

# Case Study

## Calzitaly | Amazon USA

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**Project Start Date:**

November 2022

**Clients Website:**

<https://www.calzitaly.com/>

**Clients Amazon Account:**

[https://www.amazon.com/stores/CALZITALY/page/E77581F4-0C12-4B26-A228-5E633F6BB6B3?ref\\_=ast\\_bln](https://www.amazon.com/stores/CALZITALY/page/E77581F4-0C12-4B26-A228-5E633F6BB6B3?ref_=ast_bln)

**Result:**

**\$2,000,000 USD in sales  
in 2023 with a profitable  
13% margin on tacos**

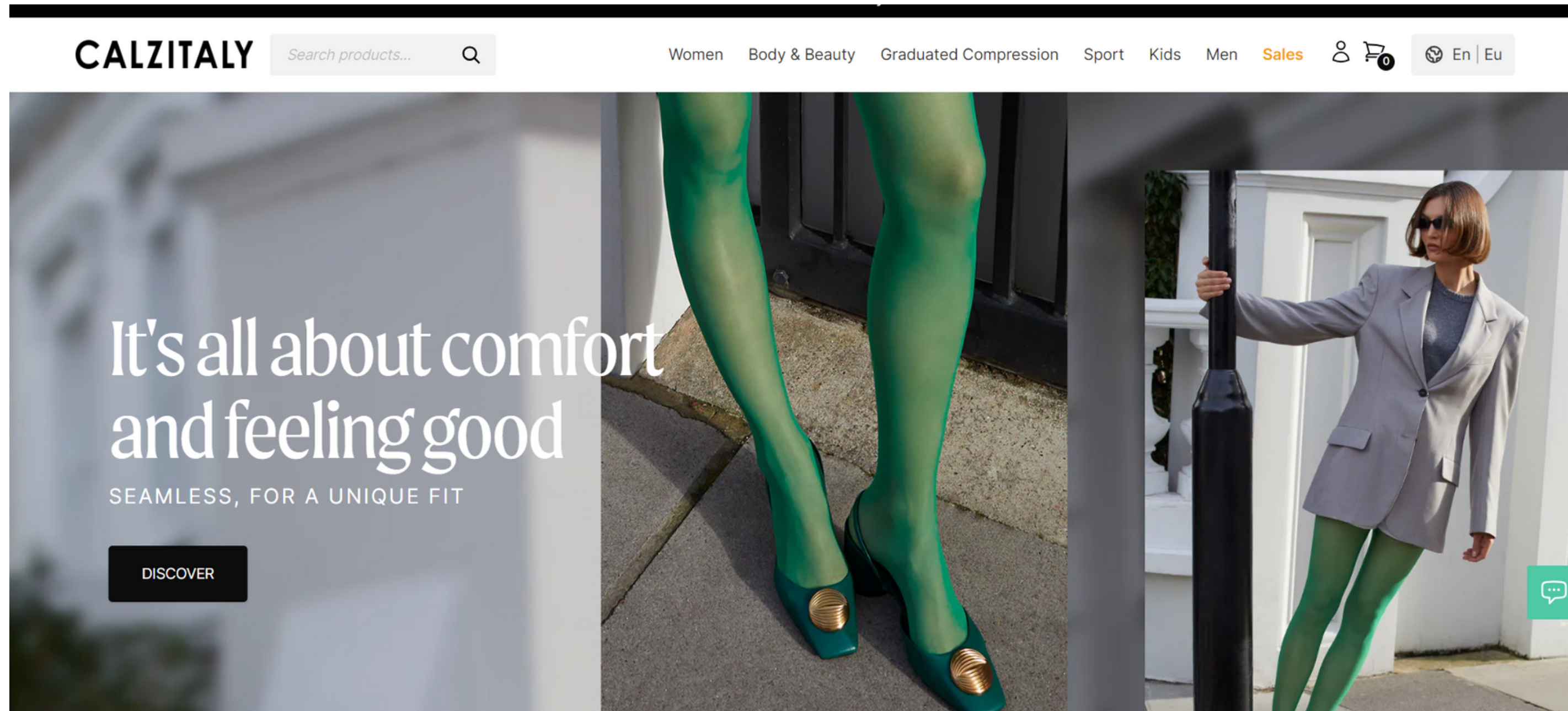
# Mission Overview

**Managing and optimizing the Amazon USA Seller Central account with 1600 SKUs, our tasks focused on enhancing inventory management, optimizing and upholding a strict 13% profit margin on tacos, as well as launching and expanding the product line for sustained success.**

