



# **ONLINE SELLING PROPOSAL BY AAAAA TRADE**



# ABOUT US

**The way the E-commerce market is expanding, it is important to ensure that your brand has a presence online. To ensure you achieve your goals and desired results, your brand needs to have a strong positioning, for this you need a strong partner like AAAAA Group. Headquartered in Japan, AAAAA Group is widely acknowledged as a specialist offering both B2C and B2B E-commerce services.**

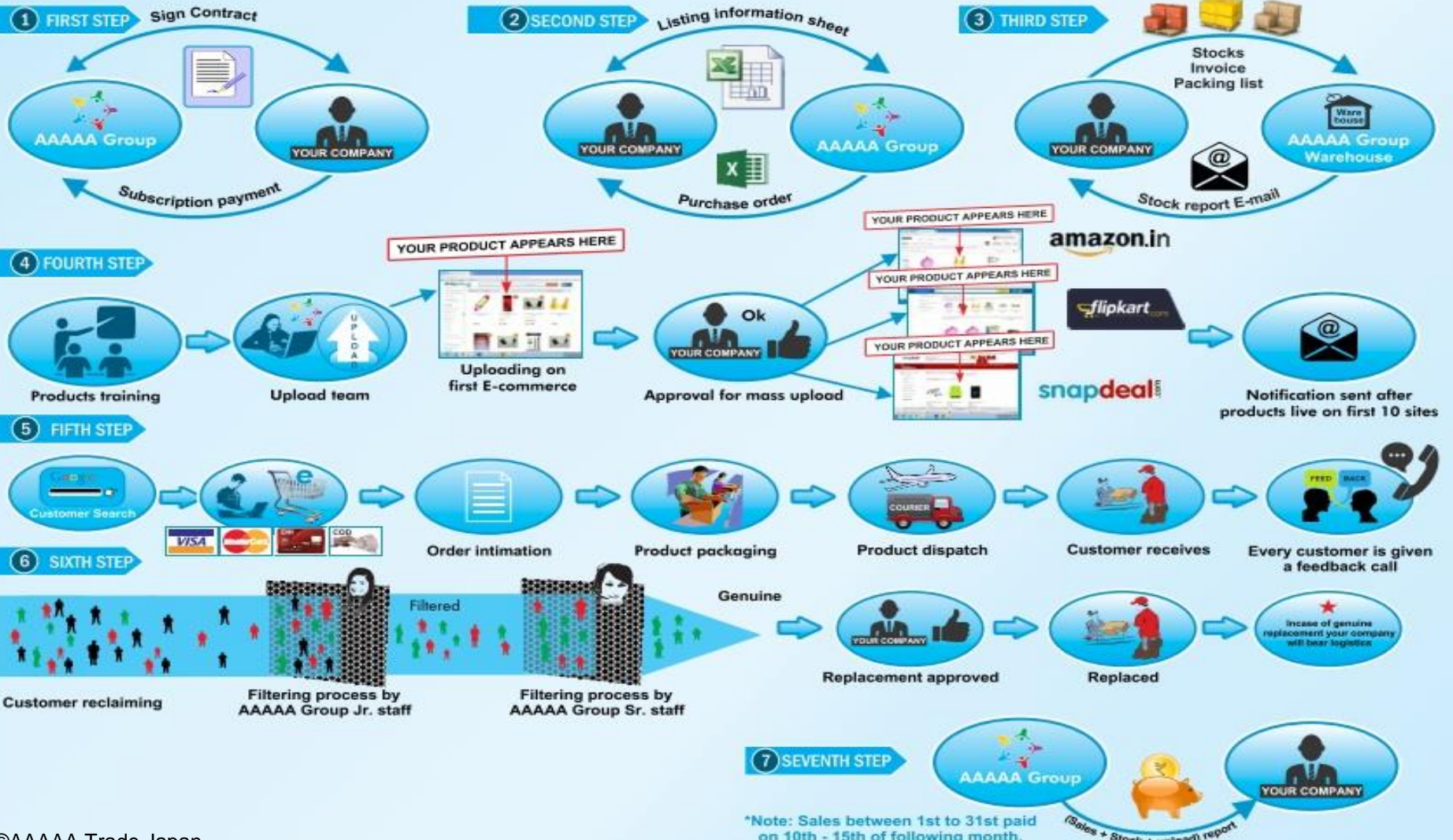
**To meet the increasing requirements of the competitive E-commerce market, AAAAA Group stands out as an ideal partner for brands who are looking to outsource the full management & handling of their online business.**

