

# Complete Product Listings, Optimization & Increase Sales on Amazon

Customer Name	:	Kapil Mehta
Amazon Account	:	NAISHA FOOTWEAR
Business Nature	:	Manufacturer
Product Category	:	Women Footwear
Requirement	:	PRODUCT LISTING, OPTIMIZATION & SALE INCREASE
Our Goal	:	Fulfil Results in Minimum TAT

## HOW WE EXECUTE PLAN

### 1. OVERVIEW OF SELLER ACCOUNT

Almost in all cases when new customer reaches out Services4Amazon team, we make sure to follow all basics ethics. Some of the basics steps included:

- How well products were listed.
- How the products categories were managed.
- What areas requires daily attention.
- Seller rating and product reviews.

### 2. HOW IT BEGINS

- direct communication:** we treat customer business as ours and without direct talks we can't deliver desire output.
- content decoration:** making changes in amazon product title, bullet points and description is always being important aspects.
- advanced details and SEO:** "women's footwear" category have good competition on Amazon and to distinguish client products and make it visible to buyers we never missed to focus on SEO and advanced details of the products.

- d. **prioritize customers:** for each successful business losing customer equals to losing sale. Services4Amazon team not only prior new customers always offers surprise & excited offers to old customers.

### 3. THE RESULTS

We always please to see sales number and hard work done by Services4Amazon team:

- a. Previous two months sales before Services4Amazon: 13,183 & 19,317
- b. Three months sales after Services4Amazon: 33,101, 1,04,064 & 1,01,578

Achievement in case of NAISHA FOOTWEAR is the big jump for our success rate as Services4Amazon delivers 85% HIKE in the sales. We appreciate continues efforts of our customer who trust and belief Services4Amazon work strategy.

#### 2 MONTHS BEFORE SERVICES4AMAZON

Date	Ordered Product Name	Units Ordered	Total Order Bases	Average Sales per Order Base	Average Units per Order Base	Average Selling Price	Sessions	Order Item Session Percentage	Average Offer Cases
20/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	47	0.00%	2,047
21/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	62	0.00%	2,047
22/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	65	0.00%	2,320
23/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	57	0.00%	2,320
24/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	3	0.00%	0
25/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	0	0.00%	0
26/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	0	0.00%	0
27/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	43	0.00%	2,303
28/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	66	0.00%	2,303
29/12/2016	Rs. 2,245.00	1	1	Rs. 2,245.00	1.00	Rs. 2,245.00	16	2.63%	2,323
30/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	40	0.00%	2,325
31/12/2016	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	32	0.00%	2,319
01/01/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	34	0.00%	2,319
02/01/2017	Rs. 799.00	1	1	Rs. 799.00	1.00	Rs. 799.00	51	1.90%	2,329
03/01/2017	Rs. 899.00	2	2	Rs. 899.00	1.00	Rs. 899.00	48	4.17%	2,319
<b>Total</b>	<b>Rs. 33,183.00</b>	<b>17.00</b>	<b>17.00</b>	<b>Rs. 775.47</b>	<b>0.43</b>	<b>Rs. 330.33</b>	<b>1,434.60</b>	<b>1.15%</b>	<b>1,975.36</b>

Date	Ordered Product Name	Units Ordered	Total Order Bases	Average Sales per Order Base	Average Units per Order Base	Average Selling Price	Sessions	Order Item Session Percentage	Average Offer Cases
20/01/2017	Rs. 2,197.00	3	3	Rs. 732.33	1.00	Rs. 732.33	65	4.62%	2,423
21/01/2017	Rs. 2,797.00	2	2	Rs. 599.00	1.00	Rs. 599.00	62	5.04%	2,420
22/01/2017	Rs. 2,916.00	3	3	Rs. 899.00	1.00	Rs. 899.00	65	2.94%	2,426
23/01/2017	Rs. 2,916.00	4	4	Rs. 649.00	1.00	Rs. 649.00	66	3.02%	2,426
24/01/2017	Rs. 699.00	1	1	Rs. 699.00	1.00	Rs. 699.00	40	2.08%	2,420
25/01/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	63	0.00%	2,430
26/01/2017	Rs. 2,245.00	0	0	Rs. 649.00	1.00	Rs. 649.00	65	3.64%	2,427
27/01/2017	Rs. 2,306.00	2	2	Rs. 649.00	1.00	Rs. 649.00	39	5.17%	2,426
28/01/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	50	0.00%	2,420
29/01/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	38	0.00%	2,420
30/01/2017	Rs. 699.00	1	1	Rs. 699.00	1.00	Rs. 699.00	67	1.49%	2,426
31/01/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	35	0.00%	2,420
01/02/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	24	0.00%	2,426
02/02/2017	Rs. 699.00	1	1	Rs. 699.00	1.00	Rs. 699.00	41	2.44%	2,420
03/02/2017	Rs. 699.00	1	1	Rs. 699.00	1.00	Rs. 699.00	32	2.64%	2,420
<b>Total</b>	<b>Rs. 19,371.00</b>	<b>29.00</b>	<b>29.00</b>	<b>Rs. 687.97</b>	<b>0.99</b>	<b>Rs. 771.46</b>	<b>1,249.00</b>	<b>2.62%</b>	<b>2,406.71</b>

