

CASE STUDY

How Well We Understand Customer Business and Delivered Fruitful Results

Case Study – 2

Successfully Developed Business on Newly Launched Amazon.ae

- **Customer Name:** Navin
- **Account Name:** Mahmayi
- **Business Type:** Distributor
- **Client Requirements:** Account Management/Sales Boost
- **Our Goal:** Providing Favourable Results

CLIENT EXPECTATIONS:

This client came to us for migration of his account and listing from UAE based Sooq marketplace to newly launched Amazon.ae his expected that we should list his all the inventory to AE and manage his Amazon.ae Account for Listing, Optimization, Sales Boost, PPC, Brand Registry, Infringement, Escalations EBC etc.

OUR SOLUTION:

For giving the best solution to our client and comprehensive support is our speciality which we successfully deliver with the help of our experience team, who is expertise in solving the client queries and give the best result with efficiency.

Migrating the listing from the Sooq to Amazon.ae with enhanced optimization in short time of the period and boosting sales was challenging for us, as in UAE there where few marketplaces and Amazon was a new marketplace which launched in May 1, 2019 UAE customers was new on this marketplace with totally new buying experience, but our strategy to direct target the audience who needs the products, we did the best categorization of the products as per the customers needs, in short time of the periods we worked on the utilization of the time to deliver best optimization and conversion.

OVERVIEW OF SELLER ACCOUNT:

- Find out the most important areas where our team required utmost attention to showcase the work from day one
- Understand the products, its content and images
- Understand the inventory and pricing scenarios
- Understand previous and existing marketing strategies
- Understanding customer requirement for the products

HOW IT BEGINS:

- Begins with day to day communication

- Optimized existed content by matching with amazon standards
- Enhanced images quality with the help of Tech2Globe photo editors' team
- Added advantage of products already having buy box winner gives us kick start to planned and make successful roadmap for sale by creating Amazon Sponsored Ads
- Understanding customer requirement for the products and how well we can assist them to re-purchase from same seller
- Most relevant meta description, search terms & keywords
- Quick response on the new received orders for scheduling the order one time
- Participating in new Amazon services e.g. FBA, Prime etc.
- Focused on organic sales
- Run the ads for the consist selling products
- Best strategy PPC and tracking on daily basis

THE RESULTS:

Only scores and sales trend can show how well we have understood customer business and able to provide fruitful results. So, in case of MAHMAYI result tells everything:

Sr. No.	5 Months Record	Monthly Record	Total Sold Units	Sales
1	1st Month	May	46	AED24834
2	2nd Month	June	112	AED45415
3	3rd Month	July	79	AED34734
4	4th Month	August	175	AED74196.47
5	6th Month	September	236	AED77786.28

It really motivates us that how well and successfully we able to develop his business in just initial 5 months which can be seen in above report, where we started with AED24834 and increased to AED77786.28

Some images of SALES REPORT for you guys to see how well we have taken customer business up and still we are on the same track:

When Joined TECH2GLOBE

Date
 Custom -

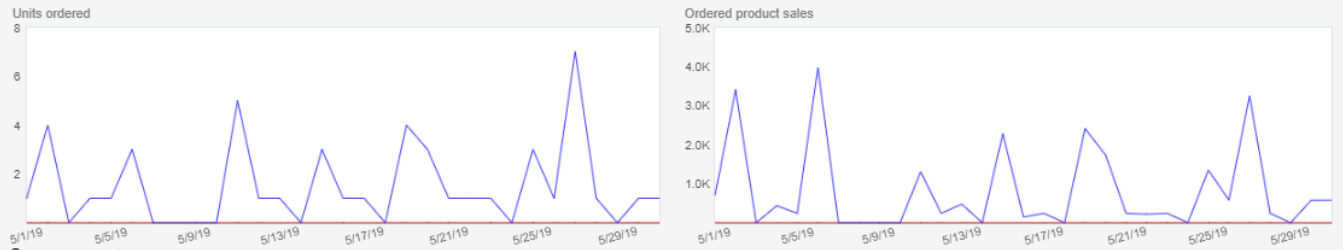
Fulfillment channel
 Both (Amazon and seller)

Sales snapshot taken at January 25, 2020 3:08:46 PM GMT+04:00

Total order items 42
Units ordered 46
Ordered product sales AED24,834.00
Avg. units/order item 1.1
Avg. sales/order item AED591.29