**We ask our clients to only bring their products to us, the rest we handle, while our clients sit back and see their brand value, brand awareness and sales increase.**



# HOW YET B2C FUNCTIONS

## How YET B2C Function





# TIME LINE

Day 1	Day 3	Day 5	Day 6	Day 7	Day 10
Contract Signing	Payment Invoice Received from AAAAA Trade	Payment Remitted by Client	AAAAA Trade conducts a meeting with client to decide on Shortlisted products and the Initial Quantity	AAAAA Trade emails client Upload Requirements	Client Emails Upload Requirements
Day 11	Day 14	Day 15	Day 22	Day 24	Day 25
AAAAA Trade raises PO	Client Dispatches Stock to India Warehouse	AAAAA Trade prepares online content & emails client for approval	AAAAA Trade receives stock at India Warehouse	AAAAA Trade Emails Stock Confirmation to client	AAAAA Trade Conducts Product Training
Day 29	Day 31	Day 32	Day 33	Day 36	Day 43
AAAAA Trade Uploads Product on 1st Site	<ul style="list-style-type: none"> <li>•Products are Live on 1st Site</li> <li>•Online Promotion Activity Begins</li> </ul>	Sale Begins ¥	Received Mass Upload Approval from Client	Email Client Links of accounts created on Social Sites	Product Live on 10 Portals
Day 45	Day 48	Day 49	Day 50	Day 51	Day 61
Suggested client to begin B2B	Email Client Online Sales, Stock & Listing Report of previous month.	Email Client Online Promotion Report of previous month.	Sales Amount Remitted to client for previous month sales	Product Live on 25 Portals	Product Live on 40 Portals

**The above our working days**



# B2C PROPOSAL

AAAAA Trade Offer Proposal for B2C Services	
Product / Services	Price
<b>40 B2C and C2C E-commerce Portals</b>	<b><u>Phase 1 Packages:</u></b> <b>6 Months: YEN 600,000</b> <b>9 Months: YEN 800,000</b> <b>12 Months: YEN 950,000</b>  <b>(Subscription begins once the contract is signed between both companies)</b>  <b><u>Extension Packages After Phase 1:</u></b> <b>3 Months: YEN 300,000</b> <b>6 Months: YEN 525,000</b> <b>12 Months: YEN 800,000</b>
<b>Online Promotion on Social Networking Sites</b>	
<b>No. of SKU's : 10</b>	
<b>Service Includes:</b>	
1) Uploading Products on E-commerce Portals	
2) Product Packaging	
3) Dispatching Products	
4) Inventory Management	
5) Managing COD, Returns, Replacements and Damages	
6) Report Making	
7) Promoting Products in Festive Sales	

\*\*\* For Additional SKU's please ask for a separate quote.



# ADDITIONAL SERVICES

SEO	Sr. No	Activity	GOAL/ROI	Costing for 3 months (YEN)
	1	SEO 10 Keywords	Search Ranking in Top 10	165,000
	2	SEO 20 Keywords	Search Ranking in Top 10	240,000
	3	SEO 30 Keywords	Search Ranking in Top 10	285,000
<b>SEO PACKAGE - MINIMUM 3 MONTHS CONTRACT NEEDED</b>				

Email Marketing	Sr. No	Email Quantity	Format	Charges (YEN)
	1	50000	HTML/PDF/PNG/JPEG	90,000
	2	70000	HTML/PDF/PNG/JPEG	105,000
	3	100000	HTML/PDF/PNG/JPEG	125,000

Content Writing	Sr. No	Words	GOAL/ROI	Per Word Cost (YEN)	Article Charge (YEN)
	1	150	New Articles	20	3,000
	2	300	New Articles	15	4,500
	3	450	New Articles	12	5,400
<b>MINIMUM 5 PAGE CONTRACT NEEDED</b>					

