

The Large Amazon Seller's Guide To Expanding Your Product Line



1

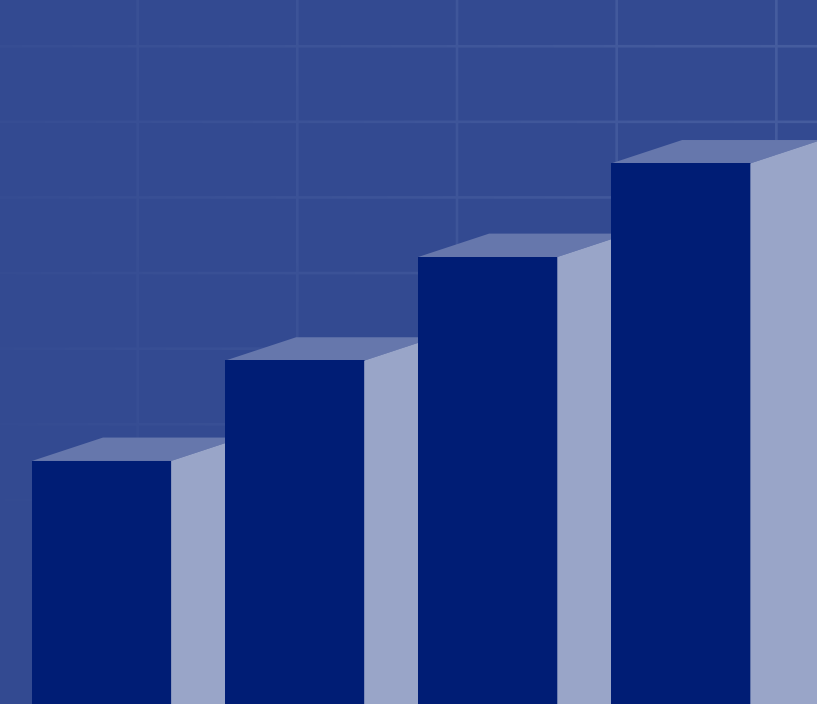
Not All Growth Is Good. Avoid:

- Unprofitable growth
- Profitable growth where $ROC < COC$

2

Where You Should Invest In Growth Where you have:

- Customer captivity
- Economies of sale
- Government protection



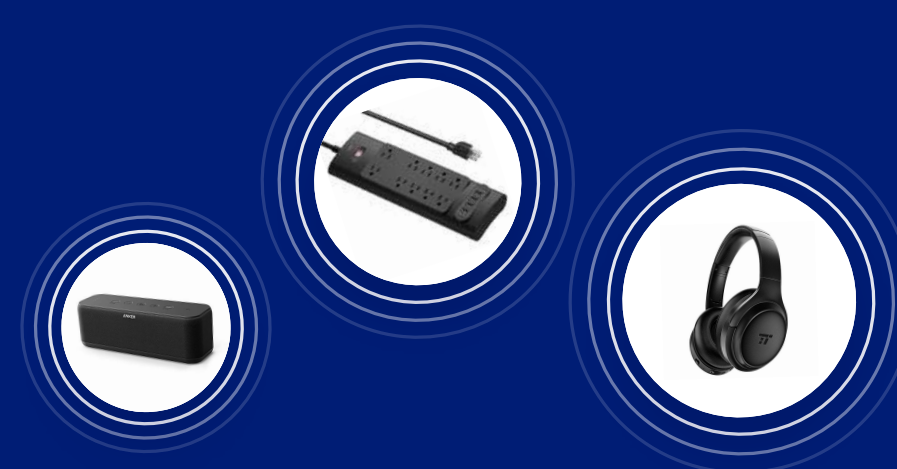
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Avoid Catalog Bloat By Cutting Products



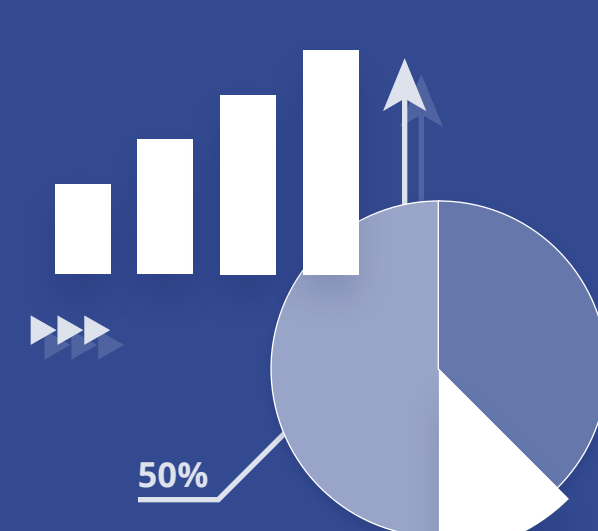
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If Your Target Audience Is Narrow, Broaden Your Product Line



5

Estimate Demand



6

If Your Target Audience Is Broad, Focus On Acquiring More Customers & Creating Product Variations

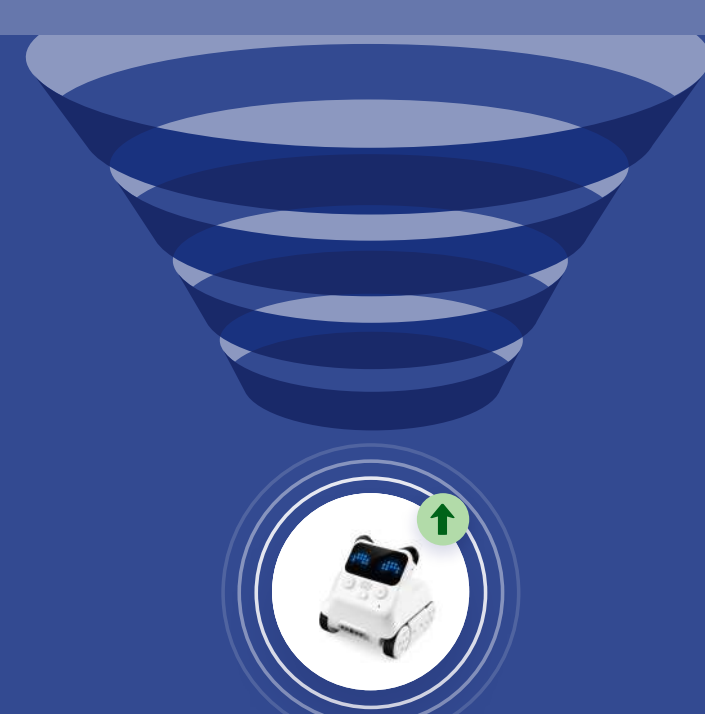
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Use Vertical Line Extensions To Capture More Customers



8

Align New Products With Volume Growth, Share Growth or Market Growth



9

Align New Products With Price Growth, Quantity Growth, Or Cost-Cutting

PROFIT
= (Revenue - Costs) * Quantity

10

Stay On Strategy In Terms of Customers Or Value Proposition



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Learn More In The Guide To Expanding Your Product Line



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