

 **FBA Frontiers**

Amazon 201:
Let's Get Large

EU Product Research

Amazon 201: Let's Get Large

- Large products mean:
 - Less competition
 - More capital Investment
- There is a lot of opportunity with large products & very few reviews
- Aim for products that retail over £100

Product Research & Validation

- Live Walkthrough

The BIG Takeaways:

Products over £100: At this price point, the returns outweigh the extra effort of sourcing and shipping

Target Minimum 30% Margin: 30% margin should give you a 100% ROI, letting you scale more rapidly

Look at VERY LOW Competition Items: if your biggest competitor has OK images and 20 reviews, you start selling 5-10 units / day immediately

Exercise Due Diligence: Order samples; Have the factory inspected before you order; Have the finished product inspected.
