

BRAND APPRAISAL · AMAZON UK

Who sells your products on Amazon UK, what that is worth,
and what we would change first.

**SAMPLE
BRAND LTD.**

PREPARED BY FOUNDRY LABS · DATA SAMPLE, MADE-UP FIGURES

*** INSIDE**

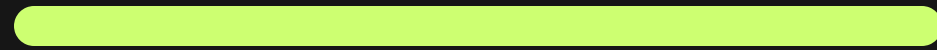
- I The position** p . 4
- II The opportunity** p . 8
- III The future** p . 24
- IV The commercial** p . 26



Eight sellers sell your range. Your best seller has the most to gain.

SOLD BY OTHER SELLERS

All sellers: £412,380 a month



100%

of your sales, none of it by you.
Resellers set the price.

BEST SELLER LISTING SCORE

Your other top-nine pages: 7.6 to 9.2



5.1/10

1 of 5 bullets, 2 A+ images.
The #2 gel has 5 and 7.

MODELLED: JUST TWO PAGES LIFT

Oven Gel 500ml +£18.4K · Sink Gel 1L +£2.4K

Today · £183.7K

Two pages · £204.5K

+£21K

a month more spent at Amazon.
Up to +£35.3K if all eight do.

Imagine a year from now. Better pages. Your price. Your money.



MONTH 12, MODELLED

Today £183.7K

Two pages £204.5K

All eight £219.0K

£204.5K

to £219.0K a month

Your top nine pages at Amazon.

	TODAY	MONTH 12
Best seller's page	5.1 out of 10	9.3 page, live
Top nine pages	As they are	8 rebuilt, Steel Polish kept at 9.2
Who sets the price	Eight other sellers	You, on every line you sell
Your reports	None	Written, every month
Your time	Listings, ads, reports	Done for you. One person to call.

The rest of this deck shows where you are today, where the growth is, and exactly how we get you there.

QUESTION 1 OF 6

Who really sells Sample Brand Ltd on Amazon?

YOUR BRAND TODAY

64 listings in the UK P.10

£412,380 a month, all sellers P.5

61,240 units a month P.5

Eight resellers on your listings P.5

You make it and you brand it. **The next three pages show who sells it, and how much of each market is yours.**