### 3 MONTHS AFTER SERVICES4AMAZON

Sales and Traffic [Last 30 Days](#)  
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View: [By Day](#) | [By Week](#) | [By Month](#) From: 22/12/2017 To: 20/01/2018

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Revenue	Order Item Success Percentage	Average Offer Count
20/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
21/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
22/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
23/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
24/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
25/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	0	0.00%	2.400
26/12/2017	Rp. 688.00	1	1	Rp. 688.00	1.00	Rp. 688.00	11	7.69%	2.400
27/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	27	0.00%	2.400
28/12/2017	Rp. 495.00	1	1	Rp. 495.00	1.00	Rp. 495.00	48	2.50%	2.400
31/12/2017	Rp. 1.399.00	2	2	Rp. 699.50	1.00	Rp. 699.50	30	6.07%	2.372
02/01/2018	Rp. 1.399.00	2	2	Rp. 699.50	1.00	Rp. 699.50	24	3.45%	2.372
03/01/2018	Rp. 899.00	1	1	Rp. 899.00	1.00	Rp. 899.00	46	2.17%	2.372
04/01/2018	Rp. 1.199.00	2	2	Rp. 599.50	1.00	Rp. 599.50	32	6.22%	2.349
05/01/2018	Rp. 1.090.00	2	2	Rp. 545.00	1.00	Rp. 545.00	39	5.12%	2.349
06/01/2018	Rp. 688.00	1	1	Rp. 688.00	1.00	Rp. 688.00	49	2.94%	2.349
<b>Total</b>	<b>Rp. 33,101.00</b>	<b>49.00</b>	<b>49.00</b>	<b>Rp. 673.22</b>	<b>0.75</b>	<b>Rp. 909.18</b>	<b>1,577.00</b>	<b>3.00%</b>	<b>2,372.80</b>

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View: [By Day](#) | [By Week](#) | [By Month](#) From: 23/12/2017 To: 21/01/2018

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Revenue	Order Item Success Percentage	Average Offer Count
23/12/2017	Rp. 1.399.00	2	2	Rp. 699.50	1.00	Rp. 699.50	39	1.25%	2.379
24/12/2017	Rp. 899.00	1	1	Rp. 799.00	1.00	Rp. 799.00	197	0.30%	2.400
25/12/2017	Rp. 1.999.00	4	4	Rp. 749.50	1.00	Rp. 749.50	183	2.40%	2.371
26/12/2017	Rp. 1.897.00	3	3	Rp. 632.33	1.00	Rp. 632.33	151	3.99%	2.405
27/12/2017	Rp. 1.794.00	4	4	Rp. 448.50	1.00	Rp. 448.50	123	3.12%	2.466
28/12/2017	Rp. 4.699.00	6	6	Rp. 783.16	1.00	Rp. 783.16	123	4.80%	2.880
29/12/2017	Rp. 2.949.00	2	2	Rp. 1.474.50	1.00	Rp. 1.474.50	119	1.68%	2.692
30/12/2017	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	249	0.00%	2.600
31/12/2017	Rp. 1.799.00	2	2	Rp. 799.50	1.00	Rp. 799.50	123	1.45%	2.708
01/01/2018	Rp. 2.046.00	4	4	Rp. 761.50	1.00	Rp. 761.50	123	0.29%	2.708
02/01/2018	Rp. 1.997.00	3	3	Rp. 665.67	1.00	Rp. 665.67	123	2.49%	2.708
03/01/2018	Rp. 2.794.00	4	4	Rp. 698.50	1.00	Rp. 698.50	143	5.77%	2.707
04/01/2018	Rp. 1.197.00	3	3	Rp. 765.67	1.00	Rp. 765.67	76	3.85%	2.341
05/01/2018	Rp. 2.997.00	3	3	Rp. 999.00	1.00	Rp. 999.00	109	3.79%	2.627
06/01/2018	Rp. 1.399.00	2	2	Rp. 699.50	1.00	Rp. 699.50	87	2.88%	2.319
<b>Total</b>	<b>Rp. 3,08,984.00</b>	<b>136.00</b>	<b>136.00</b>	<b>Rp. 703.18</b>	<b>0.97</b>	<b>Rp. 734.44</b>	<b>3,008.00</b>	<b>2.80%</b>	<b>2,392.35</b>

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View: [By Day](#) | [By Week](#) | [By Month](#) From: 22/01/2018 To: 20/02/2018

