's say with the purchase uh but you know as as far as I I'm concerned I would probably hold on that because that's that would be uh sometimes it can be a lengthy process. I don't know if you experienced that but sometimes you know from brand to brand it be and

Todd McDaniel: Right.

Greg Kowalczyk: Amazon can be a really pain in the in the rear.

Todd McDaniel: Right.

Greg Kowalczyk: So I would I would recommend you know to put a hold on this and if if anything is just you know the uh the major thing you know from from this category the mattresses very competitive and I've done the d few few

Douae Lahlou: Mhm.

Greg Kowalczyk: dives uh I didn't do these two because that's very uh you know data repetitive but it's being uh if I can show you just quickly uh it's being taken by few brands only and they have a quite a a good number of sales uh so uh so like right now so let's say these all these strong ones comparing let's say comparing to here's my my uh kind of reasoning right now this space is very competitive like even you know outside Amazon

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Greg Kowalczyk: also you know it's being the mattresses whether it's a air mattress or regular mattress is just you know it's kind of like a blood bath uh you know uh competing for for every every sale but in here uh you know Intex uh some

some Chinese brands which majority of the time like right now with the newest technology built in uh pump. So, you know, all the futures feature counts, but also the pricing. If you look at the pricing is just we have \$81 and then the pricing from Coleman uh pretty far off. Additionally, you need, you know, external pump to uh to get that air in and out where where all these ones they are built in. I'm not really sure. Uh I'm not too familiar with those air mattresses when that was introduced. I assume you know couple of years ago, few years ago, but more majority of those brands they have this uh feature. They look good. they uh their listing are outstanding you know comparing you know to let's say to Kulman listing and if I if you will have to start you know so let's say if I go to the deep deep dive and you know collapse everything and then uh you know I I look at my coolman listing which actually I was able to uh match all the listings

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Greg Kowalczyk: but based on uh based on a UPC code or EN because if it's uh we cannot really uh I know some of

Douae Lahlou: Mhm.

Greg Kowalczyk: the best way you match with a a little bit slightly different uh listings which eventually you would have to either create a new one or uh match with the correct one. So always uh UPC belongs to uh uh to one uh AS and then when the UPC it's already assigned to a uh to any type of AS even if the AS is closed but it's somewhere in the system we won't be able to get that item on the market. So then you either going to uh reuse that listing or we would have to re label the item with a new UPC code

Todd McDaniel: So you're saying if for for any of of these items or for Coleman specifically

Greg Kowalczyk: for any of those items.

Todd McDaniel: Do you mean for any so if there's an existing listing

Greg Kowalczyk: Yeah. Yes.

Todd McDaniel: for best way we we should be able to take on to activate it

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Greg Kowalczyk: Yeah. Yeah. The but uh the the advantage of the exist so let's say the uh it's a double-edged sword. It can be advantageous or it can hurt you.

Todd McDaniel: That's

Greg Kowalczyk: So let's say if this listing this listing KMAN listing is completely uh

Todd McDaniel: right.

Greg Kowalczyk: uh I think this one is uh I don't know if that one but there are some listing that is completely uh white you know there is no history no images nothing this this one is uh I think it doesn't apply it has images but there is uh I think I found also a listing with uh nothing in there. So then we would have to build a new listing, new listing on the top of existing where we are losing the uh uh the advantages of the new listing because Amazon for any uh new listing created on their platform and released to their marketplace, they give you a kind of a a

honeymoon period. So the honeymoon period, you know, takes probably about uh up to 90 days,

Todd McDaniel: Great.

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Greg Kowalczyk: 60 to 90 days where Amazon is giving you uh additional traffic uh more visibility. Uh it's easier to rank the keyword. So by losing all these benefits uh yeah by having old listing yeah we are losing all the those benefits.

Todd McDaniel: Got it. So the these um these Coleman air beds from Bestway are new. They were they were launched in 2020 maybe 2024 2025 in the US.

Greg Kowalczyk: Yeah.

Todd McDaniel: there there there were some you know other older and slightly different Coleman airbeds in the market sold by Coleman directly. They stopped selling them gave the license to Bestway and so Best Way is now launching a new line but it doesn't have much sales history. We have heard that Amazon.com is is um ordering them for one P in the US.

Greg Kowalczyk: Okay. Okay.

Todd McDaniel: So I I don't know in that case if it's you know who creates the listing if it's Amazon 1P is it still you know would it still be best way creating the the listing or does Amazon do their own listing

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Greg Kowalczyk: It might be uh both uh you know for large companies like

Todd McDaniel: creation?

Greg Kowalczyk: this it might be Amazon that it basically they have their own manager and you know in bulk items they can create multiple listings. Uh so and I think that might be uh that might make some sense because I saw some uh listings that they were created like November last year with without any you know imprint of

Todd McDaniel: Right.

Greg Kowalczyk: sales like you you have a full listing in here uh but there is nothing there is no sales data available. But if the item is released like this so uh yeah so there is no uh yeah the history and the advantage for the let's say honeymoon period it will be lost.

Todd McDaniel: Greg, was this was this listing on Amazon.ca

Greg Kowalczyk: No,

Todd McDaniel: or.com?

Greg Kowalczyk: this is uh CA.

Todd McDaniel: Okay, that's not

Greg Kowalczyk: Yeah.

Todd McDaniel: good.

Greg Kowalczyk: So

Douae Lahlou: So if I understand correctly like if we create on an already existing listing we may lose some benefits but we could also gain some advantages if it's

already has good reviews and performance but what I don't understand but is it is it

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Greg Kowalczyk: Yes,

Douae Lahlou: mandatory to continue with the existing list if it's already there or do we have the option to create new

Greg Kowalczyk: you can you have the option to create a new one but then you have to re label uh the original item because your

Todd McDaniel: the UPC.

Greg Kowalczyk: PC and

Todd McDaniel: Create a new UPC.

Douae Lahlou: Okay. Okay.

Greg Kowalczyk: you know many times we are let's say in a private label space.

Todd McDaniel: Yeah.

Greg Kowalczyk: A lot of times is just uh what you do, you're launching something and then if for some reason uh you run out of uh stock uh and then for a period of time and if the longer it takes uh the worse it will be. So then you have to make a decision either to relaunch it again or re label and launch under a different uh code.

Douae Lahlou: Mhm.

Greg Kowalczyk: So then you basically uh yeah you just give away your reviews or any type of tracing that you had and then uh yeah you just start from uh from the beginning but at least you have

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Douae Lahlou: Mhm.

Greg Kowalczyk: right now you have experience and you know what this item is expected to be because we already done the launch number one know uh how it will perform how the and we can still tweak and the launch number two it can be more successful.

Douae Lahlou: Okay. Yeah, makes sense. We have another question about the trampolines.

Greg Kowalczyk: Okay.

Douae Lahlou: Like this might be a silly question, but I'm still exploring. So, but in this case,

Greg Kowalczyk: Yeah.

Douae Lahlou: like both items are grouped under one niche. Uh, but the system doesn't allow us to split the niche into two separate views such as like let's say adults and kids trampling, right? Cuz I'm asking just because we'll need to decide pricing for each of them. So, I think it might be helpful to have a clearer view like this, but I'm not sure if we can do

Greg Kowalczyk: Yeah, we can do it.

Douae Lahlou: this.

Greg Kowalczyk: And I I I've done uh two dives actually.

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Greg Kowalczyk: I've done the second dive this morning as well. So just where I took only Oh, no. That this one. This is 72. Oh, this is the 72. No, 73. Okay. So I've done the the other one. So I name all my uh dives basically by the row number sometimes. Uh so row number 73 the mini exercise. So this one is without any uh children's trampoline only 40 uh the the size 40 the the other dive I did also uh kind of a combined together. Okay.

Douae Lahlou: Yeah.

Greg Kowalczyk: So with uh uh so with this uh trampoline, I just specifically was uh focused on getting all the items relative to uh uh to its size. So, let's say when when you do a dive uh and I can uh I can probably uh show you let's say uh the trampoline here just quickly even if you quickly just take this uh title and then go to

Douae Lahlou: Amen.

Greg Kowalczyk: Amazon. So let's say right now based on this keyword combination uh it gives me uh 457 searches and that's basically a broad keyword.

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Greg Kowalczyk: So it's not specific like a uh the main because the main roots for for this type of uh for this specific item we have trampoline uh and then re rebounder uh and then combination of either those two or you can have a trampoline for something for cardio workout, trampoline for kids, trampoline for and these are all the keywords that we are actually identifying. So right now Yeah.

Douae Lahlou: Got you.

Greg Kowalczyk: Go ahead.

Douae Lahlou: Yeah, I got you.

Greg Kowalczyk: Yeah.

Douae Lahlou: Sorry.

Greg Kowalczyk: So now we can you know so with this view what I what I would do is just uh I would just call the dive box. So the dive box it will take all these items and uh put them into a table that that I can actually work on

Douae Lahlou: Okay,

Greg Kowalczyk: it and us.

Douae Lahlou: great.

Greg Kowalczyk: So now I can see okay so this is my space for this specific hero

Douae Lahlou: Okay.

Greg Kowalczyk: keyword. So then I I sort this by price.

Douae Lahlou: Mhm.

Greg Kowalczyk: So, I want to I want to see the the best uh the best kind of uh items, you know, for this niche.

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Greg Kowalczyk: And it will uh I think it it already selected because of my other dives, it already selected some uh but then uh then I have to prepare those items for a dive. So, let's say right now I'm kind of previewing. So, if I'm looking uh for uh for 40 uh inches trampoline, I I only want to compare apples to apples. So,

Douae Lahlou: Mhm.

Greg Kowalczyk: those two listings. So, we have the same company and I can see that this one is 48, but that one is 40. So I will select the 40. This is again 48. There is another one 40. So I can select you know because this one it still has uh some sales but let's say that's why it was not selected because you know let's say revenue. No I sorry I uh kind of uh filtered through price not uh revenue. So revenue in here uh this is 40 48 this is 4245 I'm not selecting that one 40 I'm selecting that one 48 not 40 again because I'm still looking at the re revenue and the number of sales I don't want to get you know something else or an item that it can be you know I can recognize on a picture that you know it's just it's either too uh too simple or too luxurious.

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Douae Lahlou: Thank

Greg Kowalczyk: But sometimes I want to also see you know in the case of the kids trampolines I wanted to see okay what's what's the best out there and what what is something that it's not you know in average price good uh quality still good but you know it's just people are buying and the

Douae Lahlou: you.

Greg Kowalczyk: indication of buying is just it tells me in here so the revenue So that's a good indicator and uh you know based on the price we will see the price later on but right now I just want to prepare a dive comp comparison table. Uh so if if this dive is is good, the combination of the competitors is good for uh you know one major hero keyword then I can stay only with that one dive and then if I find additionally I can add specific as to this specific dive. But uh uh so I select it on the filter side. But if I want to use a multiple type of keywords so then I wouldn't use this filter selection.

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Greg Kowalczyk: I would just go and select the uh select individual items and put them in into a custom tray. And then once I have the finished tray,

Douae Lahlou: Mhm.

Greg Kowalczyk: I can run it again. everything if it's nice and cauter if there's all items are good

Douae Lahlou: Mhm.

Greg Kowalczyk: to go and then I can basically execute the dive and see them in bulk as a finished dive and then you are working on a on a dive

Todd McDaniel: Greg,

Greg Kowalczyk: itself.

Todd McDaniel: I think you mentioned this, but uh because we have a we have a fixed number of dives available per month with the

Greg Kowalczyk: Yes.

