

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



1

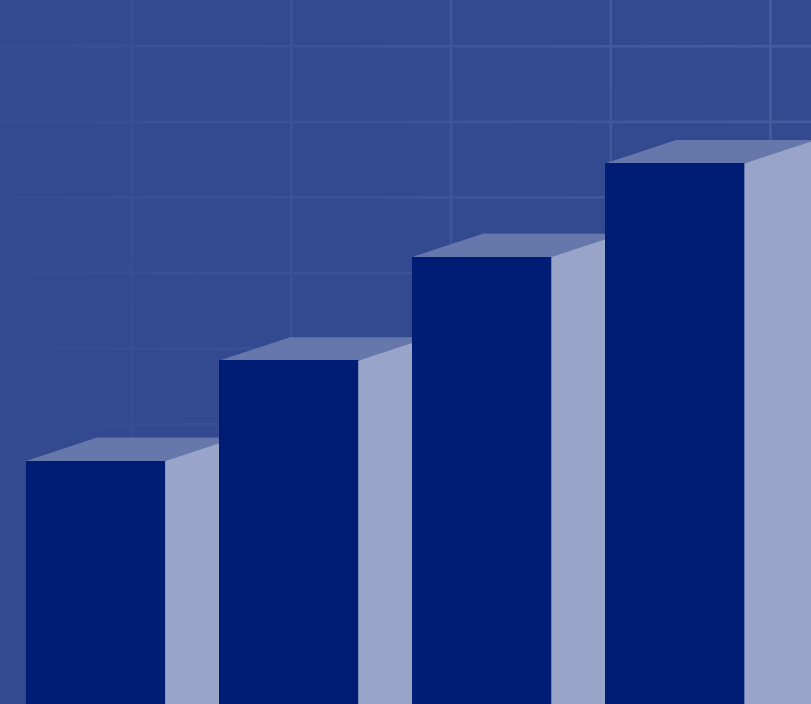
## Not All Growth Is Good. Avoid:

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

2

## Where You Should Invest In Growth Where you have:

- Customer captivity
- Economies of sale
- Government protection



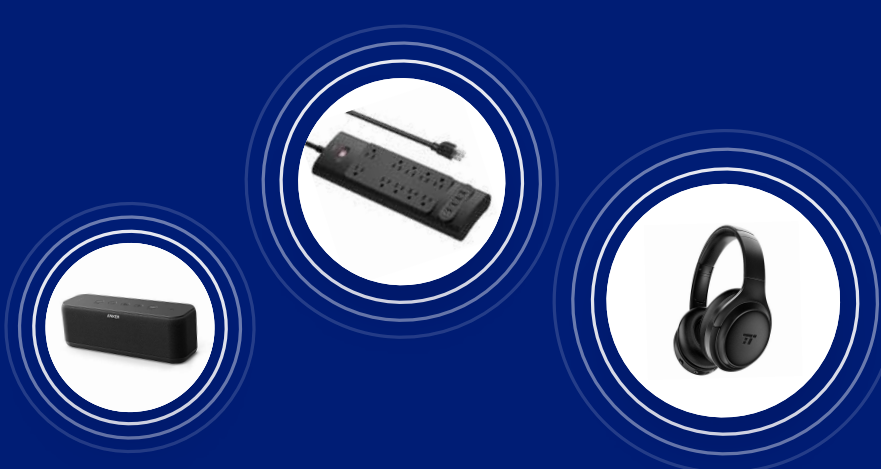
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## Avoid Catalog Bloat By Cutting Products



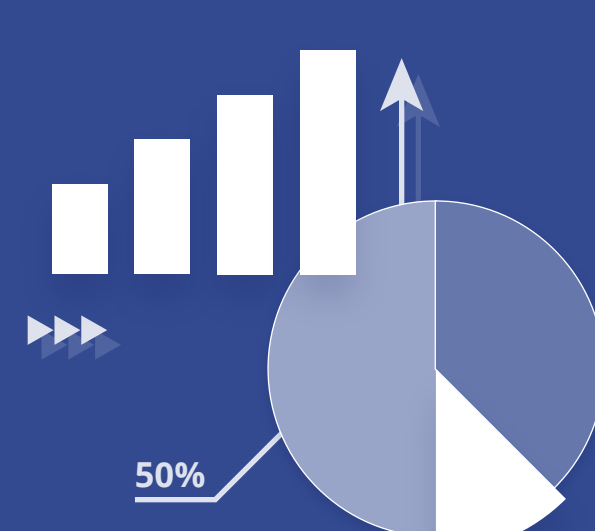
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## If Your Target Audience Is Narrow, Broaden Your Product Line



5

## Estimate Demand



6

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

7

## 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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