



Fast-Start Program

Preparing Your Brand for the US Retail Marketplace

FAST-START TO RETAIL PROGRAM

Our Fast-Start Program is designed specifically for new brands & emerging companies; we build a solid foundation for your success with US retailers.

A Step-by-Step, Two Phase Program to Create the Building Blocks needed for Your Success, that includes:

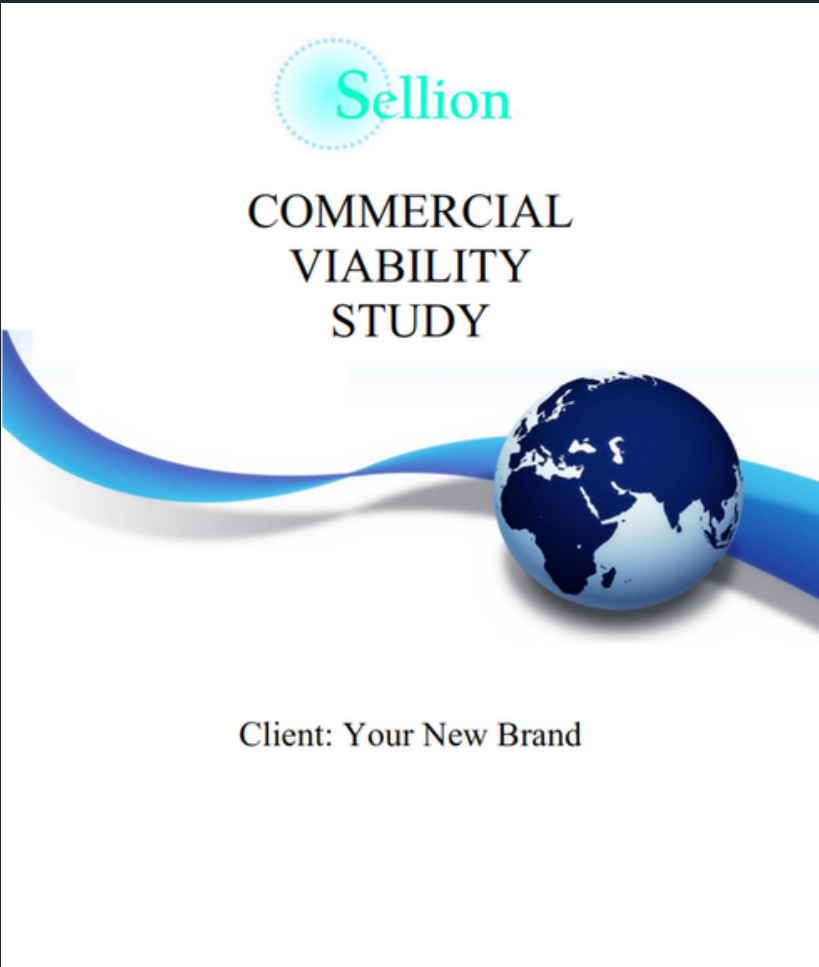


PLANNING PHASE (PRE-LAUNCH)	PRODUCT EVALUATION	STRATEGIC PLAN	FINANCIAL PLAN	DEVELOP BRAND ASSETS
	OPERATION PHASE	ONLINE SELLING PLAN	ONLINE SALES EXECUTION	MARKETING PLAN EXECUTION

DESIGNED TO IMPROVE THE SUCCESS & PROFITABILITY OF YOUR BRAND.

PLANNING PHASE

PRODUCT EVALUATION



This analysis will provide you with a true understanding of your product’s potential for success in the US market.

You will be provided with an in-depth perspective of Risk & Rewards for the product launch from a panel of experienced New Product specialists and marketeers.

Critical topics are thoroughly scrutinized, from the retail competitive landscape to the performance of your website and online presence, your brand goes through our Brand Boot-camp as we challenge your product attributes versus the competition.

The resulting report gives you a true barometer of your success potential and the obstacles that may be ahead of you. This report is an invaluable tool that is required for each launch.

PLANNING PHASE

STRATEGIC PLANNING

PLANNING
PHASE
(PRE-
LAUNCH)

PRODUCT
EVALUATION

STRATEGIC
PLAN

FINANCIAL
PLAN

DEVELOP
BRAND
ASSETS



The learning from our Product Evaluation is now used to help develop a strategic plan for your brand.

- Leveraging your brand's Unique Points-of-Difference
- Supporting/Challenging Proof-of-Concept
- Pricing Plan - Pricing for Profitability
- Packaging - for Maximum Impact
- Strategic Plan for online selling
- Sales Strategy & Channel Selection
- Distributor/Wholesaler strategy
- Marketing strategies designed to win!