PAGE 05

Who sells it

PAGE 06

Your Oven Cleaner share

PAGE 07

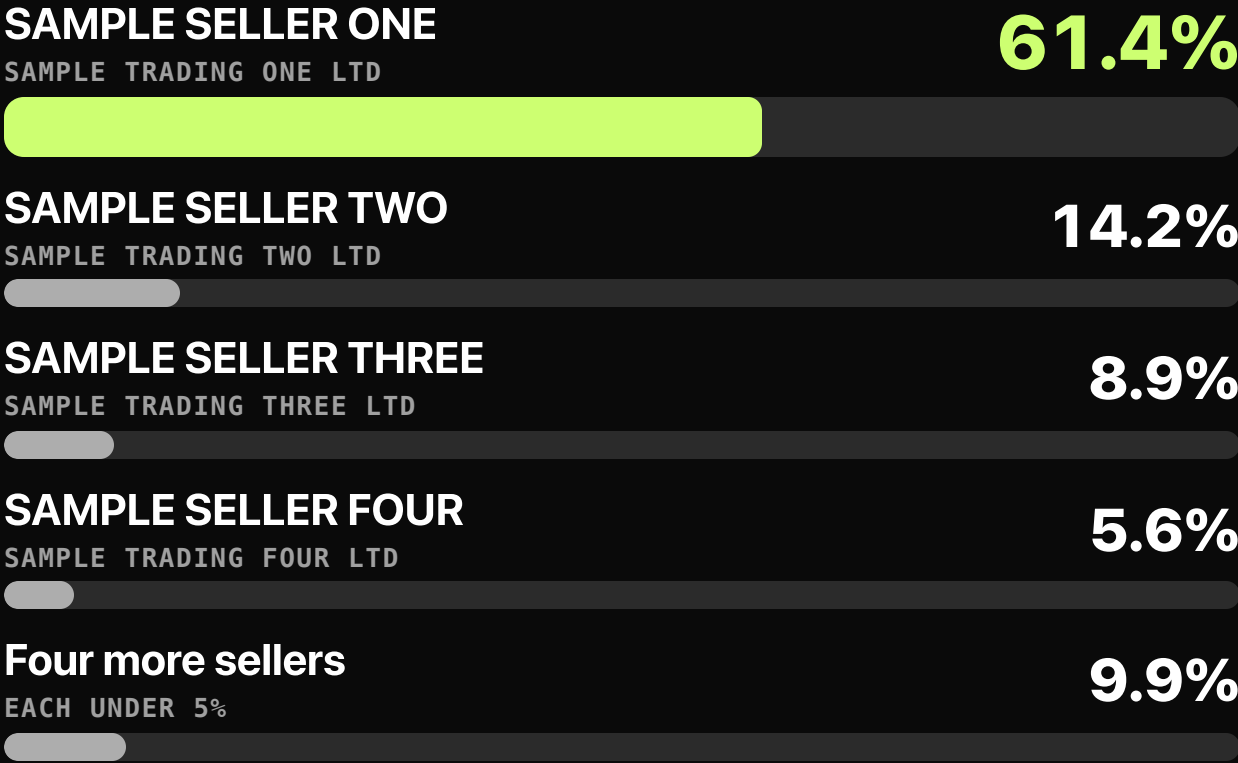
Your markets

8 sellers

on your listings. None is you.
They set your shelf price.

£412,380 a month in retail sales, all sellers together.

SHARE OF YOUR AMAZON UK SALES, BY SELLER



BEST SELLER PRICE TODAY

£8.99

SET BY

THE BUY BOX SELLER

ALL SELLERS, A MONTH
61,240 units

RESELLERS KEEP
The retail margin

SELLING DIRECT GIVES YOU
The price and the customer

21.7%

of Oven Cleaner is yours.
The other £261K a month
is where you grow.

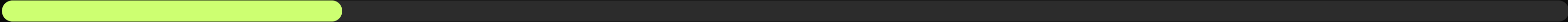


SAMPLE IMAGE, NOT A REAL PRODUCT

YOUR BEST SELLER
Oven Gel 500ml · BOSMPR0001

SAMPLE BRAND LTD IN OVEN CLEANER • £72,290 A MONTH, ALL YOUR LINES

OVEN CLEANER MARKET • £333,100 A MONTH



CATEGORY RANK • P.16 #1 in Oven Cleaner

TOP SEARCH TERM • P.11 Rank 1 for oven cleaner

BEST SELLER • P.10 £61,240 a month

You lead two markets. Four more are open.

Hob Cleaner at 41.2% and Grill Cleaning at 33.5%. Four more, where you hold under 10%, are worth £1.7M a month.

NICHE	YOUR RETAIL SALES A MONTH	NICHE RETAIL SALES A MONTH	MARKET SHARE	SHARE CHANGE, MONTH ON MONTH
Hob Cleaner	£72,940	£177,040	41.2%	+3.1%
Grill Cleaning	£31,270	£93,340	33.5%	+5.6%
Oven Cleaner	£72,290	£333,100	21.7%	+0.9%
Limescale Removers	£29,120	£477,380	OPEN 6.1%	-0.6%
Sink Unblockers	£18,750	£390,620	OPEN 4.8%	+1.2%
Metal Polish	£12,710	£69,070	18.4%	+2.4%
Glass Cleaners	£16,220	£415,900	OPEN 3.9%	-0.4%
Kitchen Wipes	£31,840	£442,220	OPEN 7.2%	+0.8%

QUESTION 2 OF 6

So where does your money actually come from?