Todd McDaniel: subscription, right? So, if if we have 20 in there and we run it, and then we find some others and we add another 10 to the tray, we rerun it, it'll just add the additional 10, right?

Douae Lahlou: What?

Todd McDaniel: It won't it won't count as as 30 on the second run.

Greg Kowalczyk: No, but you adding to the tray,

Todd McDaniel: Okay.

Greg Kowalczyk: it doesn't mean uh you know if you have an existing uh dive, you have to go to that existing dive and let's say uh copy from the tray the

00:44:50

Todd McDaniel: Yeah.

Greg Kowalczyk: AS numbers and uh populate them in a dive.

Todd McDaniel: Into a dive.

Greg Kowalczyk: Yes.

Todd McDaniel: Okay.

Greg Kowalczyk: So I can actually So right now I already done this one. So I won't be using the dive again. So I will cancel. This was just for a visual uh showing. So I can I can go here to the trampoline the the second dive. So right now I have uh uh those ones here 10 competitors specific for the size uh 10 in size. So exactly what I was showing before. So that's what I I've got. And right now if I find something else I can add them from my tray uh by placing them here.

Todd McDaniel: Right. Okay.

Greg Kowalczyk: So you're placing them here uh up to uh right now you have 10 you you can place up to 20 more but in Canadian market there's no need for run 30 uh competitors uh 10 to 15 that's usually

Todd McDaniel: So normally 10 10 to 15.

00:46:11

Greg Kowalczyk: enough. sometimes on the smaller uh smaller niches like you know the pump itself you know the the top one I only was able to fish out I think four four or five and that was enough to just to uh to see what's there and then you can uh you know and then you look at uh all the things that uh that are involved with this dive you know just uh what are the uh so let's say if we have here the uh uh so some comments what I what I basically put uh pretty high number of sales so the average price for this one is 110 but we have some individual pricing levels of let's say at 70 and that would uh kind of a dramatically would uh tell you okay whether this item you have to look at various case scenarios so let's say uh I think I put it here uh Now it's only looking at the I haven't finished that one. Uh so only this spa. So let's say if if we look at the item like like the uh uh the 36th uh in trampoline because you know the difference between those two the price if we have a really

good item if best way as a name can give us the advantage you know if this is you know a good uh brand and you know recognized by the customers and uh uh brand has a loyal customers,

00:48:23

Greg Kowalczyk: you can take the advantage of that and and if we

Todd McDaniel: Great.

Greg Kowalczyk: can additionally if we can uh uh because right now I don't think you have uh the best way has a brand uh exclusivity. So I see many listings that provide uh allows many sellers. So that I would strongly recommend you know to get the exclusivity only for you. If you can get that that would be the you know so nobody else would be able to

Todd McDaniel: Right.

Greg Kowalczyk: uh uh to list any product uh you know under the uh best way name but uh you know by having such a big catalog I'm not really sure how open they are for

Todd McDaniel: Yeah, I I I think they are. Um, in in the past, I think it was in the US market, it was fairly wide open and there were a lot of resellers um or you know, either either authorized distributors uh or other resellers that were picking the stuff

Greg Kowalczyk: Yeah.

Todd McDaniel: up somewhere and then listing it. And then the US has has tried to shut that down and then just really go through two partners.

00:49:54

Todd McDaniel: One is Amazon direct and then one is a you know a spree tail a distributor and then they're trying to split up the assortment so that those two don't compete. Um and but in so they they've been closing down, you know, unauthorized uh sellers in the US. In Canada, um what we're seeing is is US product and resellers that are being listed on Canada and trying to figure out how to prevent prevent that and shut it down.

Greg Kowalczyk: Mhm. Okay.

Douae Lahlou: Mhm.

Greg Kowalczyk: So,

Todd McDaniel: But for but for like official official listings uh we can we can secure the

Greg Kowalczyk: okay. Yeah. That so that would be good.

Todd McDaniel: exclusivity.

Greg Kowalczyk: So, so let's say in here because of the price difference but the average pricing in this space uh yeah I would probably go and you know if anything just just uh you know this item to uh uh go ahead with and uh just f yeah first of all just to get to know about more about this item pictures you know all the features and everything.

00:51:14

Greg Kowalczyk: Then you can actually get more into that uh dive comparison and the price really uh nail down the price because right now you know whether it's 10 possible 110 or we would have to go with 70 that actually depends on the item itself.

Todd McDaniel: Right. And then I guess the so going through this we it you know the dive shows us who's who's winning, who's not, what the competition is, what the what the quality of listing would need to be to be competitive and what retail or pricing would need to be competitive.

Greg Kowalczyk: Yes.

Todd McDaniel: And then if it looks, you know, like we can compete in those areas, then it's a a maybe or a or a yes. And then I guess the next I can't really see your the boxes you've pasted in there, but the next piece is um if we know the landed cost and the retail, understanding the potential profitability with all of our seller fees and marketing and that sort of thing, right? Is that would that be the next logical

00:52:28

Greg Kowalczyk: Yeah. Yeah. So,

Todd McDaniel: step?

Greg Kowalczyk: I would just then look at the item itself, you know. So, basically, let's say if we have \$110 for the item, uh, you know, let's pretend, you know, that this one, uh, it's pretty similar. You know, there's not much adjustment. Only the handles are adjustable. So, uh, weight wise should be very comparable. So this one is uh almost 20 pounds. So let's say if our item uh for this specific one is uh so you have to pay 6570. So in here um let's say 66. So with 66 in uh 66 it's kind of uh you know very little uh margin. So there you know not really justifiable for for that

Todd McDaniel: Mhm.

Greg Kowalczyk: one.

Todd McDaniel: And that's before any marketing or advertising cost, right? That's just Amazon

Greg Kowalczyk: Yes.

Todd McDaniel: fees.

Greg Kowalczyk: Yeah. This one it uh uh combines all the fees. So you can see that you know there is a referral fee, there is a fulfillment fee, everything what you will have to pay for FBA.

00:54:04

Greg Kowalczyk: If we have the FBM supply you know fulfillment it's uh you know different cost but you have to fulfill

Todd McDaniel: Yeah,

Greg Kowalczyk: yourself.

Todd McDaniel: right. And I guess and then it wouldn't also uh account for any 3PL uh storage

Greg Kowalczyk: Yes. Yeah. Yeah.

Todd McDaniel: costs or picking costs.

Greg Kowalczyk: that that would be calculated for uh you know basically the uh the cost of an item. So that's why is just because this one is a 60 \$665 uh dollar let's say 66 this this guy is uh you know less expensive and also the uh that's where we were talking about I think last uh Wednesday you know when we calculate the cost for the shipping uh sometimes the add-ons for the shipping is pretty pretty big and that's is messing up my number the total Cox number. So this one I think you calculate it based on a a cubic volume of of the you know the space that

Todd McDaniel: right?

Greg Kowalczyk: this item is actually taking regardless of the total

Todd McDaniel: Yeah.

00:55:19

Greg Kowalczyk: uh number of items in the container.

Todd McDaniel: Yeah. Yeah.

Greg Kowalczyk: But

Todd McDaniel: would have been it would have been based on the the cube of the case the number of case packs.

Greg Kowalczyk: yeah. Yeah.

Todd McDaniel: So as a as a percentage of the space in the total container

Greg Kowalczyk: Okay.

Todd McDaniel: cost

Greg Kowalczyk: But then let's say if we uh sometimes when I look at the uh shipping cost. So let's say if you have uh in here uh \$5,000 for the uh small container. I don't know if that was a high the big

Todd McDaniel: 40 40 foot high cube which has now gone up to

Greg Kowalczyk: for Okay.

Todd McDaniel: 5800.

Greg Kowalczyk: So we wouldn't need a high cube for this one. So let's say a 20 foot. So 3500 let's say

Todd McDaniel: Yeah,

Greg Kowalczyk: 35.

Todd McDaniel: sure. Good.

Greg Kowalczyk: And if this whole order would be would have the total number of units 700 units. So then we would divide 3500 uh divide by 700 my uh my number here it's only \$5 regardless of uh I will

00:56:41

Todd McDaniel: Okay.

Greg Kowalczyk: have to treat this as a individual case especially in a small quantity items later on when you when you have a big shipments that's that's

Todd McDaniel: Right.

Greg Kowalczyk: h you you can do it volumewise But in here we have to specify an quantity because that's that would be hugely advantageable because if

I can shave another \$10 out of 48 that would completely change the uh the uh margins. Okay.

Todd McDaniel: Right.

Greg Kowalczyk: So if I if I look at uh the trump Exactly.

Todd McDaniel: So you're you're evenly splitting the freight across all units.

Greg Kowalczyk: Exactly. But sometimes Yeah.

Todd McDaniel: Yeah.

Greg Kowalczyk: We have to be careful you know on a on a smaller items because we

Todd McDaniel: Right.

Greg Kowalczyk: also have let's say the air pump which is uh you know a smaller volume uh value item. So which that \$5 might be uh a little bit too high. I don't know if that will be too high. I think it will be still fine. But let's say uh in uh in this case in a trampoline let's say if I go again and look at those those numbers.

00:58:10

Greg Kowalczyk: So let's say okay so if this number if we go \$110 and now we have uh that was how how much uh 48 so 3840 so \$39 right now so \$39 I'm talking already uh 29% And now I can actually go and see you know okay what about if I go and match with this guy because this guy is already selling they are you know h and I I assume that you know the best way it will be very similar to that one based on the description. So I would have to uh instead we can still push it with the price and especially in the beginning because you are ordering let's say uh only small quantity and based on a season of the item. That one is just uh there are some peaks you know throughout the year but you know

Douae Lahiou: Thank you.

Todd McDaniel: Right.

Greg Kowalczyk: the smaller quantity you still uh will be able to sell it with no problem. So let's say if I change the price here to 80 and I'm still happy with that.

00:59:42

Greg Kowalczyk: Yeah, it's just it's kind of a Yeah, it's going What is your target margin uh percentage that you go after?

Todd McDaniel: I I think I think that's a a big question uh for us not really knowing you know with 3PL and FBA uh what what's achievable because our margins to date have been negative. Is is there is there a rule of not maybe a rule of thumb, but any idea what sort of the average margins are on on the marketplace for for

Greg Kowalczyk: Okay. So I'll I'll tell you my uh my perspective for for the margins and that

Todd McDaniel: resellers?

Greg Kowalczyk: that will be different from uh uh category to category but also from the way you are selling you as a wholesaler. Uh so basically representing uh a brand it's a little bit different than let's say uh for me as uh my own brand and and also most of the

Todd McDaniel: Right.

Greg Kowalczyk: wholesalers like when you look even at the dive and uh you know the the bigger brands or oneP they don't have any uh uh allocation of the PPC spent marketing spend So they only list the item and you know trying to rank uh for for it organically and that's all the cost that they have.

01:01:29

Greg Kowalczyk: So if for example if you have and that would be you know 16% would be really good number I think

Todd McDaniel: You're coming.

Greg Kowalczyk: even 10% would be you know not yeah 10% I would just go not probably less than 10%. without marketing additional marketing spent.

Todd McDaniel: 10% without additional

Greg Kowalczyk: Yes, if you want to spend uh some uh marketing and

Todd McDaniel: marketing.