PLANNING PHASE

FINANCIAL PLANNING

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Critical to your success will be your ability to successfully manage the financial elements of the launch. A sound financial plan starts at the sku-level and builds to a detailed 'launch forecast'.

Using our proven financial models, we challenge each and every component that comprises your pricing strategy. Our sku-level models reach inside the sku p&l to ensure we are financially competitive & profitable.

- Launch Forecast - inventory needs and resources required
- Establish Budgets to manage the business profitably
- What-If Analysis - soft launch & regional considerations
- Inventory Demands over time and Cash Flow analysis

The resulting analysis delivers a practical plan designed to support a successful launch while maximizing your brand's profit potential. This tool is essential to any new product launch or line extension.



PLANNING PHASE

ASSET DEVELOPMENT



In this phase, we work with our production teams to create tangible brand assets to further prepare your brand for the retail launch. We'll explore a variety of needs and identify gaps in your current brand asset portfolio.

- Packaging, displays
- Consumer facing assets - brand website, social media, advertising concepts and style guides.
- Sales Collateral, Selling Material, Presentations

PLANNING PHASE –

EXPECTED OUTCOME & DELIVERABLES

- A Practical Understanding of Risk & Rewards.
- A solid Strategic Plan to take your brand forward
- Realistic Financial projections to support resource development, investment needs & financial viability.
- Creation of your tangible brand assets.

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OPERATIONAL PHASE

ONLINE SELLING

OPERATION
PHASE

ONLINE
SELLING
PLAN

ONLINE
SALES
EXECUTION

MARKETING
PLAN
EXECUTION

RETAIL
SALES
EXECUTION



Selling online is not just about building revenue. Our plan will balance a combination of selling on your brand's website and on the two largest consumer websites, Amazon and walmart.com.

Today's retail buyers & category managers use a variety of resources when considering a new brand for their stores. The two most consistent & reliable resources they use are Amazon and walmart.com. Buyers look for a brand's strength against competitive brands and how consumers are responding to your brand's offering. So balance is critical.

We'll guide your strategic approach to these selling platforms & help establish your brand on these critical websites. All executed with the intention to support your brand's success at retail.

OPERATIONAL PHASE

ONLINE SELLING



In this important phase we work to optimize your brand's assets on the relevant channels, Amazon and walmart.com, in concert with your brand's online selling platform. Once your brand is established we will provide ongoing support:

- Sales Reporting
- Inventory Control
- Review Management
- Pay-per-Click Management

Our team provides full account oversight, from inventory management, returns processing and customer service.

OPERATIONAL PHASE

MARKETING EXECUTION



2022 – Consumer Marketing Plan - Blueprint

ACTIVITY	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec		
Electronic Media														
Guerilla Marketing Local Consumer Events					X			X			X			
Website (coupon, sampling, education)				X	X	X	X	X	X	X	X	X		
Funding \$					\$ 10,000			\$ 10,000			\$ 10,000			
Print/Magazines														
Consumer Print Magazine										X	X	X	X	X
Funding \$								\$ 100,000	\$ 100,000	\$ 100,000	\$ 50,000	\$ 50,000		
LOCAL DMA PROGRAMs - Print Advertorial w/RETAILER TAG														
Select Markets (pending retail distribution)							X	X	X	X	X			
Funding \$							\$ 10,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000			
Total Funding \$	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec		
	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ 10,000	\$ 140,000	\$ 130,000	\$ 130,000	\$ 90,000	\$ 50,000		

As the launch progresses it will be critical to execute an accelerated spending plan based on distribution gains.

We will guide you through this process and provide you with our extended portfolio of services, including..

- Digital Strategies
- Trade & Consumer Advertising
- Viral Marketing
- SEO and other web strategies

Leverage our relationships to maximize your resources through our media buying contacts.

OPERATIONAL PHASE



RETAIL SELLING

We will provide the necessary tools & relationships needed to close new distribution opportunities and to protect your interests over time.

GROCERY	
MASS RETAILERS	
DISTRIBUTORS	
OTHER	

- Build a detailed **Annual Sales Plans** for each target retailer based on your goals.
- Provide the very best relationships and sales coverage at assigned retailer HQ within the US market.
- Provide sales leadership at every major sales meeting.
- Provide a standardized reporting format to monitor all activities and provide updates on a timely basis.
- Provide you with access to key industry decision makers.
- Represent your interests at important industry events and trade shows.

OPERATIONAL PHASE –

EXPECTED OUTCOME & DELIVERABLES

- A uniformed approach to selling online.
- Management of key online platforms Amazon, walmart.com.
- Execution of the Marketing Plan.
- Sales leadership - meetings with retailers & distributors.

DESIGNED TO IMPROVE THE SUCCESS
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THANK YOU

Put the Power of the Sellion Team to
Work on Your Business Today!



Contact

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