SO FAR

100% sold by resellers P.5

21.7% of Oven Cleaner P.6

You lead two markets P.7

£1.7M a month open P.7

Not from 64 products equally. **Nearly half of it comes from nine.**

PAGE 09

Your top nine

PAGE 10

Your top 32

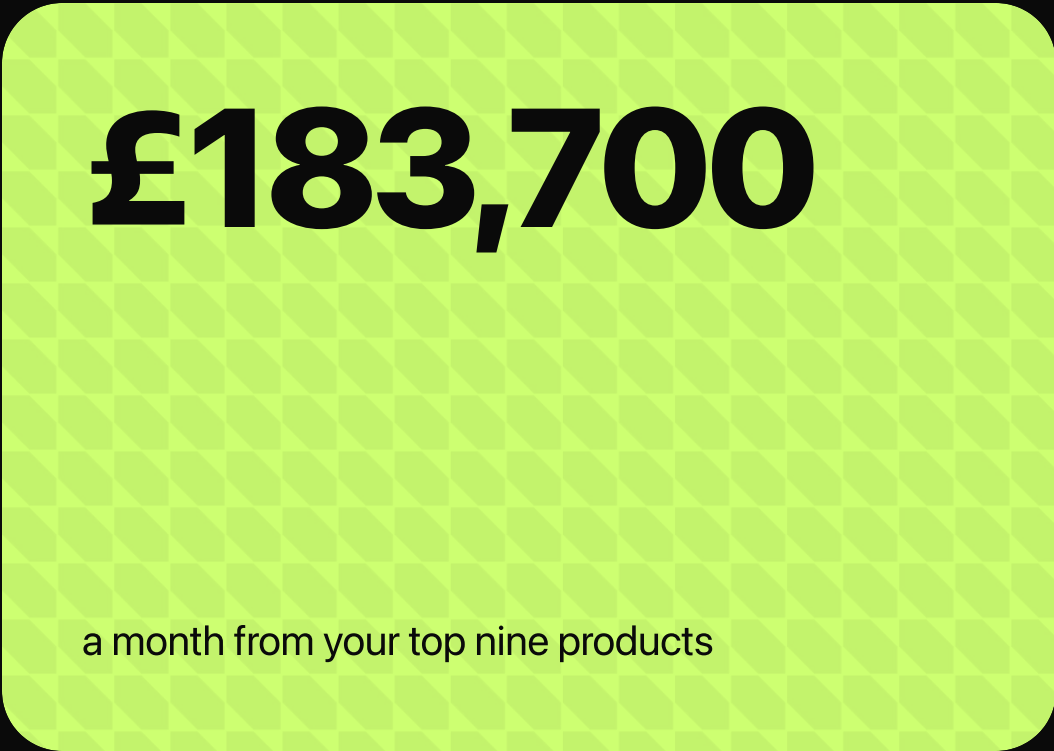
PAGE 11

How shoppers find you

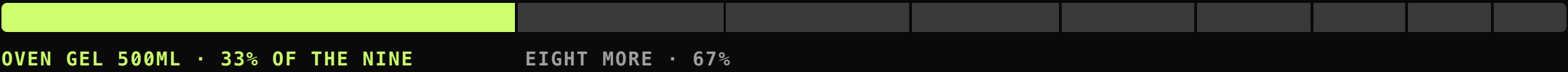
PAGE 12

The 5.1 page

Nine products earn 45% of your sales. The other 55 share the rest.



The biggest of the nine, Oven Gel 500ml, sells **£61,240 a month** on its own.



One of your pages scores 9.2.

Your top 32 by retail sales a month, with the page score. The rest can climb towards it.

ASIN	PRODUCT	RETAIL SALES A MONTH	SCORE
BOSMPR0001	Oven Gel 500ml	£61,240	5.1
BOSMPR0002	Hob Cream 300g	£24,310	8.4
BOSMPR0003	Limescale Spray 750ml	£21,870	8.2
BOSMPR0004	Grill Pads x10	£17,460	8.6
BOSMPR0005	Sink Gel 1L	£15,920	7.6
BOSMPR0006	Glass Wipes x40	£13,380	8.2
BOSMPR0007	Oven Gel Twin Pack	£11,050	8.3
BOSMPR0008	Steel Polish 250ml	£9,840	9.2
BOSMPR0009	Hob Scraper Kit	£8,630	8.3
BOSMPR0010	Tile Grout Pen	£8,210	8.0
BOSMPR0011	Fridge Wipes x30	£7,940	7.8
BOSMPR0012	Kettle Descaler x4	£7,380	8.5
BOSMPR0013	Bin Spray 500ml	£6,950	7.4
BOSMPR0014	Microwave Gel	£6,720	8.1
BOSMPR0015	Oven Liner x2	£6,310	7.9
BOSMPR0016	Tap Polish 250ml	£5,980	8.6