Greg Kowalczyk: of course there will be some investment into uh uh into the listings or market that uh for the first time. So listing creation, images, you know, all that stuff. But that's that's additional cost. But I mean once the item is released uh then you know some launching cost. So uh so then you know for for us what we sometimes spent we spent up to 20% uh for the marketing cost especially for launching. But in here when the item let's say is establish if if we have some listings that you know the best way already have and I think there are some items that uh we can just release.

01:03:02

Greg Kowalczyk: So the uh the name is already there. reviews are some some of them. They are there and you know you just basically you launch them out and uh with minimum uh PPC spent if if the item allows and uh try to push at the certain uh certain keywords. I'm not really sure if you have any outside ability to uh market it uh off Amazon. Let's say if you have a uh email list that you can actually uh email to.

Todd McDaniel: Right.

Greg Kowalczyk: If you have uh social media uh anything like this. So that would be you know email marketing is just considered almost free uh traffic. Of course the label uh labor but uh at least you know there's uh you know uh you can you can do it really cheaply but that that would

Todd McDaniel: right?

Greg Kowalczyk: help uh help a lot.

Todd McDaniel: So in the case of this one where if we said yeah we we think this looks reasonable we can

Greg Kowalczyk: Yeah.

Todd McDaniel: expect a 16% profit but now we you know we need

01:04:25

Greg Kowalczyk: Hm.

Todd McDaniel: to uh invest in marketing to to launch it. Um would you when you said 20% was that based on you know higher private label margins what what what percentage would you allocate here full

Greg Kowalczyk: Uh no not not not only

Todd McDaniel: 16 or

Greg Kowalczyk: uh so let's say because you know for launching you just uh you know many times for launching you have to go uh negative yeah so you will go negative in here

Todd McDaniel: Negative. Okay.

Greg Kowalczyk: what we have left it's 16% you know the aos and tacos in uh PPC so uh A cost is basically the the uh uh ad spend divide by revenue and tacos is the total ad spent divide divide by number of total number of sales. So the tacos is just you know whatever it's coming out from uh you know uh uh our revenue. So, let's say if I can afford to break even on this item, just break even without going negative, I can actually uh allocate 16% of my profit into marketing. So, my aos would go double.

01:05:56

Greg Kowalczyk: So normally uh you know on a well uh uh optimized listings that you know it's everything is fully optimized for the SEO and everything and uh uh well optimized listing you know uh during launch we really have to push for certain keywords and that's also depends on how heavy the keywords are how how uh uh competitive the space is. So in this case in the trampoline space because there are so many uh other competitors so they are bidding for the keywords higher. So uh you would have to let's say uh push in the beginning the a cost to let's say 60%. So your tacos would cut in double. So uh around 30%. So you would have to deepen into the negative. But then once you starting to rank on certain keywords, you decreasing the a cost which eventually you're you're getting more organic traffic and then your tacos reduces. And then you can decide whether do you need to have the you as a wholesaler uh you know most of the time is just you don't do PPC.

01:07:37

Greg Kowalczyk: Okay.

Todd McDaniel: Is is uh but is PPC the the only spend or are there other ad spend uh options within Amazon?

Greg Kowalczyk: within Amazon is uh yeah there are some other options. You can have the lightning deals, you have the deal deal of the day uh prime time uh prime time deal, you know all those deals that you that you want to participate but uh these are paid deals.

Todd McDaniel: Right. So at at um so if if you were to launch and you you go negative with your with your ad spend at at what point you wait until sales catch up

to to break even or at what point would you say, "Okay, we're we're up and running. We can back off on some of the

Greg Kowalczyk: So for us is just uh you know so for us is

Todd McDaniel: spend.

Greg Kowalczyk: uh let's say you launch an item and there are certain uh uh sequence of operations that that you execute on a daily basis and you know uh and much more spent is at the beginning because you are trying to break into the algorithm and also uh with the new keywords you want to uh have a uh have the bots uh spot you.

01:09:17

Greg Kowalczyk: So by the the only way you can do it you you force yourself onto the uh first page. So you advertising it heavily that for certain keywords you appearing in a uh on the first page in different locations once you get the clicks uh then the Amazon picks you up. So that's usually you know during the first few days and then depends how it is going you know so it's just at at certain point you can loosen up because the it equalizes uh on a PP on the advertising level with the organic traffic. So you have c uh you have uh uh so let's say if your organic spot uh migrates towards the the top and people will start to click on that uh listing more than on the PPC that's where you will be start uh uh you know spending less

Douae Lahlou: Got it. And sorry, would it make sense sometimes to launch some strong items without any advertising at all like and monitor the organic rank only and then decide if we want to invest and push some keywords and ads and

01:10:42

Greg Kowalczyk: Yes, that's a good point.

Douae Lahlou: PPC?

Greg Kowalczyk: Uh yes, you can do it. Especially with the uh brands like Kman and and uh best

Douae Lahlou: Yeah.

Greg Kowalczyk: way all these brands they have already established uh let's say keyword base for certain items. So it might you know so right now uh the brand is recognizable but there is nothing in the end to go to to go to as soon as you basically raising a flag here I am with my item whole bunch of keywords that are available and you you you

Douae Lahlou: Mhm.

Greg Kowalczyk: just basically like a waving a flag for Amazon here I am pick me and because nobody else by uh you know can use let's say best way keywords in their listing on the front end on the back end. Uh they cannot use this because it's forbidden. Uh you have the advantage of using those keywords.

Douae Lahlou: Got it. Because I see an opportunity here often seeing all these strong keywords and all. If we can have a strong listing and then try without any ads

and

01:12:01

Greg Kowalczyk: Yeah, a lot of a lot of brands a lot of brands is just

Douae Lahlou: see it might work for ours.

Greg Kowalczyk: uh actually they don't uh don't do any advertising especially one p uh unless Amazon is just uh getting them uh you know some advertising. Actually Amazon uh advertises everywhere especially on Google and other uh platforms but uh yeah definitely you can you can uh try and uh to do it this

Douae Lahlou: Okay.

Todd McDaniel: Greg,

Douae Lahlou: Can

Todd McDaniel: Greg, is uh sorry,

Greg Kowalczyk: way.

Todd McDaniel: sorry,

Douae Lahlou: you

Todd McDaniel: do just related is um Jungle Scout or or Data Dive. Do do any of these uh programs monitor and make recommendations on organic for like on on budget

Greg Kowalczyk: Yes.

Todd McDaniel: management?

Greg Kowalczyk: Yeah. Yeah. The data dive will give you uh a lot of details you know for uh uh for

Todd McDaniel: Okay.

Greg Kowalczyk: PPC because there is a whole section you know once once you have listing done. So first of all there is a a listing builder section.

01:13:14

Greg Kowalczyk: There is a PPC keyword which really deeply going into the keyword uh uh campaigns and uh and keyword uh kind of engineering based on roots sub roots uh broad phrase and all the keywords that that are only imaginary. So you can do it in here. So the whole whole thing is there. They have also kind of a automatic uh not automatic uh it's just a like a first stage of PPC automation but uh I would uh strongly recommend something else if anything but uh and then you have the tracker which actually tracks all the positions of the keyword organically PPC but also gives you the SQP data which is Amazon data what uh what uh what they are uh providing from uh seller central which is really detailed detailed data that you can use to search for keyword

Todd McDaniel: Okay.

Greg Kowalczyk: opportunities and you know and uh and adjust adjustment for your company. Uh uh uh campaigns.

Todd McDaniel: We've we've got a couple of uh PPC campaigns running on the existing SKUs. Once in a while, someone from Amazon reaches out to offer, you

know, a call or something for some assistance on ad campaigns.

01:15:01

Todd McDaniel: Have you ever have you had any experience with with that? I don't think there's a cost, but I don't know what what service they

Greg Kowalczyk: um it's it's very very basic knowledge and very

Todd McDaniel: offer. Okay.

Greg Kowalczyk: basic type of uh you know advice. Uh I I think in the beginning uh maybe we did one or two calls but uh nothing really spec spectacular. It's it's better to uh to uh have somebody or you know

Todd McDaniel: Okay.

Greg Kowalczyk: to explain or even watch videos, some tutorials, some but uh really uh dive in because they will tell you a couple of tips in here and there and you know they will go away there. There's nothing that they they will uh uh they will tell you anything special and you know this is their platform. They will tell you increase the budget, increase this they go uh you know just to spend money.

Todd McDaniel: Right. That's what I assumed.

Greg Kowalczyk: Yeah. But uh uh whether it's beneficial for you is just

01:16:06

Todd McDaniel: Yeah.

Greg Kowalczyk: it's only you can determine that you know and PPC on its own it's an art. It's it's basically once you have that knowledge for PPC and internal knowledge and because you know the product in and out then you can rank uh anybody else they have to know the product. Even even here for the research you know by having you know those products you have to really go deep in and know uh you know at least the more than the basic you know what the name is.

Todd McDaniel: Right. Right.

Greg Kowalczyk: You you have to you have to know a lot of different things in order to uh select in order to uh uh identify you know digest. Sorry, that's my my dog is snoring. If you

Todd McDaniel: Nope.

Greg Kowalczyk: just He's enjoying the the warm weather.

Douae Lahlou: Okay. So, from your analysis, could you maybe later share your perspective on whether it makes sense to proceed with the items you're working on right now, the 15 items? could you also like add a dedicated tab in the reports and I'll do the same of course uh on the for the other items I'll be working on.

01:17:50

Douae Lahlou: So just we can review together on uh maybe if the

Greg Kowalczyk: H

Douae Lahlou: item may not need marketing at the

Greg Kowalczyk: okay.

Douae Lahlou: beginning.

Greg Kowalczyk: So, so let's say uh the p the pump filter. Uh so in here there's not too many items in in that space. So uh what we have the listing the best way listing is from UK uh advantage that uh there are 106 reviews uh 4.6 six uh rating which is really good and uh price uh in the listing itself because right now it's only sold by I think it's sold by somebody uh else so EFI global store and it's being sold for uh over \$400. But this one is just basically it's a FBM listing.

Todd McDaniel: Right.

Douae Lahlou: Yeah.

Greg Kowalczyk: Uh many times I think I can see on the history that uh it was sold somewhere from Europe. Uh many reviews are from Europe. So one question is okay is this pump fully functional for our market?

01:19:23

Greg Kowalczyk: You know all the fittings and everything? Uh I assume uh yes that should be fine because the

Todd McDaniel: It it it's um this one there. So, yes. Yes. Except I'm I'm a little curious about uh the voltage. That European listing should likely be a 220 volt versus ours would be a 110 volt. So,

Greg Kowalczyk: Yeah.

Todd McDaniel: but in that case, it should have a different UPC or EIN uh because

Greg Kowalczyk: Yeah.

Todd McDaniel: we would have two versions of that pump being

Greg Kowalczyk: Yeah.

Todd McDaniel: made.

Greg Kowalczyk: This one it doesn't have too much data,

Todd McDaniel: Doesn't say the way

Greg Kowalczyk: but uh if it's being sold uh here uh yeah, I don't see it, you know. And that's basically, you know, so when I look at this listing and you know, we just uh so first of all, okay, how many uh how many sales can we do it? you know just uh that's the main question because uh you know here in the this marketplace when you look at uh you know that this brand the Intex it just takes uh you know like the almost like a market leader but it's being sold by Amazon So you have to deal with let's say uh

01:21:02

Greg Kowalczyk: with uh with competitor that that uh Amazon is pushing this out but they have an advantage because they have you know uh they provide everything for pools for whirlpools for uh you know saunas everything you know pumps this size that size. So and they are establish established brand. So when I look at the data so okay so uh when do they sell it? So they kind of have a market until uh maybe September and then it's just flat you know I do and you know during you know from April end of

Todd McDaniel: Great.

