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## **Plan of Action/Statement of Purpose**

**Stage 1: Optimization of listings with keywords and browsing nodes for enhanced search results. by listings deptt. Create new listings.**

**Stage 2: Analysis of Market, Competition, Category and Pricing.**

**Stage 3: Account manager scans and comes up with products to promote. (3 Days)**

**Stage 4a\*: All account management work, as stated in sales pitch.**

**Stage 4b\*\*: All unpaid promotions, deals and paid promotion.**

### **Sales Promotion**

- 1. Deals and Promotions (Buy Box Required)**
- 2. Festive planning**
- 3. Promotion planning**
- 4. Lightning Deals (FBA Required)**

### **Account management**

- 5. Order processing & management (Daily Basis Monday to Saturday Except public Holidays)**
- 6. Price and Inventory Management**
- 7. Buyer-seller communication (Daily Basis Monday to Saturday Except public Holidays)**
- 8. Account Health**
- 9. Negative Feedback removal (Daily Basis Monday to Saturday Except public Holidays)**
- 10. Returns Management/A to Z Guarantee Claims (Daily Basis Monday to Saturday Except public Holidays)**
- 11. Manage Manual tasks (Daily Basis Monday to Saturday Except public Holidays)**
- 12. FBA registration (7-14 Days)**

