

EXHIBIT "Amazon Optimization"

DISCOVERY	DESCRIPTION
Campaign Account Manager	Taking lead on your ACOST is key. Our team of specialists that will review your listings & report to you every week.
Analyze Seller Performance and Store Feedback	We will analyze your store and recommend on how to achieve 100% seller performance and feedback. Having a perfect track record will affect your ranking in Amazon.
Download Full ASIN List and Review Ranks and Reviews	We will create a full report for you which includes: ASIN, Review Count, Review Count Divided by Stars, ASIN Rank, and Review Authenticity Grade.
Create a Strategy to Fix Negative Reviews	If you are a PL seller, you know that reviews are crucial. To mitigate the impact of negative reviews, we have a solution to make your customers happy even after a negative experience, starting with email and progressing further.
Lead Consultant Analyzes your Marketplace Strategy	We analyze your Amazon store's sales, feedback and catalog in order to create a marketing plan to help you optimize your store and increase sales. We will also brainstorm ways that you can strengthen your competitive advantage.
MARKETING: OPTIMIZATION	
Create an Improvements Checklist for your Store	Based on our analysis, we will create a list of improvements that will improve the performance of your store.
Create a list of Improvements to your Listings	Based on our analysis, we will create a list of optimizations that will improve the performance of your listings.
Research and Create a Checklist for SEO	We will ask you for a list of your top five ASIN competitors and run a research test to determine how their SEO affects their listings.
Create a Checklist to Fix and Improve Your Listings	We will address your GCSC product and listing concerns, ensure that negative reviews have been addressed, make sure your item descriptions are consistent with customer expectations, and measure whether your pictures and descriptions are yielding results.
Content Editor to Improve the Listings	Based on the SEO research test, we will advise you on how to edit your content and select proper keywords.
Designer to Improve the Listings	We will analyze your product images, identify how they can be improved, and give you a guide to improve them.
Create HTML Descriptions for your Listings	If you are not brand registered, we will create professional HTML descriptions for your listings.
Discover and Advise on Trademarking your Brand	We will advise you when and how to protect your brand by trademarking it.
Create a checklist to achieve A+ Page (Brand Registered)	We will identify the ways in which your brand is better and more efficient than your competitors' to improve your brand exposure.
A+ Page Creation (Graphics) (Brand registered)	Our professional graphic designers will ensure that your store looks as good as possible.
Create and Implement Strategy for Holidays Promotions	We will help you initiate sales and promotions during holidays and times with excess inventory.
Discover New Selling Channels	We will recommend how you can expand your market with marketplaces you do not currently sell on.
MARKETING: PAY PER CLICK	
Analyze PPC Campaign	Our specialists will improve your current campaigns based on an analysis of your previous data.
PPC Campaign (Manual) Up To 20 Keywords	We will help you start keyword campaigns based on the keyword research we have already done, track keywords to monitor performance, ensure that ACOST is optimized at all times, and make necessary adjustments. We will also monitor your PPC ad cost on a weekly basis, optimize your ads for optimal performance, and adjust your keywords.
PPC Campaign (Automatic)	Setup an Automatic Pay Per Click campaign once the processes are working, and create a process on how to monitor it, and then change to a manual to save on clicks
MARKETING: REPRICING	
Analyze Repricer Strategy	Every category has a different percentage that influences the Buy Box. We will analyze your category and competitors, using these observations to create a proper strategy for your category.
Setup Amazon Repricer	We will give you a form on which to fill in ASINs and your lowest sell price to set up a repricer.
Create Rules for Repricer	We will create customized rules based on your category, seller performance and list of competitors.
Ongoing Monitors of Repricer Strategy and Adjustments	Our team of professionals will monitor the repricer to ensure it provides optimal results at any given time, 24 hours a day.
OPERATIONS: OPTIMIZATION	