Greg Kowalczyk: April they sell anywhere you know let's say from 30 pieces to uh you know around 20 pieces a day for this pump and I think you were planning to uh order 24 pieces. this. Yeah. If that's that's the only thing you just if if this is

Todd McDaniel: Right.

Greg Kowalczyk: a test uh batch, it perhaps can be uh an item that yes, it it it would probably work if the numbers work. So, so then uh if we look at the whole case scenario here the uh the price uh and it was very hard to find an equivalent the only thing because you know this is basically uh it's size by flow and you

01:22:47

Todd McDaniel: Right.

Greg Kowalczyk: have so many different flows not this one is and of course there uh different uh you know fittings and you know uh stuff like this. It's good that you know the revisions are uh the reviews are outstanding. So they are really good that uh really advant uh uh ad big advantage

Todd McDaniel: Sorry,

Greg Kowalczyk: if

Todd McDaniel: this this was the same the same UPC Greg that one or there was a different flow uh versus our current.

Greg Kowalczyk: uh that one I This is exactly the

Todd McDaniel: Do you remember same same item?

Greg Kowalczyk: same. So0000.

Todd McDaniel: Okay. Just a European listing.

Greg Kowalczyk: Yeah. So 1,600.

Todd McDaniel: Yeah.

Greg Kowalczyk: This one is exactly the same. Uh actually,500. But let's say let's say if we go to that uh to that item. So this item right now is 463. But we don't want to uh even go with that because nobody is going to pay. maybe. So, let's say uh so Canadian tire is uh yeah, \$249.

01:24:01

Greg Kowalczyk: So, you won't be able to uh go more than this because Amazon will penalize you that that you are advertising somewhere else. But let's say \$133 and uh this is per cubic landed us. Okay. \$96. Yeah. 31%. At atif at 250 with with

those all these numbers in here uh what we have. But let's say if we can lower the shipping cost and you know just lower by additional

Todd McDaniel: Right.

Greg Kowalczyk: uh let's say 10 \$10 uh let's say 85 instead of uh you know that one. Oops. So, it's giving uh us some some uh a pretty good room

Todd McDaniel: Yep.

Greg Kowalczyk: and you know with with this pricing you can yeah you can definitely

Douae Lahlou: That's

Greg Kowalczyk: because let's say do you have any data how uh is this item being sold at Canadian Tire? Are you saying selling the same item there?

Todd McDaniel: No, no, we're not. We we sell a um a a pool that comes with that pump,

01:25:59

Douae Lahlou: Let's

Todd McDaniel: but no replacement pump is available currently in the market for it. And then it's a it's a great upgrade or replacement pump for a number

Greg Kowalczyk: Okay.

Todd McDaniel: of other pools in the market. So we we know what the sales of those pools are, but I think dua the the Canadian Tire item that you listed here is just

Greg Kowalczyk: Okay.

Todd McDaniel: um a different sand filter pump that that's compatible

Greg Kowalczyk: Okay.

Douae Lahlou: Yes.

Todd McDaniel: with a different brand.

Douae Lahlou: Yep.

Todd McDaniel: So really, as far as we know, no one in the market is selling this specific pump that's compatible with the Best Way product,

Greg Kowalczyk: Okay. So, yeah. So,

Todd McDaniel: which is a good thing.

Greg Kowalczyk: I would I would say definitely an item to consider because, you know, it this actually just gives you there's not nothing really on the market, you know, for this specific size. I I was not able to find,

Todd McDaniel: Right.

Greg Kowalczyk: you know, any there is anything, you know, above 2,000.

01:27:05

Greg Kowalczyk: There's 5,000 for large pools, 10,000 and, you know, all the big ones. but or uh very tiny ones.

Todd McDaniel: Yeah.

Greg Kowalczyk: But if you are saying that this is a specific for a pool that you guys uh that is

Todd McDaniel: Right.

Greg Kowalczyk: being sold and it's kind of a superior uh unit to it, I think it's

worth to to try and with the

Todd McDaniel: Okay.

Greg Kowalczyk: numbers is just uh yeah it's just uh I would just uh go with the yeah try to see if we can uh minimize the cost for let's say for the shipping but then allocate the cost for

Todd McDaniel: Right.

Greg Kowalczyk: let's say uh FBA uh fulfillment you know because that will be you have to yeah from uh from

Todd McDaniel: Right.

Greg Kowalczyk: the 3PL you will still have to ship to uh fulfillment so that's additional

Todd McDaniel: Yes.

Greg Kowalczyk: Last

Douae Lahlou: Which tool are you using to get the margin? I'd say it's great. You can see all Amazon fees included. We'll just have to add some 3PL factor and other fees than

01:28:22

Greg Kowalczyk: one. Yeah,

Douae Lahlou: the okay

Greg Kowalczyk: this one is the ref seller. Yeah.

Douae Lahlou: seller.

Greg Kowalczyk: So, it's I don't think it's a expense. You You can try it out. I think there is a a 30day period uh for uh for the initial for the first as a free uh and then if you like it you can use it but uh yes definitely this one it has a lot of good uh data and quick access to uh

Douae Lahlou: Mhm.

Greg Kowalczyk: calculations and you don't have to do a separate especially for items like this at the stage at this stage to determine you know whether the item is good or play with the numbers you know directly on the fly you know now you have a let's say a short

Douae Lahlou: Yeah.

Greg Kowalczyk: list but let's say uh later on I can show you some uh specific tools for wholesalers that you can do this uh pre-automatically I I was using this software before but uh since uh you know like 5 years I haven't really uh done uh this specific one but if you have a large catalogs of data that you want to uh go through especially you know large number of UPC codes and then identify all the items uh from from that you yeah you will be able to do that.

01:30:03

Todd McDaniel: Great.

Greg Kowalczyk: The only thing again for us being in Canada we have a disadvantage that many tools are not available over

Douae Lahlou: Yeah.

Greg Kowalczyk: there.

Douae Lahlou: Okay. Yeah, that's very clear. Thank you. You know, I have to be somewhere in like 15 minutes,

Greg Kowalczyk: Yeah.

Douae Lahlou: but I have some question for you. So, if it's possible, just a quick check at first cuz I tried to see, but I don't find any niches uh for from what you created yet. But I'm assuming we're on the same account because I see in my account like 220 dives used out of thousands. Uh but I don't see anything. So, our niches shared across the account or like only visible to whoever creates them.

Greg Kowalczyk: Yeah, the uh so that question will be for Todd and we will have to uh do the because he is the organizer right now.

Douae Lahlou: Mhm.

Greg Kowalczyk: I think you will have to go to your account and then share the niches and uh if you go to your account and there is a I will have to look at mine but there is a admin uh yeah section that you can actually

01:31:21

Douae Lahlou: restriction.

Greg Kowalczyk: assign or share that everybody is sharing the niches among uh you know all the users. Cheers.

Todd McDaniel: I see. Yeah. The only thing that I see I can edit a user or I can make the uh make user organization owner, which sounds like making them the admin,

Greg Kowalczyk: Mhm.

Todd McDaniel: but I'm not I'm not sure. So,

Greg Kowalczyk: Yeah.

Todd McDaniel: I'll have to look into that because you

Greg Kowalczyk: Let me let me look at the other account. What I

Todd McDaniel: both are set up the same way,

Greg Kowalczyk: Yeah,

Todd McDaniel: but maybe it doesn't allow access to see each other's

Greg Kowalczyk: cuz right right now uh cuz

Todd McDaniel: niches.

Greg Kowalczyk: you can see if I go to u uh the niche pipeline now there's So, so let me see if I

Todd McDaniel: Do when you go to niche pipeline, do you see what Greg's seeing?

Douae Lahlou: Yeah, same. I'm

Todd McDaniel: You do?

Greg Kowalczyk: But this one is locked because Uh I think it's there

01:32:51

Douae Lahlou: trying

Greg Kowalczyk: is there is a trigger somewhere on your uh account dog but I have to I have to find out I I I cannot remember which one is there. So I will have to just log out and then login into my account. give you the screenshot, you know,

Todd McDaniel: Okay.

Greg Kowalczyk: where to uh allow other users to uh uh to see what just eventually because uh you can see the product

Todd McDaniel: Okay. Perfect.

Greg Kowalczyk: structure and I think because you can see here you are here on the top and there is somewhere there is a block and when I'm looking uh you know I'm working over here in a a product cycle And from here to there, I cannot really move anything. It's up to the uh admin to to move the item from the uh the main homepage to its own location.

Todd McDaniel: Got it.

Douae Lahlou: Okay,

Todd McDaniel: Okay.

Douae Lahlou: I ask because I started I need your help about something because I I tried starting this morning and for a first time I chose the bibles to start with.

01:34:12

Douae Lahlou: So I could go through the scenario with you where one product comes in multiple

Greg Kowalczyk: Yeah.

Douae Lahlou: sizes cuz I have 100 balls and 250. As mentioned, I tried using the tray, but I don't have a dive box here. And I would it would be good like to have it because I see like you can dive from the dive box. Can you help me?

Greg Kowalczyk: Mhm.

Douae Lahlou: I'll I'll try and share my screen if it's possible.

Greg Kowalczyk: Just share your

Douae Lahlou: Okay, great.

Greg Kowalczyk: screen.

Douae Lahlou: Thank you. Okay, here you go. Can you see it? All right, good. I tried working on this one.

Greg Kowalczyk: Yeah.

Douae Lahlou: It's here. I think it's this one. And I Let me just do this. Oh, sorry. So, you can see it's in the tray and others also,

Greg Kowalczyk: Yeah.

Douae Lahlou: but I can't find like the dive box in here. So, I can start a dive and I don't know where to check for it in here.

01:36:03

Greg Kowalczyk: Okay. So like right now it's it's only uh the dive

Douae Lahlou: No, we have it, I think. Oh.

Greg Kowalczyk: box like like this one it will show on a search uh uh page not on the individual listing page.

Douae Lahlou: Okay. Okay. There.

Greg Kowalczyk: So you you have to go out uh on a search page

Douae Lahlou: Got it.

Greg Kowalczyk: multiple uh selection page be able to see

Douae Lahlou: Mhm. Okay. Now I see it. Great. Thank you.

Greg Kowalczyk: it.

Douae Lahlou: I'll start working on this one today and send you some reviews if I have them and you can help me out if I have have some blockers.

Greg Kowalczyk: Mhm.

Douae Lahlou: Thank you.

Greg Kowalczyk: So Todd,

Douae Lahlou: Great.

Greg Kowalczyk: what what would be the next uh uh step to to go? Uh what would you like to uh kind of do?

Todd McDaniel: So, I guess you're going to share your your findings with us in terms of the the

Greg Kowalczyk: Yeah.

Todd McDaniel: file.

01:37:00

Todd McDaniel: Uh, we can read read through that um finalize our costing um to try to firm that up. Um I've I'm waiting for a response which I I probably won't have until Sunday night now from Shanghai about um 20 foot container costs and uh LCL uh costs and then

Greg Kowalczyk: Mhm.

Todd McDaniel: um for the for the items that you know we feel good about we'll we'll do the work to finalize that costing as much as possible. I think in the meantime, you know, DA has started getting familiar with the the niche analysis.

Greg Kowalczyk: Mhm.

Todd McDaniel: Um, haven't really had a chance to do that, but I hope they'll spend some time just getting uh up to speed and playing with it a bit uh over the weekend. And so, we'll work on the uh remaining items and then bring our findings back

Douae Lahlou: Mhm.

