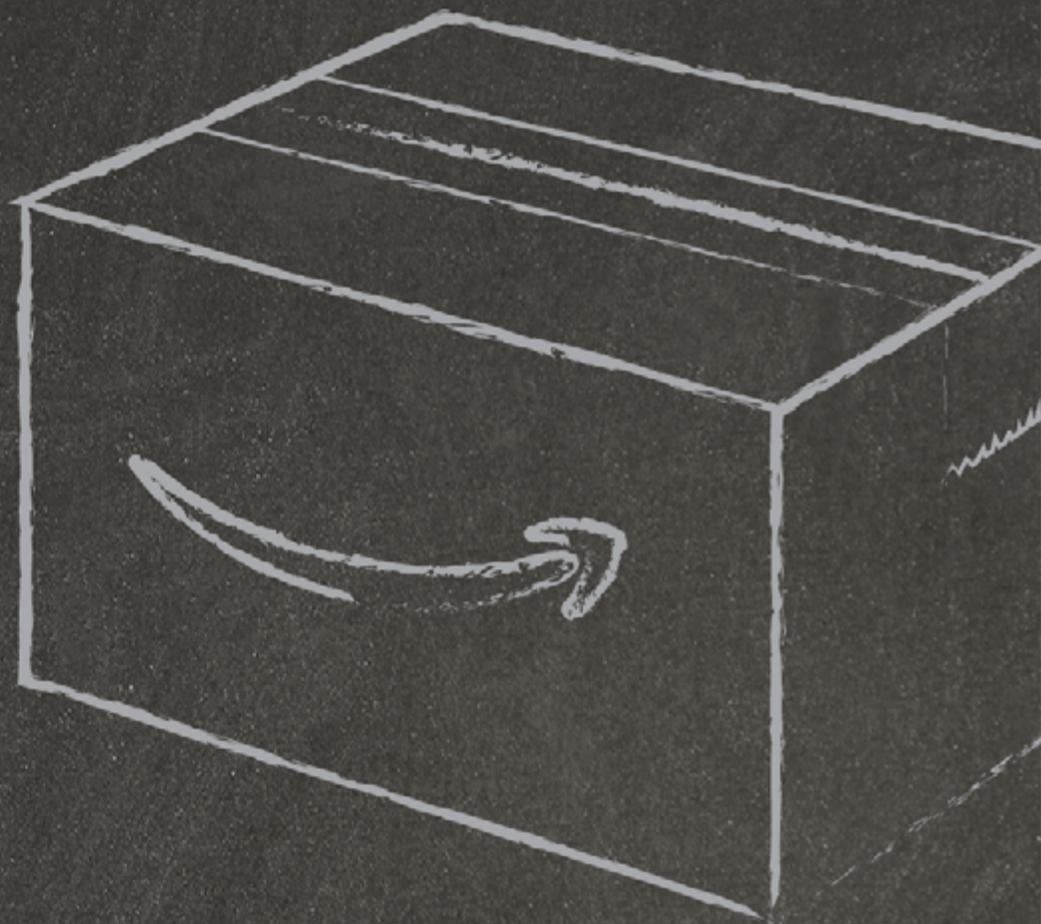


QUICK GUIDE

Selling on Amazon

An introduction to using
Fulfillment by Amazon



TRADER ON THE STREET

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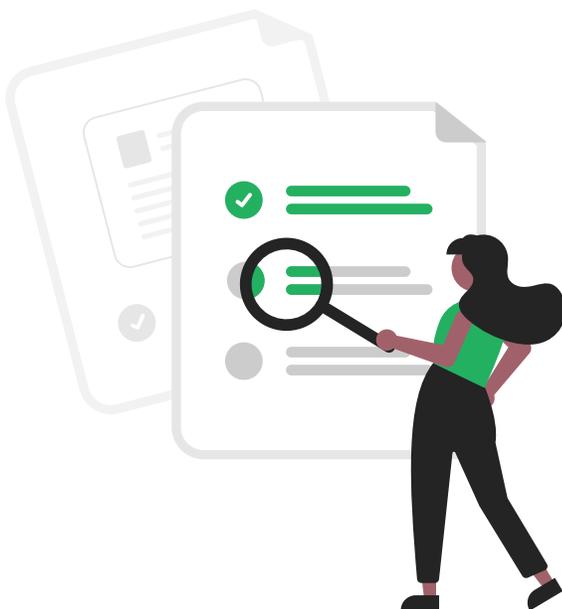
Did you Know?

The Fulfillment By Amazon service provides packaging, warehousing, and shipping support to merchants. This frees sellers from some of their responsibilities and allows them to be more flexible in their sales strategies.

Sellers can ship their products to an Amazon fulfillment center, where they will be kept in the warehouse until they are sold. When a customer places an order, Amazon employees prepare, package, and ship the Product.

What is FBA Product Research

Amazon product research is the process of examining current trends and all available data from the market to identify a niche with high-demand products that will result in high volume sales. The idea is to buy your products at the lowest possible price and then sell them at the highest possible profit margin.



Why is it Important?

If there is no market for it, even the most amazing product idea is pointless. You don't want to spend a lot of money on a product that doesn't sell. This is where product development research comes in.

Product research allows you to spot potential problems and avoid making costly mistakes. It helps determine whether your product has a market, identify what your competitors are doing well - and what you can do even better - and estimate how much buyers will pay.

Test them to evaluate how the different components of your design, such as the name and packaging, interact with your target audience. Examine potential bottlenecks and consider how to extend the life cycle of the product.

Product Research

Product research is an important aspect of the process of developing a product through extensive research. Here are some reasons why product research is important:

- **A clear picture of the customer.**
- **Product Testing.**
- **Business Growth.**
- **Gain insights on competitors.**

Benefits of Lean Product Research

Learning product research development is a model for continuous improvement that relies on quick, efficient research to understand customer needs and test new features.

Lean market research might assist you in becoming more...

- **Efficient**
It allows you to get closer to your customers more quickly.
- **Cost-effective**
There is no need to engage a high-priced marketing business to get started.
- **Competitive**
Fast, actionable insights can propel your products to the forefront.

How do you Start Product Research?

1. Assess the market's size.
2. Examine the competitive environment.
3. Select a product category.
4. Define your ideal customer.
5. Calculate profit margin.

How do you Research a Product to Sell?

1. Consumer trend magazines should be followed.
2. Find Top Sellers on Amazon.
3. Look through social media curation sites.
4. Check wholesale markets for B2B transactions.
5. Read special message boards.
6. Consult your own clients.

Examples of Product Research

Finding a hot product in a category like Trend Hunter, then evaluating it to see if it's a viable product to sell, is an example of product research. You can then move on to the product development process to create an initial version and work on any supply chain concerns once they are confirmed.

Conclusion

If you always adhere to specified criteria and remember to 'niche-down' your research, using competitive information and trends to assist you, your Amazon product research will never seem daunting. When you can focus your search and identify best-selling products by employing the simple Amazon research strategies outlined above, there's no need to waste time searching for things that are not a good fit.