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# Brand Overview and Challenges

Calzitaly is an Italian brand that has been selling premium quality hosiery since 1960. They have expanded in Europe and the USA and want to improve their e-commerce channel to increase brand awareness and reach more customers. They choose to work with working with Grow-Business to achieve this.



**Significant Challenges Faced by the Client on Amazon:** Managing 1,600 SKUs and optimizing sales through improved ranking. The client's account encountered challenges in securing a top ranking due to stock shortages of crucial items, compounded by limitations on PPC advertising, which impeded sales.

# Identifying Problems

When we assessed the inventory management, we found that the supplier had utilized the FBA inventory capacity with out-of-season SKU stocks, resulting in difficulties in replenishing top-selling items.

We developed for the client an inventory planning solution, along with a sales forecast shown below:

	A	B	D	E	F	G	H
1	Winter Forecasting Based on year 2022 FEB-MAR, OCT-DEC, JAN 23						
2							
4	SR	(Child) ASIN	SKU	Units Ordered 180 days (6 months)	Ordered Product Sales 180 Days	Avg per month	Forecasting (20%+ 24
5	1	B01720GS1U	082B2_NERO_3	2,763	\$ 64,779.30	461	3316
6	2	B017217FPW	082B2_NERO_4	2,248	\$ 52,820.65	375	2698
7	3	B07BHQGMTJ	116CX3_NERO_U	2,370	\$ 54,983.03	395	2844
8	4	B076KLH3BK	08222X2_NERO_4	2,175	\$ 61,718.70	363	2610
9	5	B076KP2SDK	08222X2_NERO_3	2,198	\$ 62,354.35	366	2638
10	6	B01720GS10	082B2_NERO_2	1,440	\$ 33,756.00	240	1728
11	7	B076KMK79W	08222X2_NERO_2	1,448	\$ 41,026.70	241	1738
12	8	B01LTAAQVM	082B2_NERO_5	1,436	\$ 33,682.25	239	1723
13	9	B076KQ3M7S	08222X2_NERO_5	1,165	\$ 32,893.10	194	1398
14	10	B018E79CG8	082B0_NERO_3	762	\$ 20,987.90	127	914
15	11	B016OFL6L6	082A0_N/A_L/XL	710	\$ 16,822.55	118	852
16	12	B07P43QLFT	012D9_NATURALE_M	770	\$ 17,999.55	128	924
17	13	B017KQGL5O	017R1_NATURALE_4	871	\$ 20,528.55	145	1045
18	14	B07P43KZ6W	012D9_BLACK_M	628	\$ 14,780.70	105	754
19	15	B07P43MJS1	012D9_NATURALE_L	716	\$ 16,726.25	119	859
20	16	B016OFL6IO	082A0_N/O_L/XL	538	\$ 12,795.15	90	646
21	17	B017KQGL9A	017R1_NATURALE_3	804	\$ 18,949.85	134	965
22	18	B016OFL6MK	082A0_N/A_S/M	496	\$ 11,725.30	83	595
23	19	B018U8XRLW	01465_NERO_3	484	\$ 10,389.80	81	581
24	20	B07JFSLNCV	01224_BLACK_L	443	\$ 9,611.35	74	532

## Problem Identification:

A) We identified the inventory mismanagement issue in the first week of management. This was a major obstacle to the growth of the accounts, caused by the poor management of the previous team.

B) Advertising spending was relatively low in comparison to the number of SKUs. We concluded that insufficient advertising expenditure was preventing the listings from achieving a Page #1 ranking.

# Fixing Storage Limitation:

We addressed the storage limitation issue with two solutions. Firstly, we offered discounts on our out-of-season SKUs and excess inventory. Secondly, we submitted a request to Amazon for an increase in our storage capacity, which was successfully granted.