Todd McDaniel: to review with you next week. Um, and then hopefully I'll also have some confirmation just about the brand approval for uh for the Coleman uh items so that we

Greg Kowalczyk: Okay.

Todd McDaniel: know what's what's possible because I think the like there's some pumps, there's air beds and there's pumps and um and the pumps might be you know easier or less of a risk.

01:38:35

Todd McDaniel: We know Amazon is not listing the pumps directly and then even you know even if we look at it and say this could be tricky to be competitive online with these Coleman listings and knowing that they're you know they're new and still being set up. We still might be we still might have some obligation to bring some in for some small bricks and mortar

Greg Kowalczyk: Okay.

Todd McDaniel: customers as well.

Greg Kowalczyk: Okay.

Todd McDaniel: So, we might we'll just have go through that decision point once we have all of

Greg Kowalczyk: But do you do you have a list of all your customers that uh that you can actually you

Todd McDaniel: the

Greg Kowalczyk: you mentioned small brick and mortar

Todd McDaniel: Yeah, we do.

Greg Kowalczyk: stores?

Todd McDaniel: We do. Yeah. Uh Coleman was previously supplying them domestically and then they stopped and they've introduced them to us.

Greg Kowalczyk: Okay.

Todd McDaniel: We just don't have inventory yet.

Greg Kowalczyk: Okay.

Todd McDaniel: So once we get that, you know, approval for online, even if we didn't get the approval for online for Amazon, I don't know if we need it for like a Walmart.ca or other other retailers as well.

01:39:38

Greg Kowalczyk: Yeah. Yeah.

Todd McDaniel: So, um that might not uh might not hinder us from bringing in some some

Greg Kowalczyk: Okay. Yeah. So,

Todd McDaniel: goods,

Greg Kowalczyk: so this is a a pretty big advantage, you know. So if you uh if you can have this those items

Todd McDaniel: right?

Greg Kowalczyk: for uh for small brick and mortar store that's that's perfectly fine because what you can do you can set up a business accounts as well. So you can actually separate the pricing from a regular customer to a business customer. And uh right now I don't see anything like this on your account but

Todd McDaniel: Yeah.

Greg Kowalczyk: uh yeah then it's just two separate things and you know the business account owner uh the buyer would be able to go into uh Amazon and buy at the different price as everybody else.

Todd McDaniel: Right.

Greg Kowalczyk: So it's Yes.

Todd McDaniel: And and have it fulfilled from Amazon.

Greg Kowalczyk: Yeah. So that's a big advantage if you have a list of of customers.

Todd McDaniel: Yeah.

01:40:52

Greg Kowalczyk: That's what you know a lot of times we are doing the same thing and uh you know uh when we selling hats so a lot of small boutiques or small uh uh stores they are only ordering you know few pieces of let's say each color or one uh

one uh uh specific model. Then we we basically fulfill them directly from Amazon from business side and

Todd McDaniel: Okay. And and your your discount for the business customer is substantial.

Greg Kowalczyk: yeah so not really substantial you

Todd McDaniel: Okay.

Greg Kowalczyk: know uh it's just uh yeah we depends on the product. Yeah, we we have on a on a kint tape uh we have a substantial

Todd McDaniel: Right.

Greg Kowalczyk: discounts built in for clinics but you know normally for Amazon uh business site maximum that we give you know it's uh anywhere from five to 15%. Depend depends on the quantity but also for yours uh you know your item is is different as well. you don't have to give too much uh discount and I'm not really sure how much the difference would be you know a pump for a consumer for 250 how much would a regular buyer would get

01:42:18

Todd McDaniel: Right. Well, these Yeah, these guys like to make 50% margins at retail.

Greg Kowalczyk: yeah I

Todd McDaniel: So, might be uh but um they won't be able to get the goods anywhere else uh either. And they might be carrying Coleman tents and Coleman sleeping bags, but they don't have the Coleman air beds.

Greg Kowalczyk: Okay.

Todd McDaniel: So they may they may need you know just to complete their assortment for their customer need to need to to get it uh from us in small

Greg Kowalczyk: Okay.

Todd McDaniel: quantities

Greg Kowalczyk: So that that's that's actually uh might change you know some uh uh reasoning for you know having the the listing for for them as well.

Todd McDaniel: right That's a good

Greg Kowalczyk: And you know if they can advertise as as well you know they they might not

Todd McDaniel: point.

Greg Kowalczyk: uh uh even even affiliation with with them. they can get, you know, affiliates links that, you know, you can pay them for, you know, putting uh recommending the customer to buy directly from Amazon or or vice versa.

Todd McDaniel: Okay.

01:43:25

Greg Kowalczyk: But uh yeah if if yeah if you have a nice list that's that will be good for even launching those products if

Todd McDaniel: Right.

Greg Kowalczyk: because you will bring the customer from outside and uh and then they will buy it and uh yeah it's just the ranking juices towards your listing

which I like I like

Todd McDaniel: Right. Okay.

Greg Kowalczyk: that part All

Todd McDaniel: That's Yeah, that's interesting.

Greg Kowalczyk: right.

Todd McDaniel: Okay, perfect. Well, I know I know D's got to run um to an appointment. Uh any anything else,

Douae Lahlou: Mhm.

Todd McDaniel: Dua, before we close this up?

Douae Lahlou: That's all for me. Yeah. All clear for me. I'll start working on it and I'll let you both

Todd McDaniel: Okay.

Douae Lahlou: know.

Todd McDaniel: Okay.

Greg Kowalczyk: Okay.

Todd McDaniel: Um I'm I'm uh I'm not at my desk on uh Monday and Tuesday, unfortunately, but I will I will have my laptop. I'm not sure,

Douae Lahlou: Mhm.

Todd McDaniel: you know, what the next uh touch point um might be, but maybe we just wait um until we get we get through the rest of the listings or at least a portion of them.

01:44:40

Greg Kowalczyk: Mhm. Yeah.

Todd McDaniel: You check in and review how that's

Greg Kowalczyk: Yeah.

Todd McDaniel: going.

Greg Kowalczyk: Yeah. It's just, you know, eventually, you know, I put put a lot anywhere that I think that uh now is not really a good time, I put no. Everywhere else is just uh as we discuss, I I kind of put uh maybe. And the maybe is uh determined by uh those little tweaks that eventually

Todd McDaniel: Right.

Greg Kowalczyk: I think at this point you know like we discuss about the trampoline or or even that pump this type of information changes the overall picture.

Todd McDaniel: um when when you when you look at um you know these competitors in the benchmarking and are you using their sales data to predict your own sales potential like you're saying I think you know

Greg Kowalczyk: Yes.

Todd McDaniel: over 90 days we could get to you know this sales level or are you saying if you know if we could get uh assume we could only get 50% or 25% of those sales. Does it still

01:46:05

Greg Kowalczyk: Yeah, because uh you know then Denny is just you know more or

Todd McDaniel: work?

Greg Kowalczyk: less it's a keyword game. So that's what we are looking at the uh majority of uh

Todd McDaniel: Right.

Greg Kowalczyk: the main keyword base and overall sales and your own listing like in this case is uh it's almost like starting from the beginning from ground zero. But let's say uh if we have uh the what is called uh the pump itself. You already have the listing. We have know that there are sales. You know those guys are selling 36 pieces a month right now. So this is the last 30 days and we were looking at the graph when the sales are mostly happening you know even so right now in January the last 30 days they were selling you know like say 36 pieces when you get your pump uh you know April that's like a high peak season we know that if those guys are selling you know 20

01:47:33

Todd McDaniel: It's great.

Greg Kowalczyk: a day If you order 24 pieces, you will be there will be no problem to sell those 24 pieces.

Todd McDaniel: Right.

Greg Kowalczyk: Even uh you know normally what we are looking at when we order the initial uh state uh you know uh num quantity we always go 60 to 90 days supply based on a average of uh of the quantity that we predict that we'll be selling.

Todd McDaniel: Right,

Greg Kowalczyk: So,

Todd McDaniel: right,

Greg Kowalczyk: so but since those items are kind of a testing

Todd McDaniel: right.

Greg Kowalczyk: stage, you can order 24, you can order 48 pieces just to minimize the uh investment stage, the initial investment stage and just to see uh you know is that going to uh fly? Uh yeah, there will be the case that you know

Todd McDaniel: Yeah.

Greg Kowalczyk: eventually you would try to launch this product, sell them through uh through Amazon preferably, you know, that they go directly to the listing, click on the listing itself, uh leave the imprint and then gives you the ranking juice that we start to turn this into different colors by having more keywords ranking because those guys are there's not too many keywords uh that you are uh you know trying to uh bid for and also the

01:49:29

Todd McDaniel: Right.

Greg Kowalczyk: the pricing the bidding pricing because of the uh it's a highly uh priced item So, it's not cheap. You don't have uh tons of sellers. You only have a very limited amount of sellers. Therefore, PPC is very cheap. So, you don't have to you don't have to spend a ton.

Todd McDaniel: Right.

Greg Kowalczyk: You can spend only a few dollars a day and see you know the

most uh related keywords just to help uh to get that going you know like this pump without any anything you know sound filter it's it's ranking 37 to bring this up to uh you know pos to those positions it it will you know you just need a little push

Todd McDaniel: Right. Right. Okay. Got

Greg Kowalczyk: So that's that's the same thing will be uh you know with anything else anything else

Todd McDaniel: it.

Greg Kowalczyk: over here. So when I look at those those dives is just okay I see the best way there is a listing already going there are competitors at the various level so there is no very strong competitor you know pricing level uh even though there's uh not too much sales right now but uh you know this is again it's seasonal item.

01:51:10

Greg Kowalczyk: Nobody buys the covers right now. But at the time when you get this item, uh yeah, you will what's I forgot the the listing. Yeah, this listing already is at uh you have the reviews. Uh 4.2 is not bad. It would be nice if we can bring this to four and a half star another half to 4.3 that's always kind of ideal but uh yeah it's just an item that might might be okay. The only thing is just Amazon is right now it's on the listing.

Todd McDaniel: Yeah. Yeah.

Greg Kowalczyk: Yes.

Todd McDaniel: Yeah. Thanks, Da. Byebye. Right.

Greg Kowalczyk: So yeah,

Todd McDaniel: That's an Amazon one P.

Greg Kowalczyk: but also I I wouldn't I wouldn't uh discard, you know, when Amazon is in a listing. That's that's another, you know, like right now, uh yeah, it's temporarily out of stock. It's still uh showing uh no, nobody else is in here. Uh it's showing that Amazon is in the listing because that was the last uh seller.

01:52:48

Todd McDaniel: Right.

Greg Kowalczyk: But if you if you bring this item uh you know the pricing wise they kind of uh yeah they got going all over the place you know from uh last year 77 but then throughout the summer they dropped the price to 49 and some \$37 and you

Todd McDaniel: So yeah,

Greg Kowalczyk: know Yeah.

Todd McDaniel: they might have even got out of it or decided to stop selling

Greg Kowalczyk: Yeah. Yeah. Yeah. The only thing is just, you know, that uh 30 \$37 is just that's your uh uh landed cost, but Canadian Tire selling for

Todd McDaniel: Right.

Greg Kowalczyk: 49. Yeah. The co the cost is kind of a Yeah.

