

LIVELE

THE MISSING PIECE™ · RECOVERY ROADMAP

90-day profit recovery plan for Sample Brand Co. (fictional)

ESTIMATED PROFIT AT STAKE, NEXT 12 MONTHS								
\$644K								
8.0% of Amazon revenue · 9 fixes in 7 leak areas · includes \$27K one-time reimbursements								
NOW · DAYS 0-30								
\$355K								
3 fixes · compliance and stock first								
NEXT · DAYS 31-60								
\$206K								
4 fixes · margin, listings, returns								
LATER · DAYS 61-90								
\$83K								
2 fixes · catalog and inventory clean-up								
#	LEAK	WHAT WE FOUND	FIX	OWNER	ONE-TIME COST	DEADLINE	CONFIDENCE	AT STAKE / YR
● NOW · DAYS 0-30 Protect what is already selling								
1	MARKETPLACE	3 top-20 ASINs suppressed for expired third-party test reports (TIC)	Re-test 3 formulas, upload new certificates in Manage Your Compliance, file a Plan of Action	LIVELE Compliance + brand QA	\$1,800 lab fees	Day 10	High	\$186K
2	REVENUE	21 days out of stock on 2 best sellers last quarter; Featured Offer lost while out	Set reorder points and 8-week safety stock on the top 10 ASINs	Brand operations	\$0 (cash timing)	Day 21	High	\$142K
3	MARKETPLACE	Unfiled FBA reimbursements: lost and damaged units, last 18 months	File reimbursement cases; add a monthly reconciliation check	Brand operations	\$0 (team time)	Day 30	Medium	\$27K one-time
● NEXT · DAYS 31-60 Stop margin from leaking between price and payout								
4	MARGIN	FBA fee per unit up 11%: 3.5% surcharge plus size-tier creep on 12 SKUs	Re-dimension packaging on 5 SKUs; raise price \$1 on 7 low-elasticity SKUs	Brand + packaging vendor	\$4,500	Day 45	Medium	\$68K
5	MARGIN	Coupons stacked on deals in 6 of the last 9 promotions	Promotion calendar with written stacking rules and a pre-launch check	Brand marketing	\$0	Day 40	High	\$54K
6	LISTING	Mobile conversion 2.1 pts below category on top 5 ASINs; main images unreadable on phones	Rebuild main and secondary images for mobile; A/B test with Manage Your Experiments	LIVELE listings + designer	\$1,500	Day 55	Medium	\$45K
7	CUSTOMER	“Taste / texture” is the #1 return reason on 2 flavors (9.4% return rate)	Rewrite bullets and images to set expectations; launch a sampler bundle	Brand + LIVELE listings	\$2,000	Day 60	Medium	\$39K
● LATER · DAYS 61-90 Free up cash and team time								
8	STRATEGIC	31 SKUs under 10% contribution margin: 9% of revenue but about 30% of team time	Discontinue 14, bundle 9, reprice 8, based on SKU-level P&L	CEO + LIVELE Consulting	~\$6,000 liquidation	Day 90	Medium	\$61K
9	OPERATIONAL	1,900 units aged 181+ days paying aged-inventory surcharges	Outlet deal on 60%, removal order for the rest; cap future buys by velocity	Brand operations	\$0	Day 75	High	\$22K

How we'll measure it

KPI	BASELINE	DAY-90 TARGET
Account Health Rating (Account Health Assurance needs 250+)	212	250+
Suppressed ASINs	3	0
In-stock rate, top 10 ASINs	88%	97%
Contribution margin after Amazon fees	18.4%	21.0%

How to read this page

Grouped by phase, then ranked by dollars at stake. Compliance and stock come first because a suppressed listing earns nothing.

“At stake / yr” is the profit we estimate is lost today, based on the brand’s own sales, fee and COGS data. It is an estimate, not a guarantee.

Every fix has one owner (your team, LIVELE, or both), agreed in writing before work starts.

Method: settlement and fee data matched to COGS by SKU; estimates rounded to the nearest \$1K.