ASIN	PRODUCT	RETAIL SALES A MONTH	SCORE
BOSMPR0017	Drain Gel 1L	£5,620	7.7
BOSMPR0018	Hob Cream 600g	£5,410	8.4
BOSMPR0019	Glass Spray 750ml	£5,160	8.0
BOSMPR0020	Grill Brush	£4,870	7.5
BOSMPR0021	Steel Wipes x40	£4,630	8.2
BOSMPR0022	Oven Gel 1L	£4,410	8.3
BOSMPR0023	Sink Brush Set	£4,120	7.6
BOSMPR0024	Limescale Gel 500ml	£3,980	8.0
BOSMPR0025	Kitchen Spray 750ml	£3,760	7.9
BOSMPR0026	Hob Pads x6	£3,520	8.1
BOSMPR0027	Bin Wipes x40	£3,310	7.3
BOSMPR0028	Oven Rack Bag	£3,090	8.4
BOSMPR0029	Glass Pads x6	£2,870	7.8
BOSMPR0030	Tile Spray 750ml	£2,640	8.0
BOSMPR0031	Descaler Tabs x8	£2,410	8.2
BOSMPR0032	Steel Polish 500ml	£2,180	9.0

Shoppers find you first.

You rank first for oven cleaner, the largest term you sell against.

THE FIVE LARGEST TERMS

SEARCH TERM	30-DAY VOLUME	RANK	SALES FROM THIS TERM
oven cleaner	74,210	1	9,860
limescale remover	52,630	9	3,140
oven gel	31,480	1	6,020
glass cleaner	29,870	14	1,930
sink unblocker	27,410	22	1,210



You rank first on 17 of these 20 terms.



#9

limescale remover

52,630 A MONTH

#14

glass cleaner

29,870 A MONTH

#22

sink unblocker

27,410 A MONTH

Room to climb: 109,910 searches a month.

Limescale Removers is an open market on page 7.

FIFTEEN MORE TERMS WHERE YOU RANK FIRST

SEARCH TERM	30-DAY VOLUME	SALES FROM THIS TERM
hob cleaner	25,940	4,880
oven cleaner gel	22,310	4,410
grill cleaner	19,760	3,270
ceramic hob cleaner	17,820	3,960
bbq grill cleaner	15,330	2,140
oven tray cleaner	13,970	2,310
stainless steel polish	12,640	1,870
induction hob cleaner	11,920	2,050
oven rack cleaner	10,480	1,640
hob scraper	9,860	1,520
oven glass cleaner	8,940	1,330
grill pads	7,610	1,290
kitchen degreaser	6,920	980
oven cleaning kit	6,370	1,110
hob polish	5,810	870

Eight of your top nine score 7.6 to 9.2.

Your biggest seller scores 5.1.

The longest bar also has the most room on its score. That is where the money is.

TOP NINE PRODUCTS	RETAIL SALES A MONTH		LISTING SCORE
Oven Gel 500ml		£61.2K	5.1 / 10
Hob Cream 300g		£24.3K	8.4 / 10
Limescale Spray 750ml		£21.9K	8.2 / 10
Grill Pads x10		£17.5K	8.6 / 10
Sink Gel 1L		£15.9K	7.6 / 10
Glass Wipes x40		£13.4K	8.2 / 10
Oven Gel Twin Pack		£11.1K	8.3 / 10
Steel Polish 250ml		£9.8K	9.2 / 10
Hob Scraper Kit		£8.6K	8.3 / 10

QUESTION 3 OF 6

Why start with your biggest seller?

SO FAR

Nine products, 45% of sales P.9

One page scores 9.2 P.10

Rank 1 on 17 of 20 terms P.11

Best seller scores 5.1 P.12

Shoppers land on it first. **Its page is how you win more of the £261K.**

PAGE 14

One bullet in five

PAGE 15

500 ml or 750 ml

PAGE 16

You against #2

PAGE 17

From 5.1 to 9.3

Your best seller uses 1 of 5 bullets.