Todd McDaniel: Th this this is uh the one the Canadian Tire selling is a entry level lower quality and then we've just introduced this line. So I think and it's not in the market in Canada yet, but a more premium cover that lasts a little bit longer. Um, so yeah, can Canadian Tires probably at 49 that would be for a different quality item

than the one that uh that we're looking

01:54:17

Greg Kowalczyk: Okay.

Todd McDaniel: at.

Greg Kowalczyk: So that would be uh a different item al together. Okay.

Todd McDaniel: Yeah.

Greg Kowalczyk: So it would start from the uh brand new listing.

Todd McDaniel: Well, uh, sorry. The the Amazon listing that you found would have been based on the UPC, right? So, yeah,

Greg Kowalczyk: Yeah.

Todd McDaniel: that should be that should be correct then. But I think that the Canadian Tire listing maybe do a referenced a similar item at Canadian Tire.

Greg Kowalczyk: Okay. So it might be um but again again again you know just the few things that you know that the companies like

Todd McDaniel: Got to check all this.

Greg Kowalczyk: best way that they do you know so it's just uh uh and that's

Todd McDaniel: Yeah.

Greg Kowalczyk: why is uh is ranking as it it ranks you know just basically even though Amazon is kind of it's its owner but nobody cares you know, for those listings and uh if they don't have if they don't have

Todd McDaniel: Right.

Greg Kowalczyk: the the numbers of sales, nobody even will look at that item.

01:55:34

Greg Kowalczyk: So, so let's say you know first of all the keywords keywords are driven by the listing and uh because the listing and unfortunately it's really bad including images including title uh descriptions. If you look at anybody else, if you can up the level of the listing like this, you already stepping up into a different uh territory.

Todd McDaniel: right?

Greg Kowalczyk: So, so from all these numbers over here, that's that's the opportunities. So even the the spaces that's somebody else is not uh winning on those keywords that means an opportunity for uh for for this item to be

Todd McDaniel: Right. Got it. Okay.

Greg Kowalczyk: Okay.

Todd McDaniel: Okay. Great. Yeah. Um,

Greg Kowalczyk: So, so like right now is just just maybe a final thing.

Todd McDaniel: sure.

Greg Kowalczyk: So alto together you know from all these items is just uh I marked them up you know as yellow may you know I didn't mark anything you know like yes and that's based on a various uh you know various things so I think eventually if we have the the full scope we can we can actually uh uh do another session And you know when we have the final numbers then you know just just kind

of get those numbers uh uh to identify which uh prices we can go

01:57:38

Greg Kowalczyk: by and uh and let's say you know the final decision for for the uh purchase

Todd McDaniel: Right. Yep. Do a second second round whole picture.

Greg Kowalczyk: Yeah,

Todd McDaniel: Yep.

Greg Kowalczyk: cuz even when I was looking at uh you know an item like like that you know there's you know not too many uh let's say sales listing is kind of uh weak very weak but when you look at uh the uh uh the dive itself Uh oops. This is uh 77. No, that's a different one. But uh no, for some reason it's not displaying, you know, the whole whole thing. But know in sometimes it just basically depends you know who you're talking uh to for the listing itself like right now it's very uh even though this space is very small uh there might be not too many uh sales but if you talk to uh uh to the right audience you can you can get more sales. uh you know by reclassifying the item to the specific uh category or subcategory subniche let's say because now this is

01:59:18

Todd McDaniel: Right.

Greg Kowalczyk: talking to uh that it's uh oops that is children uh uh chair but uh you know if we change more towards uh kids you know uh a specific even not uh you know let's say uh five plus or seven plus to a ranges of uh groups of kids you know by showing different uh niches let's say from the even from the newborn like one of the competitors was showing you know with baby laying on that on that thing. So you supporting this with images, texts, uh explanation for the images, but also for a uh various categories to cover, you know, from babies to small kids to almost teenagers, you know, because there was a gaming chair,

Todd McDaniel: Right.

Greg Kowalczyk: you know, going after after boys,

Todd McDaniel: Mhm.

Greg Kowalczyk: but there was no gaming chair for,

Todd McDaniel: Yep.

Greg Kowalczyk: you know, a girl playing Nintendo or what. So,

Todd McDaniel: Right.

Greg Kowalczyk: it's just a Yeah, that that's kind of a things that you can go after and by changing the its ownership and you know its audience, you can actually repurpose that item for a different thing.

02:01:03

Todd McDaniel: So in in that case where we're a reseller and this isn't a great example because uh it's it's sold by another reseller but if for example it was sold by Amazon 1P would we have the ability to um make changes to the listing or would it would it need to go through Amazon approval because there is is their listing as

Greg Kowalczyk: one one P might be a problem.

Todd McDaniel: a Yeah.

Greg Kowalczyk: You know, normally if you are not one P, uh it might it might be uh 99% of the time it's no problem. But one P.

Todd McDaniel: Okay.

Greg Kowalczyk: That's why is just sometimes Chinese sellers, they basically uh uh planting uh uh uh sabotaging bombs on somebody else's uh listings like compet competitors of theirs. And you know, by having a oneP account, they can actually override the rights for a 3P seller. So that's a that might be a you know

Todd McDaniel: Right.

Greg Kowalczyk: problem. So we have to yeah we have to be

Todd McDaniel: Right. Got it.

Greg Kowalczyk: careful

02:02:27

Todd McDaniel: Okay. That makes sense. Okay. So, you you'll uh will you share the file in the in the chat or how will you Yeah.

Greg Kowalczyk: yeah let me just massage this a little bit more

Todd McDaniel: Okay. Sure.

Greg Kowalczyk: and and then I I'll have a look at uh the rights for for the u that You can change that dua can actually access all of them and then have a look at the

Todd McDaniel: RIP.

Greg Kowalczyk: file and then uh yeah let me know we can do the next next steps. is just uh yeah any anywhere that we had like a double double items or uh items that uh were kind of a uh better option somewhere else. I kind of put, you know, nose to it. And, you know, especially when we had 3.5 stars.

Todd McDaniel: Right.

Greg Kowalczyk: That's that's actually maybe uh you know, later on. It's just uh uh No, for this specific one, it was uh a lot of PL, you know, pumps. the Yeah, this one is also rechargeable, but uh pricing was really an issue, you know, 35 versus 15 on many of them.

02:04:01

Todd McDaniel: Welcome.

Greg Kowalczyk: Uh and uh yeah, pricing uh Yeah, this one.

Todd McDaniel: knew this thing

Greg Kowalczyk: Yeah. Yeah. And then if you if you have a new listing,

Todd McDaniel: required.

Greg Kowalczyk: you just uh yeah, I think with this category is just a killer. Very hard to uh to to get in.

Todd McDaniel: Right. Okay.

Greg Kowalczyk: And then would it be uh possible to get more details on a specific uh

Todd McDaniel: Yeah.

Greg Kowalczyk: SKUs?

Todd McDaniel: I I I meant to mention that we've got um digital cataloges. I they're basically PDFs.

Greg Kowalczyk: Okay.

Todd McDaniel: Uh but I could send you a link to those and then I think it Yeah. So you can see where it says uh in column E page.

Greg Kowalczyk: H.

Todd McDaniel: So it'll it'll column D shows the catalog that that's in and the page number.

Greg Kowalczyk: Okay. Yeah.

Todd McDaniel: and it's going to have,

Greg Kowalczyk: Yeah.

Todd McDaniel: you know, images and specs and copy points and um that's that's one way to do it.

02:05:23

Todd McDaniel: Otherwise,

Greg Kowalczyk: Okay.

Todd McDaniel: let's say we could go into the this their intranet and download, you know, all of the images available, create a folder for each of these items with specs and and features and copy points. But

Greg Kowalczyk: Yeah, because that that would be uh important you know when DA is doing the uh

Todd McDaniel: Um,

Greg Kowalczyk: her uh dive is just you really especially if you don't know the item itself uh and you know you might you might see different categories, subcategories. So a lot of a lot of times you have to really go deep especially for

Todd McDaniel: Yeah.

Greg Kowalczyk: those technical uh items even small item like the pump. Yeah.

Todd McDaniel: Yes.

Greg Kowalczyk: It requires some uh ability to recognize things, you know, from one of them to another and especially when you trying to

Todd McDaniel: Right. Yes.

Greg Kowalczyk: pick the best competition cuz if you select, you know, the wrong competition for your tray or or the the main dive, even though the keywords might be relevant, but uh you know, you will comparing, you know, apples to oranges.

02:06:53

Greg Kowalczyk: So then it doesn't really,

Todd McDaniel: Right.

Greg Kowalczyk: you know, if somebody is specifically looking for that item, I want to see, you know, a pump like 1,600 gallons, you know, this is what I

Todd McDaniel: Yes. Right.

Greg Kowalczyk: need.

Todd McDaniel: Yes. Yep. Understood. Yep. Um

Greg Kowalczyk: All right. So, I think we can uh wrap up.

Todd McDaniel: I just I shared that link with you in case you're interested or want

Greg Kowalczyk: Okay.

Todd McDaniel: to take a look.

Greg Kowalczyk: Yeah.

Todd McDaniel: uh just on on the the

Greg Kowalczyk: Yeah.

Todd McDaniel: catalog.

Greg Kowalczyk: Okay. So these are just uh

Todd McDaniel: So for Yeah. So for AGP is above ground pools. So there we would see all of the pools,

Greg Kowalczyk: Okay.

Todd McDaniel: but all of the accessories like pool pumps and covers would be in there. air mattresses are going to be all the air beds, but also uh should have that orange mattress. Those are those are more for um uh you know backount camping and hiking and they're made out of a different material u called TPU that's very light and rugged.

02:08:21

Todd McDaniel: Pumps will be in there.

Greg Kowalczyk: Mhm.

Todd McDaniel: actually don't see. They might be in the It should be in there.

Greg Kowalczyk: And initially how did you select you know your list of the initial 120 items or so?

Todd McDaniel: Uh just really took a first pass. um looking at either items that were new for the 2026 season that maybe we uh thought had good potential, but our customers didn't, you know, select them. Um so they're not, you know, they're not planned to be anywhere in the market, but they're new. Um or if there were items that um complemented like you know like that pump or like the the

Greg Kowalczyk: H.

Todd McDaniel: premium pool cover. They're not in the market but we know that there's a demand for them.

Greg Kowalczyk: Okay. Okay.

Todd McDaniel: And then the Coleman, you know, we almost have a a bit of an obligation to um have some source of supply for for Coleman um for our small and medium customers. And we thought, you know, better that it's us than some other distributor.

02:10:14

Greg Kowalczyk: Uh-huh. Okay. So, these are the parts for for the uh

Todd McDaniel: just Yeah, I'm looking for the I think they're Yeah, those sleeping sleeping pads. I'm having trouble finding them. I thought they were in the air mattress catalog, but I don't see them there.

Greg Kowalczyk: Yeah, like the air air pumps. But even even that Yeah, that one is a little it's a different model. So, I couldn't uh find the other model, but I'm kind of assuming, you know, this is the same outcome, but uh it's uh some some a lot of items is just basically \$15. There's uh I don't I I don't know how you know like this one is uh you know \$52. Is that what usually they they're able to uh charge in a retail store?

Todd McDaniel: Yeah, that that pump. I think that's our basic electric pump. So, it would it would typically be in the \$39.99 range. That one will be if it's listed,

Greg Kowalczyk: Yeah.

02:12:45

Todd McDaniel: it's that's US inventory um being shipped over.

Greg Kowalczyk: Yes.

Todd McDaniel: So might have higher

Greg Kowalczyk: Yeah.

Todd McDaniel: costs.