Amazon Inventory Performance Index

Approval screenshot of IPI

Apparel storage  
34,177 of 31,282 units  
Utilization quantity 34,177  
Maximum inventory level 31,282  
Maximum shipment quantity 0

amazon seller central | Calzitaly | United States | Search | Manage All Inventory | Campaign Manager | Business Reports | Manage Stores | Shipments | Account Health | Voice of the Customer | FBA Inventory | Inventory Reports | Coupons | Edit

Capacity Manager > Historical capacity requests

## Historical capacity requests [Learn more](#)

Storage Limit Manager (2022 storage limit increase requests)

Standard-size | Oversize | Extra-large | Apparel | Footwear

Below are the granted and expired capacity requests for the last 12 months.

Period	Request status	Requested date (PST) Expiration date (PST)	Requested volume (cubic feet)	Reservation fee ⓘ Maximum total fee	Total amount charged ⓘ
July 1–31, 2023	<b>Granted</b>	Jun 1, 2023 --	2,000.00	\$1.27/cubic foot ▼ \$2,540.00 maximum total fee	<a href="#">View fee report</a>



# Market and Competitor Research

We conducted a comprehensive competitor analysis for each product, reviewing design, price positioning, and potential areas for improvement. All identified changes were implemented in the listings, storefront, A+ content, and more. Below is a screenshot of our research focusing on the keyword 'maternity tights'.

Main Keyword : maternity tights									
Top 9 Competitors	Seller 1	Seller 2	Seller 3	Seller 4	Seller 5	Seller 6	Seller 7	Seller 8	Seller 9
ASIN	B013WUE8LG	B0842C19P5	B09F8S1HBJ	B07PJ4JSY1	B0B5Z5LLHP	B00GF153WQ	B000KGOOME	B09L7MF9MV	B01720GS1U
Product Page Link	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>	<a href="https://www.amazon.com">https://www.amazon.com</a>
Brand Name	Motherhood Maternity	Leggings Depot	HOFISH	Foucome	Purplepig	Terramed Just Think Cor	Berkshire	Enerful	Calzitaly
Title	Motherhood Maternity	Leggings Depot Women	HOFISH Women's Mate	Foucome Women's Mat	Purplepig Maternity Leg	Terramed Just Think Cor	Berkshire Women's Mat	Enerful Maternity Fleece	Calzitaly - Opaque Mate
Main Image									
No of Ratings	10832	2824	562	6863	102	6024	858	119	2757
Rating Score	4.4	4.6	4.6	4.3	4.1	3.8	4.1	3.9	4.4
Current Price	11.99	18.99	22.99	14.99	15.99	11.99	11.00	20.99	23.95
No of Variations	24	120	84	56	48	18	4	25	20
Helium Listing optimization	9.45	8.21	9.44	8.27	9.75	7.19	5.87	8.53	9.24
Estimated Monthly Sales	17433	17282	6670	3195	2194	1616	791	822	1451
Estimated Monthly Revenue	209022	328185	153343	47893	35082	16144	8701	17254	34751
Age in Months	46	37	4	7	7	38	212	15	73
Sub Category	Maternity Activewear	Maternity Tights & Hosi	Maternity Skirts	Maternity Activewear	Maternity Activewear	Maternity	Maternity Tights & Hosi	Maternity Activewear	Maternity Tights & Hosi
Fabric Type	87% Cotton, 13% Spandex	92% Polyester, 8% Spandex	80% Polyester, 20% Spandex	90%Polyester, 10%Spandex	Nylon	90% Nylon, 10% Spandex	Panty: 83% Nylon, 17% Spandex; Leg: 76% Nylon, 24% Spandex	Body: 88% Polyester, 12% Spandex; Panel: 80% Nylon, 20% Spandex	COMPOSITION: 91% Polyamide, 7% Lycra, 2% Cotton
Size	XS,S,M,L,XL,1X,2X,3X	size,XS,S,M,L,XL,1X,2X	S,M,L,XL,2X,3X	S,M,L,XL	S,M,L,XL	XS,S,M,L,XL,2X	S,M,L,XL	S,M,L,XL,2X	S,M,L,XL
Pack of	1	1	1	1	1	1	1	1	1
Offer colors	3	18	9	6	6	1	1	4	5
Colors name	Black,Charcoal,Navy	Black,Burgundy,camo,flage,army,charcoal,fading	Black,ArmyGreen,morandi Grey,navy blue,jujube red,red,	Black,Grey,Heather Grey,Wine red,Navy,Green	Grey,Black,Navy blue,Pink,Purple,Teal Green	Black	Black	Black.Navy blue,Wine red,hale navy	Black,Bluejeans,Dark green,Olive green,wine red