The rest is written, description too.



SAMPLE IMAGE, NOT A REAL PRODUCT

OVEN GEL 500ML

B0SMPR0001 • £61,240 retail sales a month

BULLET 1

SIZE AND USE

352 CHARACTERS

500 ml in the title, 750 ml in the photo. Page 15.

BULLETS 2 TO 5

FOUR NEW BULLETS

WRITTEN, PAGE 20

Brush included • Clings to glass
Ovens, hobs and grills • Rinses clean

DESCRIPTION

NEW DESCRIPTION

WRITTEN, PAGE 21

1,004 characters, 50% of the limit

One page, two sizes.

Title says 500 ml. Photo says 750 ml.

THE TITLE SAYS • ONE BOTTLE

500 ml

Oven Gel, with brush

+ Which size is in the box?

One line from you settles it: 500 ml or 750 ml? Then the title and the photo match.



SAMPLE IMAGE, NOT A REAL PRODUCT

THE MAIN PHOTO, GALLERY SLOT 1
Bottle shown as 750 ml

You're #1 already.

Next: five bullets and 7 A+ images.



Sample Brand Ltd

#1 IN OVEN CLEANER

3X THE REVIEWS OF #2

REVIEWS

✓ 8,214

RATING ON THIS LISTING

4.4

BULLETS

1

A+ IMAGES

2



Other Brand Sample

#2 IN OVEN CLEANER

REVIEWS

2,630

RATING ON THIS LISTING

✓ 4.6

BULLETS

✓ 5

A+ IMAGES

✓ 7

Same gel. Same photo. New page.

Listing score 5.1 today. 9.3 modelled.

LISTING SCORE, OUT OF 10

TODAY

5.1



The page as it is.
Four bullets and the description, ready.

AFTER, MODELLED

+4.2 points

9.3



Your own Steel Polish page scores 9.2.
So 9.3 is in reach.

QUESTION 4 OF 6

What would a 9.3 ✨ page look like?

SO FAR

Four bullets written P.14

500 ml or 750 ml? P.15

#1 in Oven Cleaner P.16

5.1 today, 9.3 modelled P.17

It is written. **Free, and yours to keep, whatever you decide.**

PAGE 19

The rewrite

PAGE 20

Five bullets

PAGE 21

The description

PAGE 22

What it is worth

PAGE 23

Eight pages rebuilt

Here is the rewrite.

Your best seller, rebuilt to Amazon's limits.

OVEN GEL 500ML • BOSMPR0001

DRAFT FOR YOUR APPROVAL

TODAY • TITLE 163 CHARACTERS

Sample Brand Oven Gel 500ml | Heavy Duty Oven Cleaner for Ovens, Hobs, Grills, Trays & BBQ Racks | Fast Acting Gel Formula | Kitchen Cleaning (1 Bottle with Brush)

TODAY • BULLET 1 353 CHARACTERS

✔ SIZE & USE: Our oven gel comes in a handy 500ml bottle with a brush, so you can clean ovens, hobs, grills and trays with one product. Brush the gel onto the dirty surface, leave it to work and wipe it away with a damp cloth. One bottle cleans a full size oven inside and out, including the glass door, racks and trays, so your kitchen looks new again.

BULLETS 2 TO 5 • PAGE 20

DESCRIPTION • PAGE 21

OUR REWRITE • TITLE 69 CHARACTERS

Sample Brand Oven Cleaner Gel, 500 ml with Brush for Ovens and Grills

ITEM HIGHLIGHT 93 CHARACTERS

Thick oven cleaner gel with a brush, for ovens, hobs, grills and trays, in one 500 ml bottle.

SEARCH TERMS THE TITLE NOW CARRIES

OVEN CLEANER • 74,210 SEARCHES A MONTH • OVEN GEL • 31,480

Oven cleaner, your largest term, leads bullet 1 on page 20.

Next page: the five bullets, written in full.

The five bullets, in full.

Each one leads with what shoppers type.