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Revenue	Order Item Success Percentage	Average Offer Count
20/01/2018	Rp. 1.997.00	3	3	Rp. 665.67	1.00	Rp. 665.67	191	1.57%	2.115
21/01/2018	Rp. 2.397.00	3	3	Rp. 799.00	1.00	Rp. 799.00	194	3.41%	2.171
22/01/2018	Rp. 899.00	1	1	Rp. 899.00	1.00	Rp. 899.00	174	0.97%	2.167
23/01/2018	Rp. 1.499.00	2	2	Rp. 749.50	1.00	Rp. 749.50	156	1.82%	2.132
24/01/2018	Rp. 2.946.00	4	4	Rp. 736.50	1.00	Rp. 736.50	167	2.40%	2.188
25/01/2018	Rp. 6.941.00	9	9	Rp. 771.22	1.00	Rp. 771.22	184	4.89%	2.088
26/01/2018	Rp. 2.597.00	3	3	Rp. 799.00	1.00	Rp. 799.00	171	3.78%	2.072
27/01/2018	Rp. 1.599.00	2	2	Rp. 799.50	1.00	Rp. 799.50	177	1.14%	2.007
28/01/2018	Rp. 7.993.00	7	7	Rp. 1,141.86	1.00	Rp. 1,141.86	167	4.38%	2.089
29/01/2018	Rp. 2.794.00	4	4	Rp. 698.50	1.00	Rp. 698.50	170	2.28%	2.122
30/01/2018	Rp. 1.897.00	3	3	Rp. 1,032.33	1.00	Rp. 1,032.33	159	1.99%	2.106
31/01/2018	Rp. 1.797.00	3	3	Rp. 599.00	1.00	Rp. 599.00	181	2.97%	2.094
01/02/2018	Rp. 2.297.00	3	3	Rp. 765.67	1.00	Rp. 765.67	162	3.95%	2.113
02/02/2018	Rp. 0.00	0	0	Rp. 0.00	0.00	Rp. 0.00	147	0.00%	2.110
03/02/2018	Rp. 4.129.00	4	4	Rp. 1,032.25	1.00	Rp. 1,032.25	137	2.92%	2.097
<b>Total</b>	<b>Rp. 3,01,376.00</b>	<b>122.00</b>	<b>122.00</b>	<b>Rp. 832.81</b>	<b>0.97</b>	<b>Rp. 813.32</b>	<b>4,648.00</b>	<b>3.58%</b>	<b>2,135.47</b>

ASIN: **B01NAU2R3B** (title, bullet point, description & advanced details)

The screenshot shows the Amazon India product page for the Naisha Women's Fashion Sandal. The product is a red synthetic leather sandal with a TPR sole. The price is ₹ 499.00, and it is currently on sale. The page includes a navigation bar, a search bar, and a list of categories. The product details section includes the title, price, and purchase options. The product image is shown in a large format, and there are smaller images of the product in different colors. The page also features a 'Customers who viewed this item also viewed' section with two other products.

### Customers who viewed this item also viewed

Two recommended products are shown. The first is 'Pizee PF-G1 Flats For Women' with a price of ₹ 279.00 - ₹ 399.00 and a rating of 4.5 stars. The second is 'Pure Women's Fashion Slipper' with a price of ₹ 250.00 - ₹ 499.00 and a rating of 4.5 stars.

### Product description

#### Naisha Women's Fashion Sandal Synthetic Leather & TPR Lightweight (Red)

This product is made from synthetic material on the inside and outside and is finished in an attractive set of colors. It features rubber sole, slip on closure and are designed to be used as casual wear footwear. Naisha is the leading brand in footwear category who provides you a good and extreme quality product which is more comfortable in wearing, walking etc. Furthermore, it is recommended to be kept away from extreme heat and corrosive liquids to avoid damage.

#### Specification:

- Easy to wear and comfortable
- Very reasonable price
- Premium quality material
- Elegant look
- Fashionable sandals

!!! Happy Shopping Friends !!!



## OUR RECENT FEEDBACKS & MOTIVATIONAL ASPECTS

Amit Lakra 

“Services4Amazon is truly a perfect platform for the beginners to perform, it’s very helpful for us... gud”.



Soham Mehta

Services4Amazon is truly a perfect platform for the beginners to perform, Services4Amazon is highly appreciable in providing the services for account management.



Sajal Singhal

Good experience with Services4Amazon and i prefer to e seller...



CEBA ENTERPRISES

Services



**Title:** Amazon Account Management - Day-to-Day Operations. Amazon Account: Art in Steel | Seller Name: Vishal Gupta



**Title:** Amazon Seller Account Setup with Cataloguing | Image Shoot and Listing  
Seller Name: Shakib



**Title:** Sales Boost | Account Management  
Amazon Account: Naisha Footwear | Seller Name: Kapil Mehta



**Title:** Amazon Reinstate of Seller Account –  
Services4Amazon Amazon Account: M K Store Seller  
Name: Manish Kumar

## Contact Us

Manage Less and Sell More

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**SERVICES 4 AMAZON**