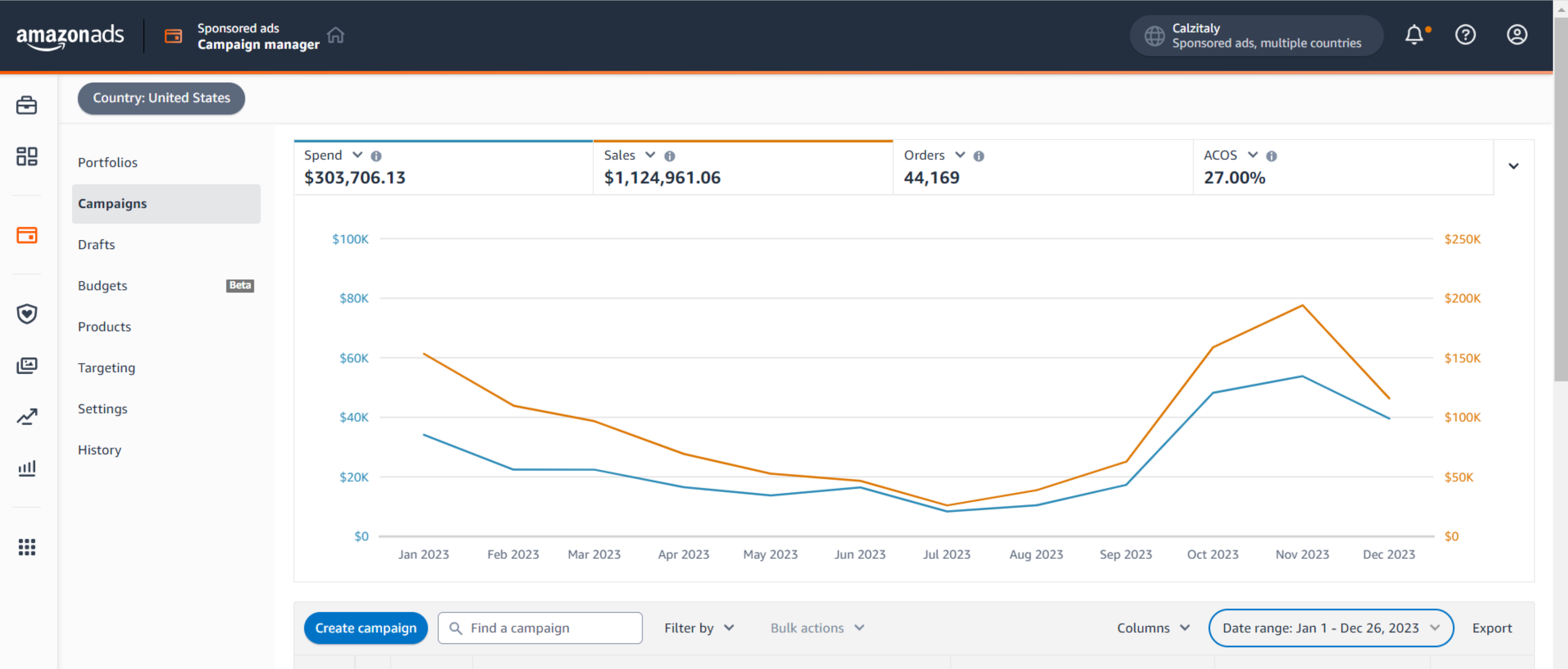
# Market and Competitor Research

We conducted a comprehensive competitor analysis for each product, reviewing design, price positioning, and potential areas for improvement. All identified changes were implemented in the listings, storefront, A+ content, and more. Below is a screenshot of our research focusing on the keyword 'Sheer Socks'.