1. OVEN CLEANER GEL WITH BRUSH, 500 ML

One **500 ml or 750 ml? You confirm** bottle of thick oven cleaner gel with its own brush, for the oven floor, sides, door glass, racks and trays.

TARGETS: OVEN CLEANER • 74,210 SEARCHES A MONTH

2. THICK GEL THAT CLINGS

The oven gel stays where you brush it, on the sides and the door glass, so it works on the dirt instead of running to the floor.

TARGETS: OVEN GEL • 31,480

3. FOR HOBS AND GRILLS TOO

The same bottle cleans the hob and the grill, so one hob cleaner and grill cleaner covers the whole cooker in one go.

TARGETS: HOB CLEANER • 25,940

4. CLEANS OVEN TRAYS AND RACKS

Brush it onto oven trays and racks, leave it to work, then wipe or rinse away. The oven tray cleaner for the jobs nobody likes.

TARGETS: OVEN TRAY CLEANER • 13,970

5. RINSES CLEAN WITH A DAMP CLOTH

Wipe the gel away with a damp cloth and warm water. The oven glass cleaner that leaves the door clear enough to see the food.

TARGETS: OVEN GLASS CLEANER • 8,940

BACK-END SEARCH TERMS

oven cleaner gel, grill cleaner, oven rack cleaner, oven cleaning kit

22,310 • 19,760 • 10,480 • 6,370 SEARCHES A MONTH

58,920 searches a month in all

The description, in full.

1,004 characters, ready to paste.

Sample Brand **oven cleaner** gel gives you one bottle for the whole cooker: a thick **oven gel** with its own brush, made for the oven floor, sides and door glass. Use the **500 ml or 750 ml? You confirm** bottle for a full size oven, and keep the brush for the next clean.

The gel is thick, so it clings to the sides and the glass instead of running to the floor. Brush it on, leave it to work on the baked-on dirt, then wipe it away with a damp cloth and warm water. The door glass comes up clear and the racks come up bright.

It works as a **hob cleaner** and a **grill cleaner** too, and as an **oven tray cleaner** for the trays and racks that collect the most. One bottle, every part of the cooker, no second product to buy.

In the box: one Sample Brand oven cleaner gel and one brush.

50%

of the 2,000 characters Amazon allows. Live the day you approve it.

5

search terms worked in, shown in lime

100%

of product facts from your own listing and gallery

Most of it is one page.
The one we have already rewritten.

+£21K

a month, even if only two pages lift

MODELLED, NOT PROMISED

This is what shoppers spend at Amazon, not what you are paid. Sold on your own account, it reaches you, less Amazon’s fees. Hold that against our fee on page 30.

+£18.4K Oven Gel 500ml

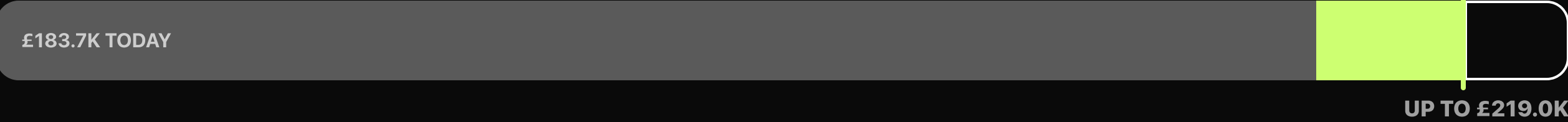
+£2.4K Sink Gel 1L

+£21K two pages

+£14.5K six more pages

up to +£35.3K all eight

TOP NINE PAGES



Eight pages rebuilt to a 9.3 score.

Modelled, not promised. Steel Polish left as it is. Same products, same price, no ad spend.

