

• MARKETPLACE GROWTH FOR SERIOUS OPERATORS

Amazon USA is not just a *sales opportunity.*

It is an execution game.

Demand gets attention. Execution protects the account.

OPERATIONS — RISK — SOURCING — EXECUTION —

MOST SELLERS ASK

“Which product will sell?”

BETTER QUESTION

“Can this product be sourced, shipped, listed, protected, and replenished safely?”

Before entering Amazon USA, check the operating fit.

01

Demand signal

IS THERE REAL PULL?

02

Margin room

CAN THE MATH SURVIVE FEES?

03

Supplier stability

CAN SUPPLY REPEAT?

04

Compliance exposure

CAN THE ACCOUNT STAY SAFE?

05

FBA / FBM path

CAN FULFILLMENT RUN CLEANLY?

High demand with weak sourcing is not opportunity.

It is risk waiting to become an inventory, margin, or account-health problem.

A product must be attractive in the market and repeatable in operations.

CURRENT FOCUS AT 33 SENSES

FMCG and Personal Care

05

01 **Repeat demand**

02 **Sourcing feasibility**

03 **Replenishment logic**

These categories can be studied with more discipline before capital moves.

A practical Amazon USA execution plan should cover:

01 Product and category evaluation

02 Sourcing and documentation awareness

03 Margin and fulfillment planning

04 Ongoing marketplace execution

Clear checkpoints. No unrealistic profit promises.

THE TAKEAWAY

Don't chase products. Qualify operating paths.

If demand, sourcing, margin, compliance, and fulfillment do not work together, the product is not ready for Amazon USA.

01 Study demand before inventory.

02 Verify sourcing before scaling.

03 Protect margins and account health.