Compare sales

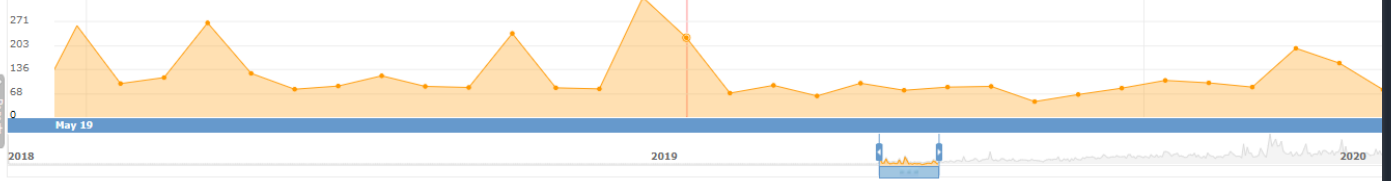
Graph view Table view



Selected date range
 46 Units
 AED24,834.00

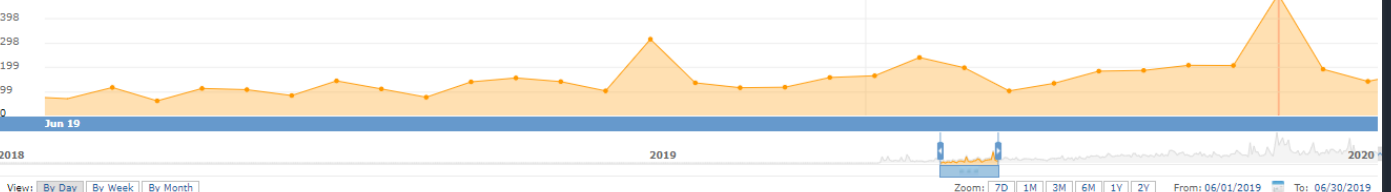
Same date range one year ago
 0 Units
 AED0.00

Page Views

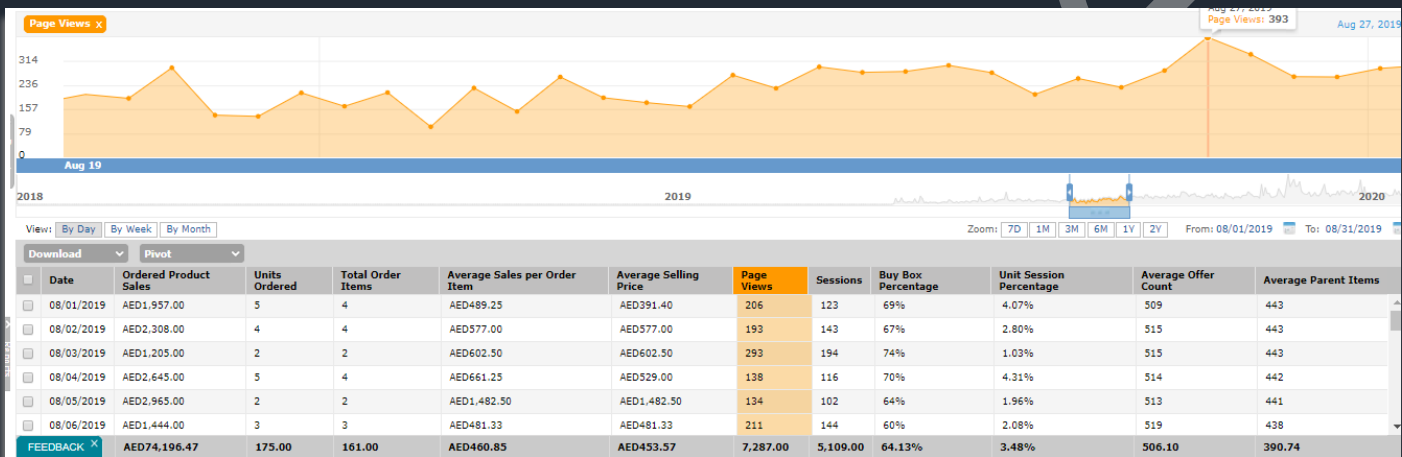
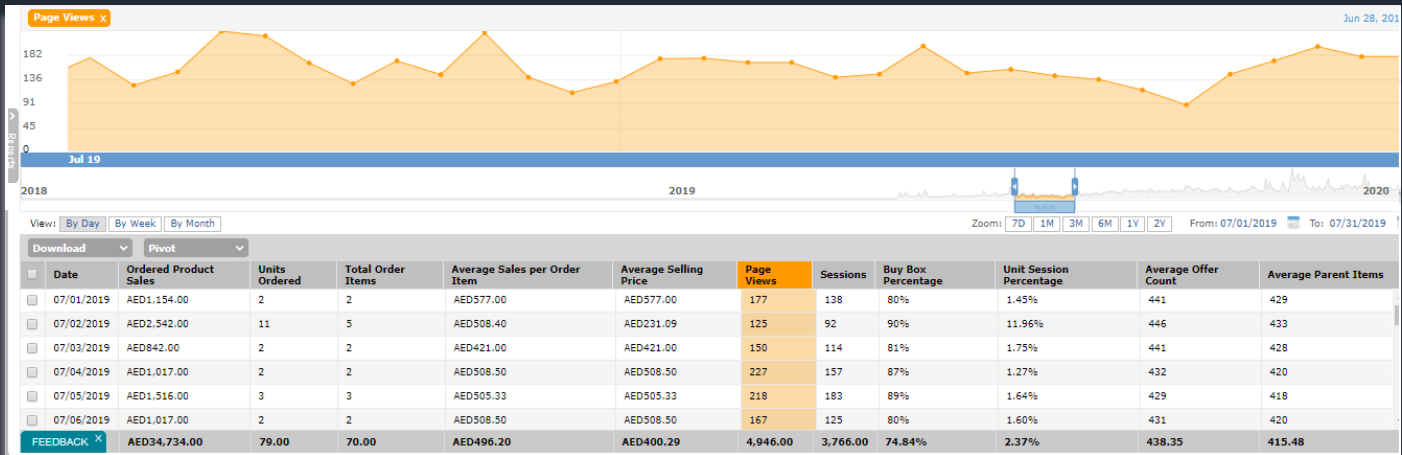


Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Selling Price	Page Views	Sessions	Buy Box Percentage	Unit Session Percentage	Average Offer Count	Average Parent Items
05/01/2019	AED710.00	1	1	AED710.00	AED710.00	259	236	96%	0.42%	380	376
05/02/2019	AED3,400.00	4	4	AED850.00	AED850.00	95	73	81%	5.48%	380	376
05/03/2019	AED0.00	0	0	AED0.00	AED0.00	112	100	91%	0.00%	381	377
05/04/2019	AED435.00	1	1	AED435.00	AED435.00	267	227	97%	0.44%	391	387
05/05/2019	AED240.00	1	1	AED240.00	AED240.00	124	107	98%	0.93%	392	388
05/06/2019	AED3,965.00	3	2	AED1,982.50	AED1,321.67	79	53	94%	5.66%	390	386
FEEDBACK	AED24,834.00	46.00	42.00	AED591.29	AED336.76	3,740.00	2,933.00	88.00%	1.94%	409.94	406.77

Page Views



Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Selling Price	Page Views	Sessions	Buy Box Percentage	Unit Session Percentage	Average Offer Count	Average Parent Items
06/01/2019	AED977.00	2	2	AED488.50	AED488.50	69	55	77%	3.64%	437	437
06/02/2019	AED1,154.00	2	2	AED577.00	AED577.00	115	90	79%	2.22%	437	437
06/03/2019	AED620.00	2	1	AED620.00	AED310.00	60	56	67%	3.57%	436	436
06/04/2019	AED1,971.00	4	4	AED492.75	AED492.75	111	80	93%	5.00%	436	436
06/05/2019	AED480.00	2	2	AED240.00	AED240.00	106	73	83%	2.74%	436	436
06/06/2019	AED3,645.00	9	8	AED405.00	AED405.00	82	67	94%	13.43%	436	436
FEEDBACK	AED45,415.00	112.00	97.00	AED468.20	AED409.82	4,669.00	3,290.00	82.53%	3.98%	440.27	433.67



AFTER 4 Months TECH2GLOBE

Detail Page Sales and Traffic Seller Performance by ASIN

Date: Custom (09/01/2019 - 09/30/2019) Fulfillment channel: Both (Amazon and seller)