Main Keyword : Sheer Socks									
Top 9 Competitors	Seller 1	Seller 2	Seller 3	Seller 4	Seller 5	Seller 6	Seller 7	Seller 8	Seller 9
ASIN	B0978NMZRC	B08ZFMX3ZT	B01GKUI7RQ	B011V9DH0I	B07YD499CT	B000V5KICE	B096M5HD32	B087RF5GPT	B07BHQGMTJ
Product Page Link	<a href="https://www.amazon.com/dp/B0978NMZRC">https://www.amazon.com/dp/B0978NMZRC</a>	<a href="https://www.amazon.com/dp/B08ZFMX3ZT">https://www.amazon.com/dp/B08ZFMX3ZT</a>	<a href="https://www.amazon.com/dp/B01GKUI7RQ">https://www.amazon.com/dp/B01GKUI7RQ</a>	<a href="https://www.amazon.com/dp/B011V9DH0I">https://www.amazon.com/dp/B011V9DH0I</a>	<a href="https://www.amazon.com/dp/B07YD499CT">https://www.amazon.com/dp/B07YD499CT</a>	<a href="https://www.amazon.com/dp/B000V5KICE">https://www.amazon.com/dp/B000V5KICE</a>	<a href="https://www.amazon.com/dp/B096M5HD32">https://www.amazon.com/dp/B096M5HD32</a>	<a href="https://www.amazon.com/dp/B087RF5GPT">https://www.amazon.com/dp/B087RF5GPT</a>	<a href="https://www.amazon.com/dp/B07BHQGMTJ">https://www.amazon.com/dp/B07BHQGMTJ</a>
Brand Name	Mcool Mary	No nonsense	MANZI	FITU	L'eggs	Berkshire	Yomutiur	G&Y	Calzitaly
Title	Mcool Mary Women's	No nonsense Womer	MANZI 12 Pairs Wom	FITU Women's 10-24	L'eggs Women's Ever	Berkshire Women's :	Yomutiur Womens S	G&Y 12 Pairs Ankle N	Calzitaly 3 Pairs Wom
Main Image									
No of Ratings	7372	4193	4814	3701	1335	1577	624	944	852
Rating Score	4.7	4.6	4.4	4.3	4.5	4.2	4.7	4.4	4.5
Current Price	14.99	8.92	14.99	14.99	6.29	3.00	14.99	13.99	23.95
No of Variations	20	18	6	16	5	4	4	3	0
Helium Listing optim	9.66	7.07	9.13	9.63	7.98	8.34	9.58	9.32	9.85
Estimated Monthly S	15347	6739	1992	1726	1459	1081	981	892	545
Estimated Monthly F	230052	60112	29860	25873	9177	3243	14705	12479	13053
Age in Months	11	22	37	97	80	64	20	21	54.40.
Sub Category	Women's Socks	Women's Sheers	Women's Socks	Women's Socks	Women's Sheers	Women's Socks	Women's Socks	Women's Calf Socks	Women's Socks
Fabric Type	97% Nylon, 3% Spandex	100% Nylon	85% Nylon, 15% Elastane	85% nylon,15% spandex	100% Nylon	87% Nylon, 13% Spandex	Nylon & Cotton & Acrylic fibers	Spandex,Nylon	Mesh
Fit Type	Loose	Pull On	-	-	-	-	-	-	-
Size	One size	one size,missy,plus	XS,S,M,L,XL	one size	S,M,L,XL	One size	One size	One size	One size
Pack of	6	12	12	10	10	1	5	12	3
Offer colors	6	3	3	2	2	4	5	2	1
Colors name	(blue+gray+yellow+pink+red+green)	Tan,Midnight black, Nude	Black,Nude,Natural	Beige, Black	Suntan,Black	Fantasy Black, Linen, Utopia,Nude	Mix color	Black,Nude	Black