Greg Kowalczyk: So unless Yeah. or or it's basically uh uh fulfilled by by merchants. So FBM. So many times you just uh yeah it's a higher higher uh uh cost item. But let's say let's say uh you know for wholesales sometimes this can be uh a weighing factor. you know that if you already know that those items are very popular in a brick and mortar store.

Todd McDaniel: Yes.

Greg Kowalczyk: So even though competition wise is very strong because those mattresses same as the mattresses but also the pumps are you know it's a relevant product directly to mattresses and you know many times you just they they buying uh equal uh at the same time if If you know that

Todd McDaniel: Yeah.

Greg Kowalczyk: uh the uh the retail space is very popular item, it might be worth it to uh even bring you know few pieces here.

Todd McDaniel: Right. Yeah. Even those, you know, those the Coleman beds, we have a a similar item at Bricks and Mortar that Canadian Tire sells with one skew.

02:14:23

Todd McDaniel: It's it's uh almost \$5 million in sales a year for one air

Greg Kowalczyk: really.

Todd McDaniel: bed. So, and Coleman is the number one brand in in camping in Canada.

Greg Kowalczyk: Yeah.

Todd McDaniel: So I'm fairly but again I'm learning the ecom space and as you're going through these niches I see that it's quite different way to operate go to

Greg Kowalczyk: Yeah. Oh

Todd McDaniel: market right but knowing you know I think we are in

Greg Kowalczyk: yeah.

Todd McDaniel: that um unique position where we have visibility to all of the sales at bricks and mortar um and as we you know get familiar

Greg Kowalczyk: Yeah.

Todd McDaniel: with the ecom face, we should be able to identify some opportunities that uh are unique to us.

Greg Kowalczyk: Yeah,

Todd McDaniel: I think

Greg Kowalczyk: because that's a big advantage from your side if you can identify those uh best sellers and then uh you know put them on a market on a ecom market uh and you know with then it would just

Todd McDaniel: Right.

Greg Kowalczyk: uh yeah give you advantage of you know like a shortcut of uh you know shortening the uh the marketplace you know just basically

02:15:38

Todd McDaniel: Right.

Greg Kowalczyk: Yeah. And by having the uh big brand behind,

Todd McDaniel: Exactly.

Greg Kowalczyk: you know, you already have uh kind of a what is called um Nove I lost my thought.

Todd McDaniel: It's okay. Yeah. Yeah. I think there's like even you know those Coleman airbeds longer available from Coleman. So unless we have a customer and we manage the Canadian marketplace. So if anybody wants to buy Coleman air beds from Bestway direct from Shanghai, they have to go through us and then we,

Greg Kowalczyk: Mhm.

Todd McDaniel: you know, we set them up and uh we manage that. And then right now there isn't anyone that has purchased goods for Canada with Coleman airbeds. So there's a gap in the market right now other than Canadian Tire is buying direct from the factory and we

Greg Kowalczyk: Okay.

Todd McDaniel: manage that. So we have the ability to step in and fill that need both for you know the smaller bricks and mortar customers but also for online we can lock that down exclusively except for you know Amazon US there is that risk because they've already listed in the US with one P. Um but I've also heard and I don't know if you've come across this that you know in the case

02:17:18

Todd McDaniel: where you know it's sort of a pain and especially the tariff the tariff situation in the US is different. So they're paying much higher tariffs from

China on say Coleman airbeds and then they've got to ship them into Canada. If we had inventory, they might even prefer to buy from us one p rather than,

Greg Kowalczyk: Okay.

Todd McDaniel: you know, ship stuff cross border. I don't know if that's a good thing.

Greg Kowalczyk: Mhm.

Todd McDaniel: We or not. Uh we wouldn't control the pricing, but if it comes down to, you know, we we can't get the listing because Amazon is beating us on the buy box, then that might be, you know, an okay option.

Greg Kowalczyk: Mhm. You know, it's just uh by having like before when uh uh when I was doing wholesale. So, there was a buy box rotation. As long as you stayed a certain percentage a little bit below Amazon, a lot of times you could get uh uh up to 50% uh buy box rotation.

Todd McDaniel: Okay.

Greg Kowalczyk: So you know at that time it was approximately 7 to 10%.

02:18:40

Greg Kowalczyk: So I would have to lower the price. Uh mind you, I basically I was selling you know items probably up to \$100. Uh and then uh you know just wiggling you know the uh many times you know we had to uh fight with the FBM sellers but with the FBM sellers even though they had very similar price because they were not FBA they wouldn't get the buy box. whatsoever the only

Todd McDaniel: Okay. So FBA gets preference over FBM.

Greg Kowalczyk: 100% and many times is just even preference from Amazon that's

Todd McDaniel: Okay.

Greg Kowalczyk: first second is from the from the customer because a lot of times the seller will uh will get the shipping cost onto the buyer. Yeah.

Todd McDaniel: Right.

Greg Kowalczyk: So a lot of especially for the heavy heavy stuff or bulky stuff.

Todd McDaniel: Yeah. Yeah.

Greg Kowalczyk: So they want to pay for for the shipping to to a customer where if you incorporate everything and if you ship this to FBA

Todd McDaniel: Right.

Greg Kowalczyk: hold uh hold the FBA stock then even though the Amazon uh is on the listing you might be able to uh kind of a share the buy box.

02:20:09

Todd McDaniel: Okay. One of the things that I've discovered through trial and error on the that Amazon spa filter that we're currently selling, Amazon had had taken over the buy box and then our sales went to to zero. And uh we we also and then so if we would lower our price, we might get the buy box and then they might adjust and take it back and you know price would go down. But because the product was also in the market, um we didn't want the retail to go down because it starts to affect our customers like Canadian Tire and Walmart who are also selling it uh and

doing you know big volumes uh of those items. So,

Greg Kowalczyk: Mhm.

Todd McDaniel: we uh tried uh coupons and so the coupon allowed us to get the buy box because the selling price to the customer was lower, but it didn't affect the regular everyday price of the filter.

Greg Kowalczyk: Yeah.

Todd McDaniel: But I think maybe you know the answer to this. I I think I know the answer.

02:21:20

Todd McDaniel: is the coupon value um fully the cost of the seller. So if we if we were to lower the the selling price regularly,

Greg Kowalczyk: Yes.

Todd McDaniel: then our referral fee goes down with it. But if we if we just do a coupon,

Greg Kowalczyk: You mean no it will it will also uh lower the uh the cost of

Todd McDaniel: do we pay for that?

Greg Kowalczyk: the uh overall price. So let's say if an item is \$20 and then you have a \$2

Todd McDaniel: Okay.

Greg Kowalczyk: coupon. So then the all the fees are calculated for the from

Todd McDaniel: Okay.

Greg Kowalczyk: \$18.

Todd McDaniel: Okay. That's good. I was I was concerned about that. But there there maybe is a like a coupon redemption fee or

Greg Kowalczyk: Yeah, coupon. Yeah, there is a coupon fee of 60 cents per coupon.

Todd McDaniel: something.

Greg Kowalczyk: They were going to increase this. I'm not really sure if they did that again,

Todd McDaniel: Okay.

Greg Kowalczyk: but uh in January uh no this year they they trying to uh bring uh you know more more uh increases.

02:22:30

Todd McDaniel: Right. Got it.

Greg Kowalczyk: So we'll have to see what that brings. But uh yeah,

Todd McDaniel: Okay.

Greg Kowalczyk: hopefully not too many. But uh I I hear that a lot of for fulfillment and shipping cost and all the fees warehousing is going to uh increase the cost is going to increase substantially.

Todd McDaniel: Okay.

Greg Kowalczyk: Yeah.

Todd McDaniel: It's not getting easier, is

Greg Kowalczyk: No, no. the last few years is just is becoming more

Todd McDaniel: it?

Greg Kowalczyk: yeah very difficult you know like there is so many

Todd McDaniel: Right.

Greg Kowalczyk: Chinese sellers that uh you know like right now I think uh they crossed last year I think over 50% of 3P sellers are Chinese yeah it's it's huge amount you know they're trying to

Todd McDaniel: Oh, wow.

Greg Kowalczyk: uh reduce this by let's say by uh having I think in October they introduced something that they Amazon uh reports to Chinese government all the earnings of all Chinese companies but that's you know an open up additional you know uh uh trying to find you know solution for that so right now there is increased amount of uh new companies open in Hong Kong.

02:24:05

Todd McDaniel: Right. Right. Yeah. Of

Greg Kowalczyk: Wow.

Todd McDaniel: course.

Greg Kowalczyk: So you and the same thing like with the DDP shipments, you know that they you have to be very careful to uh uh you know when the Chinese sellers or Chinese uh companies offer you uh DDP ship shipment because most of the time they will uh undervalued the items or basically reclassify completely for a different thing.

Todd McDaniel: Right.

Greg Kowalczyk: And they will bring this under a different name together with a hundreds of other items with your name and uh where you will be on the

Todd McDaniel: Yep.

Greg Kowalczyk: hook and instead of uh yeah they will not pay

Todd McDaniel: Yes.

Greg Kowalczyk: tariffs but uh but your item it will be not a pump it will be just uh it will be a bandaid.

Todd McDaniel: Right. Right.

Greg Kowalczyk: documentation which allows them,

Todd McDaniel: Right.

Greg Kowalczyk: you know, to yeah to cheat and have the pricing, you know,

Todd McDaniel: Yeah.

Greg Kowalczyk: as they have, you know, smaller pricing and everything.

Todd McDaniel: Yes.

02:25:21

Todd McDaniel: Yes. Yeah.

Greg Kowalczyk: Unfortunately,

Todd McDaniel: Well, I'm not I'm not concerned about that with our our factory uh partners, but there's it I mean they're not uh they're not set up with Karm, uh it turns out anyway. So, um, we'll have to handle the customs. Um,

Greg Kowalczyk: Okay.

Todd McDaniel: but yeah,

Greg Kowalczyk: Yeah. Which is not really a big deal. Yeah.

Todd McDaniel: I don't

Greg Kowalczyk: Yeah. It's just another step. But uh yeah, that's fine.

Todd McDaniel: think

Greg Kowalczyk: If you have then additional benefit, by all means, you know, uh you you can do another step. You just just calculate in a

Todd McDaniel: right. Yep.

Greg Kowalczyk: cost.

Todd McDaniel: Okay, perfect. Well, I've got a call with our insurance company um on the liability insurance. I I had I had run this list by them um to make sure that

Greg Kowalczyk: Okay.

Todd McDaniel: uh there were there were no concerns and anyway they just they

Greg Kowalczyk: Mhm. Mhm.

Todd McDaniel: have some questions and uh the the broker said the insurance provider is not keen on trampolines or or children's infla swimming you know inflatables.

02:26:38

Greg Kowalczyk: Yeah.

Todd McDaniel: So I said, I don't know what not keen means. Like if we go ahead and bring it in, is it going to affect like will they cover us?

Greg Kowalczyk: Yeah.

Todd McDaniel: Is it going to affect our our the premiums that we're paying? If you know, if we don't if we don't bring those in, will our current premiums go down? Uh so anyway,

Greg Kowalczyk: Yeah.

Todd McDaniel: we're uh it's so far it's it's not uh the categories that we've chosen have not been easy for liability

Greg Kowalczyk: Okay.

Todd McDaniel: insurance.

Greg Kowalczyk: Yeah, I bet.

Todd McDaniel: Not that big of a problem for Amazon, I don't think, uh, so far. But our our, uh, you know, if we wanted to sell any of these products to Canadian Tire or Walmart after we brought them in, they require \$5 million minimum liability insurance, and that'd be very expensive uh,

Greg Kowalczyk: Yeah.