Sales snapshot taken at January 25, 2020 3:11:55 PM GMT+04:00

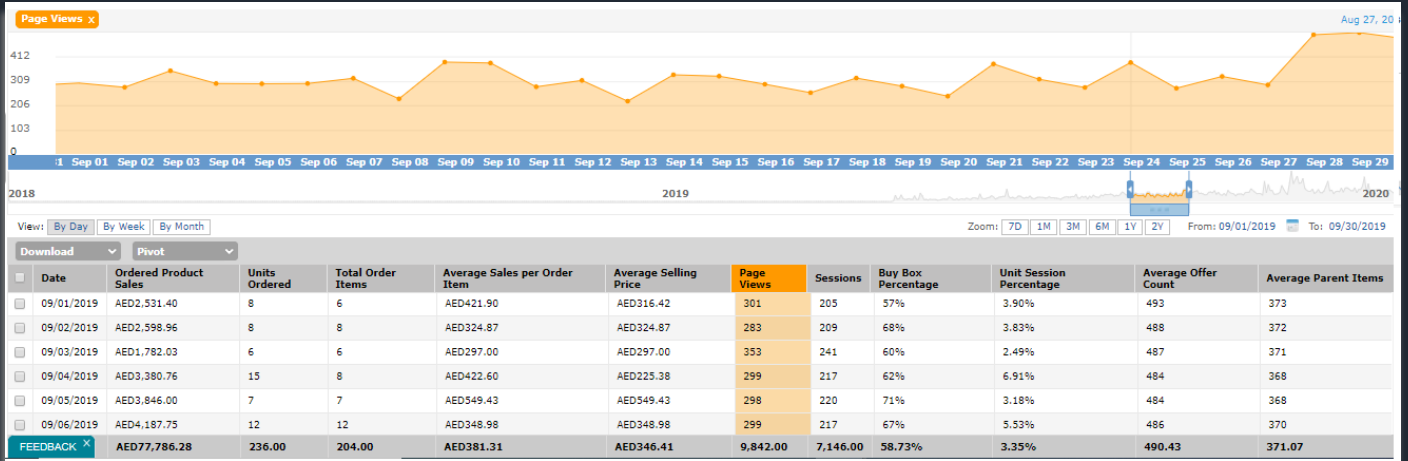
Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
204	236	AED77,786.28	1.16	AED381.31

Compare sales (Graph view / Table view)

Units ordered

Ordered product sales

Compare: Selected date range (236 Units, AED77,786.28) Same date range one year ago (0 Units, AED0.00)



OTHER ACHIEVEMENTS:

1. Feedback Rating

As you all know that good seller rating is how much important for every seller! As It always help to boost the sales and get the customer trust against the seller and customer confidently buy the products from the sellers who has good seller rating, and here for this client we helped him to get the good customers review and seller rating which can be seen in below image, as we help him to get the Feedback Rating 0 to 4.9

Feedback Manager

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. [Learn more](#)

Feedback Rating: ★★★★★

4.9 stars during time selling on Amazon. (13 ratings)

	30 days	90 days	365 days	Lifetime
Positive	100 %(1)	100 %(2)	100 %(13)	100 %(13)
Neutral	0 %(0)	0 %(0)	0 %(0)	0 %(0)
Negative	0 %(0)	0 %(0)	0 %(0)	0 %(0)
Count	1	2	13	13

This table displays the corresponding feedback percentages and feedback counts. See how your feedback displays to buyers on Amazon.

Due to rounding, the values displayed may not add up to 100%.

2. Successful Infringement Cases

Complaint ID	Report creation ^	Brand name	Infringement type	Submitter email	Status ?
5762373962 » ASINs (1)	Dec 19, 2019 11:53 AM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671095512 » ASINs (1)	Nov 09, 2019 5:24 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671029042 » ASINs (1)	Nov 09, 2019 5:22 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671087102 » ASINs (1)	Nov 09, 2019 5:20 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671068402 » ASINs (1)	Nov 09, 2019 5:16 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671016142 » ASINs (1)	Nov 09, 2019 5:13 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671060652 » ASINs (1)	Nov 09, 2019 5:08 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670805382 » ASINs (1)	Nov 09, 2019 2:35 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670752462 » ASINs (1)	Nov 09, 2019 2:24 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670816392 » ASINs (1)	Nov 09, 2019 2:21 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670788962 » ASINs (1)	Nov 09, 2019 2:18 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670758402 » ASINs (1)	Nov 09, 2019 1:59 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5669304072 » ASINs (1)	Nov 08, 2019 4:55 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted

3. Successful Brand Registry

The screenshot shows the Amazon Brand Registry interface. At the top, there are navigation links: Manage, Protect, Monitor, Support, and a language dropdown set to English. The main content area is divided into two sections. On the left, under 'Your Brands', there is a 'Registered brands' section with a count of 1 and a button to 'Enroll a new brand'. On the right, a 'Welcome to the Brand Registry' message is displayed, which includes a list of registered brands (1. MAHMAYI OFFICE FURNITURE) and several informational paragraphs about reporting infringement, viewing violation history, and getting help.