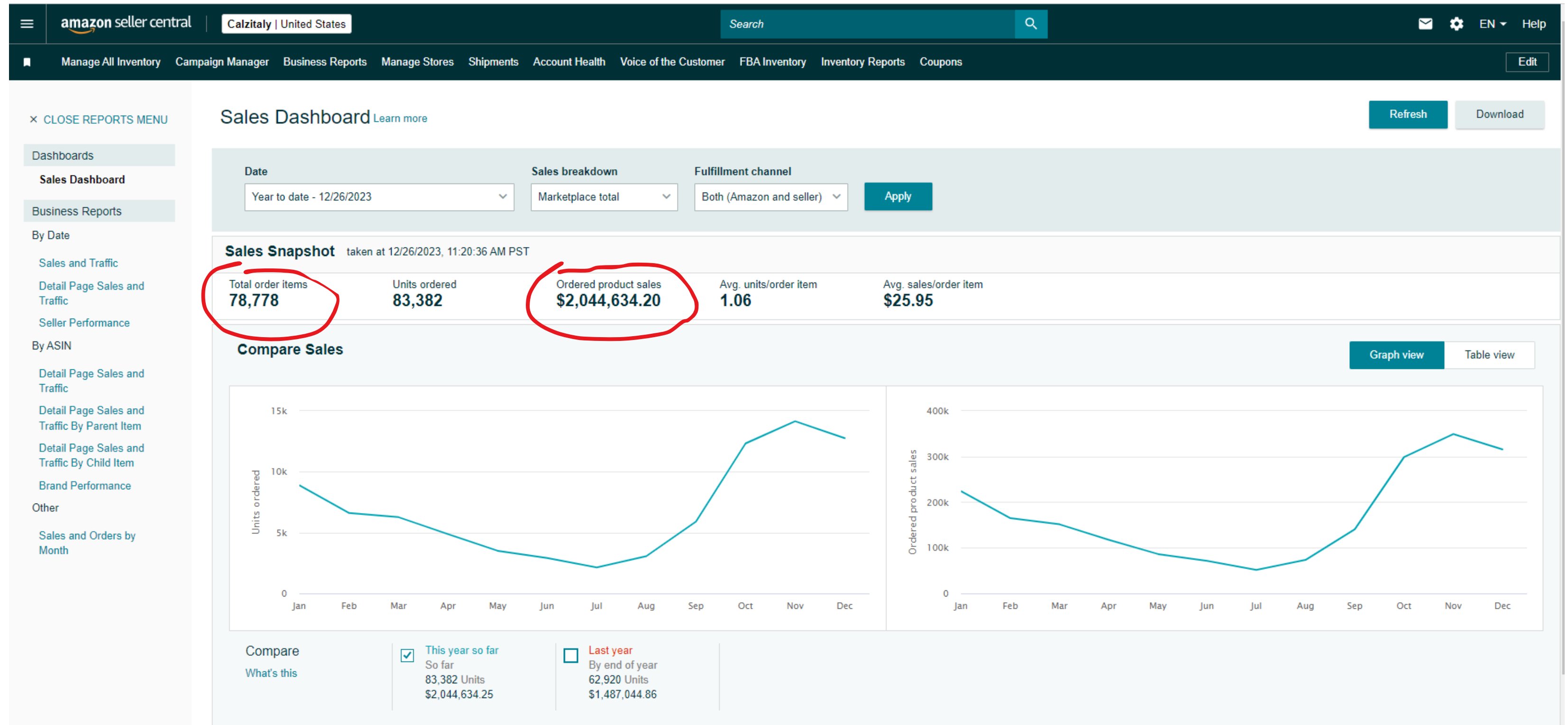
# PPC Advertising Results

After resolving the stock issues, we shifted our focus to the PPC campaigns, structuring and managing all of them. The screenshot below displays results solely from these PPC campaigns and does not include organic sales.



# Ranking and Revenue

As a result of our advertising efforts, we achieved ranking for multiple keywords across numerous products, positioning ourselves on Amazon's Page 1. This led to a successful closure of 2023 with sales just over 2 million USD.





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