ASIN	PRODUCT	TODAY, RETAIL A MONTH	REBUILT, RETAIL A MONTH	ASSUMED UPLIFT	SCORE JUMP
BOSMPR0001	Oven Gel 500ml	£61,240	£79,612	+30%	+82%
BOSMPR0002	Hob Cream 300g	£24,310	£27,956	+15%	+11%
BOSMPR0003	Limescale Spray 750ml	£21,870	£25,150	+15%	+13%
BOSMPR0004	Grill Pads x10	£17,460	£20,079	+15%	+8%
BOSMPR0005	Sink Gel 1L	£15,920	£18,308	+15%	+22%
BOSMPR0006	Glass Wipes x40	£13,380	£15,387	+15%	+13%
BOSMPR0007	Oven Gel Twin Pack	£11,050	£12,707	+15%	+12%
BOSMPR0008	Steel Polish 250ml	£9,840	£9,840	Held	Held at 9.2
BOSMPR0009	Hob Scraper Kit	£8,630	£9,924	+15%	+12%
Total	Top nine	£183,700	£218,963	+£35,263	

Modelled rule: +30% on the 5.1 page, +15% on each other rebuilt page, none on Steel Polish. **Why we lead with £21K:** on the two pages we lead with, the lift we assume is smaller than the score jump. On the other six it is bigger, so treat their £14.5K as a bonus.

QUESTION 5 OF 6

So who keeps the money from your sales?

SO FAR

Your rewrite, free P.19

Five bullets, written P.20

+£21K a month, two pages P.22

Up to +£35.3K, all eight P.23

The seller does. **Here is what a sale leaves after fees, line by line.**

PAGE 25

Three lines, tested

Direct can pay you more per sale. Test it against your trade price.

WHAT YOU KEEP PER UNIT, SELLING DIRECT

HOLD THE LAST COLUMN AGAINST YOUR TRADE PRICE LIST. THAT IS THE WHOLE TEST.

PRODUCT	PRICE	DIRECT, AFTER AMAZON FEES	DIRECT WINS IF TRADE PRICE IS
Oven Gel 500ml BOSMPR0001 • £61,240 a month	£8.99	£4.21 to £4.58	Under £4.21 Check your price list.
Hob Cream 300g BOSMPR0002 • £24,310 a month	£6.49	£2.36 to £2.62 Fees take a larger share	Under £2.36 Close. Check your price list.
Grill Pads x10 BOSMPR0004 • £17,460 a month	£12.99	£7.34 to £7.71	Under £7.34 Check your price list. Strongest case.



So the honest answer is the test.

Where your trade price sits under these numbers, each sale on your own account pays you more.

QUESTION 6 OF 6

Why choose Foundry Labs? ✨ ✨

THE CASE

Your rewrite, free P.19

+£21K a month P.22

More per sale, direct P.25

Eight pages rebuilt P.23

Your top nine, scored P.12

Because your new page is written. **And we will tell you when not to change something.**

PAGE 27

What we bring

PAGE 28

Who does what

PAGE 29

The first year

PAGE 30

Your plan and price

Six years on Amazon, on your side.

Judge us on the work in your hands.

01

We know resellers and direct

We tested your three lines against Amazon’s fees. Page 25.

DIRECT WINS IF TRADE PRICE IS

Oven Gel 500ml	Under £4.21
Hob Cream 300g	Under £2.36
Grill Pads x10	Under £7.34

02

Your account, your name

You own the account, the stock and the customer. We never hold your login, your stock or your money.

03

Your new page, free

A new title, five bullets and a description for Oven Gel 500ml. Yours to keep, at no cost. Pages 19 to 21.

04

Straight answers

We showed you the test, line by line. We would rather lose the sale than sell you a bad change.

We run the channel. You run the logistics.

Foundry Labs

- * Listings, imagery and A+ content
- * Price, deals and the Buy Box on every line
- * Brand Registry, advertising and reporting
- * One named contact, every month

MONTH 1 Your new best-seller page, live on your yes

Sample Brand Ltd

- * Open your own Seller Central account
- * Prep, packing and shipments into Amazon
- * Returns
- * Your trade customers, on your terms