Todd McDaniel: for us right now, if we could even get it.

Greg Kowalczyk: Okay. No, that's Yeah, Amazon just just requires, you know,

Todd McDaniel: But

02:27:49

Greg Kowalczyk: overall insurance and I Yeah, I I I guess I guess for for stores like those Canadian Tire and Walmart, yeah, it's a they don't want to take the responsibility of those, you know, claims,

Todd McDaniel: right.

Greg Kowalczyk: possible lawsuits.

Todd McDaniel: Yep. Yeah. So they just have a they have a high minimum for any of their suppliers and we can we can get there over time with some experience and as long as we don't have any claims. Uh but uh might take uh a little while or at least we need to build the

Greg Kowalczyk: Mhm.

Todd McDaniel: the sales up enough where we can absorb, you know, \$100,000 a year in insurance

Greg Kowalczyk: Okay.

Todd McDaniel: costs.

Greg Kowalczyk: And you know like for for now what would be your time frame? I know we kind of missing, you know, the uh 30th of uh March uh shipping that you mentioned last time.

Todd McDaniel: Yeah.

Greg Kowalczyk: What would be your target uh

Todd McDaniel: Yeah. Um I' I'd like to Yeah.

Greg Kowalczyk: date?

Todd McDaniel: Unfortunately, my my uh maybe I told you my my wife had knee surgery over the holidays and uh we were at the surgeon yesterday for a follow-up and it's not healing properly.

02:29:11

Todd McDaniel: It's not going well. So, she I've got to take her back to Toronto for Monday, Tuesday for another procedure.

Greg Kowalczyk: Okay.

Todd McDaniel: But I'll you I'll probably be sitting at at my laptop at a hotel room or a waiting room or something and uh continue plugging away on this.

Greg Kowalczyk: Okay.

Todd McDaniel: But yeah, I ideally, you know, at this point, it's just as quickly as we can pin down um an order. And again, hopefully I'll have uh shortly some indication on uh 20 foot containers and and uh LCL options and then over the course of you know by the end of next week maybe we'll be very close I hope to finalizing things and then

Greg Kowalczyk: Okay.

Todd McDaniel: there may be a little bit back and forth with them. So we could be,

Greg Kowalczyk: Right.

Todd McDaniel: you know, one to two weeks from uh sort of a firm

Greg Kowalczyk: Yeah. Yeah.

Todd McDaniel: order.

Greg Kowalczyk: Because the Chinese New Year is just uh Yeah. February. So no production, no nothing.

02:30:19

Todd McDaniel: Yes.

Greg Kowalczyk: And a lot of items is just uh yeah, you want to have you know at

least you know midapril to be able to uh yeah you can list prepare the listing and everything you know prior to that. That's no problem. But uh at least you know to have some traction.

Todd McDaniel: Yeah, AP April is when these categories start to start to pick

Greg Kowalczyk: Yeah. Yeah. Yeah.

Todd McDaniel: up for sure.

Greg Kowalczyk: Yeah.

Todd McDaniel: All right.

Greg Kowalczyk: Okay.

Todd McDaniel: Um and then uh I got your uh invoice. So we um that's for phase two I guess. So I'll take care of that and

Greg Kowalczyk: Yeah, this one just uh because I I split this into a kind of a our base,

Todd McDaniel: we'll

Greg Kowalczyk: you know. So when when we did the proposal is just uh you know I'll be just going through and

Todd McDaniel: Yeah.

Greg Kowalczyk: as soon as I hit the target you know the uh uh without without moving to the maximum hours but right now it looks uh you know that uh you know together with some training together with uh uh you know optimization and uh you know teaching you and uh uh do a uh you know dives and uh data dive and you know that so that that should be ample uh you know to be

02:31:53

Greg Kowalczyk: within so

Todd McDaniel: Okay. Okay. Perfect.

Greg Kowalczyk: right right now I still kind of I'm operating within this spreadsheet you just uh you know for us you know when we uh when we do uh let's say for private label uh we do a little bit different you know just going but that's because we are ordering larger quantities and we take you know a multiple uh risk for for the uh for the finance financial uh thing. So I think and if I would do it you know for so many items

Todd McDaniel: Yeah.

Greg Kowalczyk: you know my hours would be just skyrocket you know just if because there is a lot of going through each individual item and recording them into spreadsheets and you know checking this and that and you know take taking uh picture analysis at this specific time but I think for your situation and even for the future that's uh you know identifying uh the potential items. In the beginning it's going to be you know it will take some time but uh later on when you are uh more familiar with the tools and things what you are looking for is just going to be much more quicker.

02:33:30

Todd McDaniel: Right. Yeah. I think I think once we I you know I'll say we were we were almost ready to blindly order this um just because the quantities per item

were were fairly small. there wasn't,

Greg Kowalczyk: Mhm.

Todd McDaniel: you know, a lot of risk on, you know, per item, per se, but um I wanted to just put a a pause on it and and get educated

Greg Kowalczyk: Right.

Todd McDaniel: before we continue to do silly things like that under pressure of of timelines. So, you know, I think when we get to um next week, you know, I think we'll we'll have to make a a decision, you know, the best decision we can. But, uh and then once these are up and running, we'll we'll get some learnings and continue to monitor and assess them.

Greg Kowalczyk: Yeah.

Todd McDaniel: But um we we may have to start looking, you know, thinking right away about a replenishment order, especially for any items that are year round.

Greg Kowalczyk: Yeah. Yeah.

Todd McDaniel: Figure out the timing for that.

02:34:36

Todd McDaniel: And then, you know, there's a there's over a thousand items in the best way catalog that, uh, you know, we can we can continue to assess kind of what's the next, you know, if we want to keep maybe we just focus on these and keep getting the sales right. We don't keep expanding, you know, the skew count um, for a while until we've kind of, you know, maxed out the sales on what we started with. But then outside of that, there's, as I say, you know, we work with about 10 different factories um in a bunch of different categories that does that does have private label opportunity um which would be a different sort of experience to to go through a bit,

Greg Kowalczyk: Yes, definitely.

Todd McDaniel: but

Greg Kowalczyk: Yeah. with with this one is just uh yeah to be because uh even you know in the past the maximum number of uh products that I launched at one point it was 11 and you know this is uh you know to launch this properly uh from ground zero to you know a reasonable uh uh level and obviously you know the success right uh uh rate is not 100% so

02:35:58

Todd McDaniel: Yeah.

Greg Kowalczyk: that all products are going 100% you know successful but

Todd McDaniel: Yeah.

Greg Kowalczyk: it requires uh quite a bit of capital first time but mostly capital because it's a it's a very in intensive as far as the uh you know the right amount of supply. You have to you have to be able to not to break uh you know the out of order you know out out of uh that you don't have uh items

Todd McDaniel: Right.

Greg Kowalczyk: in your inventory.

Todd McDaniel: Right. Yeah. Yeah. Because if if wrote a stock for a month,

Greg Kowalczyk: Yeah.

Todd McDaniel: then we lose the momentum,

Greg Kowalczyk: Yes.

Todd McDaniel: right?

Greg Kowalczyk: Yeah.

Todd McDaniel: And rank

Greg Kowalczyk: you lose the momentum and everything is just the algorithm is just rec not recognizing

Todd McDaniel: fall.

Greg Kowalczyk: you. The keywords are just tanked and uh it's very hard to uh reestablish the same position as you you were before.

Todd McDaniel: Right. Okay.

Greg Kowalczyk: Yeah.

Todd McDaniel: Well, yeah, I think uh some of these items are, you know, they're either for indoor use or, you know, outdoor and indoor might have a a year round usage or a longer season and maybe we go a little bit deeper on those.

02:37:27

Todd McDaniel: And if something is a pure summer item,

Greg Kowalczyk: Yeah.

Todd McDaniel: we might not even have a chance to really replenishment replenish in time for the season. But um you know maybe we just bring in less and and hope to sell out and give us some learnings on those and then continue to invest in the you

Greg Kowalczyk: Yeah.

Todd McDaniel: know the safer year round items um and keep and keep the momentum going and and inventory going on those. And then some of the spring summer ones we just get in and get out of each

Greg Kowalczyk: No,

Todd McDaniel: year maybe.

Greg Kowalczyk: sure.

Todd McDaniel: Yep.

Greg Kowalczyk: And uh yeah, because there are, you know, even those uh highly seasonal items is just uh you know, because you'll be going against the competition, the competition is still this the same thing. And we can see that during you know this offse uh months they are just they still continue to have that item listed but the sales are you know only here and there and then they start to uh let's say some ranking and some uh you know advertising you know uh few weeks in advance you know let's say two weeks to four weeks in advance

02:38:45

Todd McDaniel: Right.

Greg Kowalczyk: just to move that uh that uh initial spark just to get this

Todd McDaniel: Right. Yeah. And and if we're doing quarterly orders or something like that,

Greg Kowalczyk: going.

Todd McDaniel: um they're they're flexible. If we want to keep something going with 24 units, you know, of something on an order again, just to keep the listing active and alive and get some of the we'll just kind of adjust the the

Greg Kowalczyk: Yeah.

Todd McDaniel: forecast down and the ordering down in the slower point because we'll still have other orders that we can add it to.

Greg Kowalczyk: which is a big advantage you know have to say because uh you know not too many sellers they can allow uh they can have this advantage of uh uh bringing you know 24 pieces unless you bring you know a

Todd McDaniel: Right.

Greg Kowalczyk: fake item from Alibaba and But if you have

Todd McDaniel: Right. Right. Yes.

Greg Kowalczyk: some sort of a fully optimized listing and uh you know just ready to go and you replenish this you know once in a quarter or you know whatever duration that is you can plan for it and even if you sell you know a

02:40:01

Todd McDaniel: Right.

Greg Kowalczyk: high ticket item like like uh those pumps you know that there uh there is still reasonable you know uh uh profit it uh but you don't have to care about you know bringing customers the customers just will find you and they will just order and many

Todd McDaniel: Right. Yeah.

Greg Kowalczyk: items there might be like that you know just uh once you once you establish your footprint uh it's just a matter of you know even you know letting go you know the advertising and see how it how it is and I you We run the PPC all the time, but I hear from other sellers that even though you you cut the advertising, it is still going because the momentum is there. And you can see on the keyword base that you know a lot of sellers they even

Todd McDaniel: Right.

Greg Kowalczyk: though there is one or two sales here and there uh keywords are basically there and the rank stays.

Todd McDaniel: Right. Right. Yeah. That that pump's a great example because there's really nowhere else you can buy it in,

Greg Kowalczyk: Yeah.

Todd McDaniel: you know, and it's a it's a brand specific and a you know and compatible only with Best Way items, but those items are already being sold in the market,

Greg Kowalczyk: that. Yeah.

Todd McDaniel: but there's no there's no supply of these uh some of these, you know, uh accessories and and parts. So people will have to search for them

Greg Kowalczyk: And you have if you have that kind of information just put this in a spreadsheet you know just

Todd McDaniel: specifically,

Greg Kowalczyk: basically uh uh even if you know that you know there is a

Todd McDaniel: right?

Greg Kowalczyk: certain uh items that these are best sellers or you know uh very hard to get or you know only one one retail store carry them. That would be a really valuable information to uh uh to validate you know that item for additional ecom uh

you know marketplace. Okay. Awesome. Thanks.

Transcription ended after 02:42:47

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