Discover Software Usage	We will analyze the current software you are using to determine whether you are implementing the best practices to achieve full automation and lower your operating costs (syncing, shipping, and accounting). We will also analyze the software you are using to automate your marketing processes, such as gathering reviews on sold products and managing negative reviews.
Create a List of Software Recommendations	Based on our analysis, we will create a list of recommended softwares and a flow chart on how you should operate your store.
Create Cases For Lost Inbound Shipment	Based on your volume, we can either suggest a software to use or recommend manual operations.
OPERATIONS: CUSTOMER SERVICE	
Answering Customer Service Messages	Our customer service specialists will help you correspond with customers, provide links to the warranty registration for each respective product, notify customers how their concerns will be handled, notify the customer service team when problems have been resolved, monitor your customer service team's emails to ensure proper handling of customer issues, and follow up on any concerns that the team is unable to address.
Feedback, Remove Negative Feedback, Contact Customers	We will have a dedicated CS agent work to understand your product business model. Based on this information, we will make sure that the customer is 100% satisfied and that any negative feedback is turned positive.
Solicit Verified Buyers For Reviews	Based on Amazon's current terms of service, it is difficult to use software to solicit reviews from verified buyers, so we facilitate manual requests and follow ups.
Contact Customers To Remove Negative Reviews	We will contact customers who have left negative reviews, determine whether there is a way to meet their satisfaction, and ensure that they remove their negative review.
Schedule Pickup with Freight Overseas	Our shipping staff will coordinate Amazon labels, UPC codes, and shipment information. We will then review the packing list and telex and request a shipping quote. After confirming the quote, we will coordinate with the manufacturer, monitor the shipment's ETA, and facilitate communication between both companies.
Send Shipment to Amazon FBA	We will create shipment orders in Amazon, coordinate information with the manufacturer, and confirm the units, destination, and reference ID. Then, when sending the products, we will ensure that unit numbers, damages, and shipping location have been recorded and that the product is Fulfilled by Amazon (FBA), not by merchant.
Monitor Amazon Account Health	We will monitor your account to ensure that all listings are active and that any "red flag" notifications are addressed via telephone.
OPERATIONS: REPORTING	
SKU Level Profit Report Cost, FBA Cost, FBA Fees, Commission Fees, PPC, Returns	We will keep track of your BSR numbers and product inventory unit numbers, ensure that they match your sales reports, and fix any inconsistencies. We will also track your product pricing and monitor monthly sales, profits, and losses.
Overall Profit Margin Report	We will produce a report on your overall profit margins, providing a broad view of your business and how to move forward.
Price Change Recommendation Report	We will identify which products you want move out faster and/or liquidate.
Overstock Over 30 Days in FBA Report	We will analyze your FBA items to gain insights on how to improve your inventory management.
Lost and Damaged Inventory Report	We will analyze your inventory reports to ensure that lost and damaged inventory is accounted for.
FBA SKU Replenishment Report Based On Past 7 Days Each SKU	We will provide you with a weekly SKU replenishment report. This information is crucial to staying ahead of the game, as Amazon sales are up and down by nature.
Replenish Inventory	We will ensure that you have six months of inventory at all times and facilitate necessary vendor orders.
OPERATIONS: TRADEMARK & MAP	
Remove Competitors Infringing Trademark	We will monitor listings to ensure that competitors are not hijacking your listings. We will contact Amazon and the company about trademark issues and, if necessary, order units from each competitor and send comparisons to Amazon. As a last resort, we will help you change prices to stay competitive.
Monitor MAP Pricing and File for Removal of Seller	We will monitor your competitors for MAP pricing violations and submit any violations to Amazon to ensure that your competitors do not undercut you on branded items.
OPERATIONS: NEW PRODUCTS	
Create a Strategy for New Item Listings	When you debut a new product, you must have a proper go-to-market strategy. We will help you develop a rollout plan based on your category and your competitors.
New Product and Vendor Research	We will help you brainstorm potential products that meet your criteria, crosscheck keywords and competing products on Amazon, look into the cost of purchasing the product from different manufacturers, and narrow down a list of potential products.

Prepare and Create New Listing	We will connect you with product manufacturers and facilitate correspondence. We will also develop product packaging, ensure quality checks and insurance, create new UPCs, photograph your new products, write product descriptions, add keywords, and collect reviews.
MARKETING: NEW PRODUCTS	
Product Launch Through Facebook Advertising	Our team of social media professionals will guide you to properly launch your new products through social media platforms.
New Product Launch Through Email Blast to Existing Customers	We will create email campaigns to announce upcoming offers, run promotions on Amazon (which must be done 4 hours before launch), inform your customers about the launch, and generate coupon codes.
Manage Email Blast to Existing Customers	We will reply to each responding customer with a follow up and coupon codes. We will also monitor your reviews and BSR to ensure that the coupon code has impacted product sales.