

Task 1

Business Context

- Yogabar has 4 product lines with multiple SKUs in the healthy food segment
- We ship products via both Amazon FBA and Easy Prime Shipping
- All products are manufactured in our Bangalore warehouse and shipped all over India
- Muesli, one of our most popular products is available in 400gm and 700gm boxes
- [Amazon Link](#) for Muesli 400gm Dark Chocolate
- [Bestseller ranking](#) for all Muesli players on Amazon to check out the competition
- 4 Invoices have been attached in spreadsheet that gives the fee breakup for different destinations and shipping types
- Amazon logistics fees are available on their website
 - o <https://services.amazon.in/services/sell-on-amazon/pricing.html>
 - o <https://services.amazon.in/services/fulfilment-by-amazon/pricing.html>

Business Goal

- Reduce the logistics cost of shipping Muesli 400gm via Amazon

Tasks

- Analyze which shipping model is better Amazon FBA vs Easy Prime Shipping?
- Identify which packaging – box vs pouch would be more suitable? Currently, we are using boxes
- Does it make sense to have more warehouses in different regions? Should we go with Amazon warehouses or company owned? How to distribute warehouses among cities?
- If the cost of making 400gm muesli was Rs 150, at what price should we sell it to

maximize our profit after Amazon fees and yet be competitive?

- Is 400gm optimal weight for selling muesli? What should be the ideal weight for maximizing profit after Amazon fees keeping popular competitor SKUs in mind?
- Are there any anomalies in the provided data? If yes, would your result change if the anomaly was true and the actual pricing was based on that?
- Create an excel based calculator which gives the profit for a particular product based on selling price, region, packaging, and weight (*for bonus points*)
- State any assumptions you make clearly