YOU APPROVE Nothing goes live until you say so

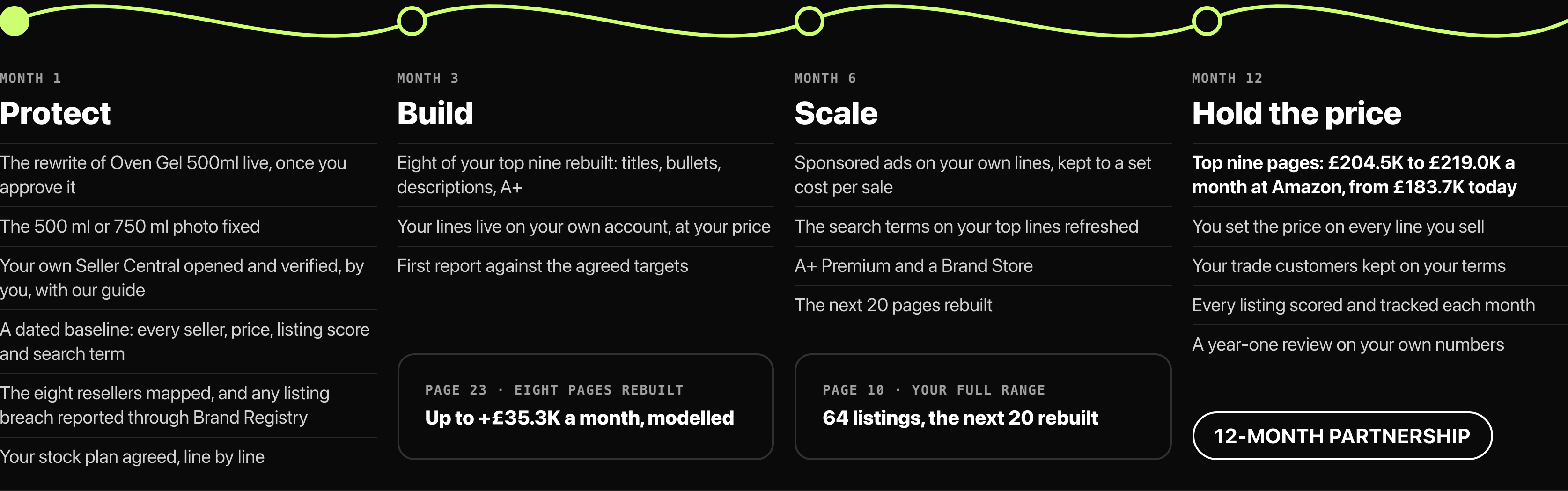
* **MONTHLY FEE, BANDED BY CATALOGUE SIZE**

* **NO REVENUE SHARE**

* **NO MARGIN ON PRODUCT**

The first twelve months.

Protect, build, scale, hold the price.



YOUR PART

Approve the page. Answer 500 or 750 ml.

YOUR PART

Ship your stock in.

YOUR PART

Approve each rebuilt page before it goes live.

YOUR PART

Review the year with us.

Your plan: Growth.

One price. Everything done for you.

GROWTH PLAN

£3,599

a month

Or pay for the year

£35,988

£2,999 a month, paid yearly. Two months free, you save £7,200.

EVERY MONTH, DONE FOR YOU

- * Full seller and Buy Box map
- * Unauthorised seller enforcement
- * Listing and A+ rebuild
- * RRP and MAP enforcement
- * Sponsored ads management
- * Brand Registry and protection
- * Fortnightly reporting

12 months, then month to month on 30 days' notice. No share of your sales, no margin on stock, no cut of ad spend.

START THIS WEEK

- 1 Ask for your free appraisal**
foundry-labs.co.uk, in writing within 3 working days.
- 2 Sign online**
The agreement comes to your inbox.
- 3 Pay the first invoice**
On 7-day terms.
- 4 We start the day you pay**
First job: your best seller's new page.

Our promise: we agree your first fixes in writing before you sign. Not done in 60 days? We keep working at no cost until they are.

SAMPLE BRAND X FOUNDRY LABS

A year from now: better pages, your price, your money.

Reply and we agree your month one, starting with your best seller's new page: +£18.4K a month at Amazon, modelled.

Or start with one line: **500 ml or 750 ml?** We will finish the page.

GET YOUR FREE APPRAISAL

DAVID RANDELL · FOUNDER & CEO
foundry-labs.co.uk · info@foundry-labs.co.uk

MONTH 12, MODELLED

£204.5K

to £219.0K a month

From £183.7K today. Page 22.