# ADDITIONAL SERVICES... CONT.



<b>GOOGLE ADWORDS</b>	<b>Sr. No</b>	<b>Activity</b>	<b>GOAL/ROI</b>	<b>Google Monthly Budget (YEN)</b>	<b>Monthly Handling Fees (YEN)</b>	<b>Client Costing (YEN)</b>
	1	PPC (Pay Per Click)	Branding/Traffic on Website/Lead Generation	88,000	131,800	219,800
	2	PPC (Pay Per Click)	Branding/Traffic on Website/Lead Generation	105,600	143,080	248,680
	3	PPC (Pay Per Click)	Branding/Traffic on Website/Lead Generation	123,200	165,520	288,720
<b>LinkedIn Paid Advt</b>	<b>Sr. No</b>	<b>Activity</b>	<b>GOAL/ROI</b>	<b>Linkedin Monthly Budget (YEN)</b>	<b>Monthly Handling Fees (YEN)</b>	<b>Client Costing (YEN)</b>
	1	Banner Advt	Branding/Traffic on Website/Lead Generation	88,000	131,800	219,800
	2	Banner Advt	Branding/Traffic on Website/Lead Generation	105,600	163,640	269,240
	3	Banner Advt	Branding/Traffic on Website/Lead Generation	123,200	180,680	303,880
<b>Facebook Paid Advt</b>	<b>Sr. No</b>	<b>Activity</b>	<b>GOAL/ROI</b>	<b>Facebook Monthly Budget (YEN)</b>	<b>Monthly Handling Fees (YEN)</b>	<b>Client Costing (YEN)</b>
	1	FB Post / Banner Advt	Branding/Traffic on Website/Lead Generation	88,000	131,800	219,800
	2	FB Post / Banner Advt	Branding/Traffic on Website/Lead Generation	105,600	143,080	248,680
	3	FB Post / Banner Advt	Branding/Traffic on Website/Lead Generation	123,200	153,360	276,560
<b>YouTube Paid Advt</b>	<b>Sr. No</b>	<b>Activity</b>	<b>GOAL/ROI</b>	<b>Youtube Monthly Budget (YEN)</b>	<b>Monthly Handling Fees (YEN)</b>	<b>Client Costing (YEN)</b>
	1	Stream / Display Ads	Branding/Traffic on Website	88,000	131,800	219,800
	2	Stream / Display Ads	Branding/Traffic on Website	105,600	143,080	248,680
	3	Stream / Display Ads	Branding/Traffic on Website	123,200	153,360	276,560



# OUR RATINGS

1

Coolbuy

2

SOLD BY :  
AAAAA GROUP  
Mumbai , Maharashtra  
3.8★ (86) Reviews  
Shopclues

3

Welcome to AAAAA Group Online Store (365 products)  
Vendor Rating: ★★★★★ 5/5  
Rediff

4

Infibeam →

5

Flipkart → Seller AAAAA (3.7)

6

Amazon India

Feedback Rating: ★★★★★ 3.6 stars during time selling on Amazon. (61 ratings)

7

Ebay →

Category	Rating	Count
Item as described	★★★★★	15
Communication	★★★★★	14
Shipping time	★★★★★	16
Shipping charges	★★★★★	16





# FEW OF OUR CLIENTS...

## Beauty & Personal care



## Health Care



## Electronic & Accessories





# FEW OF OUR CLIENTS...

## Apparels



CORPORATE CLUB



Beetel



## Baby Care & Toys



## FMCG



CORNITOS  
Nacho Crisps



FIESTAS



TOP CORN





# SUCCESS STORIES - BUDDYZ

**BUDDYZ**

## Few Hot Selling Products:



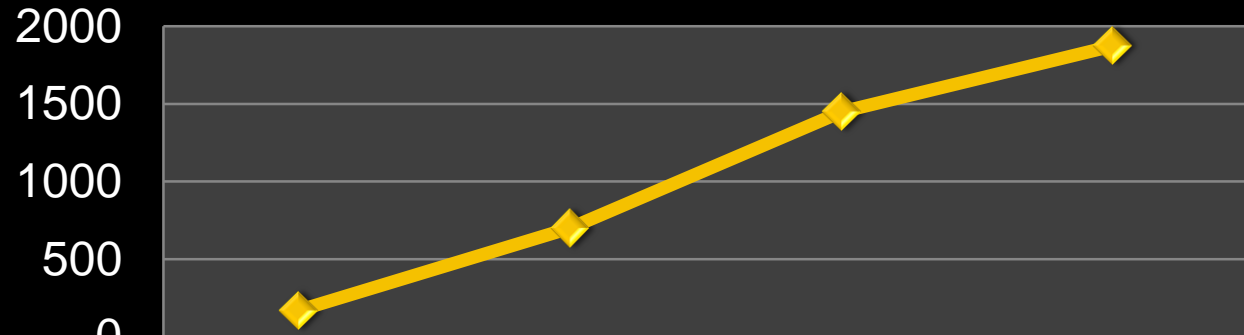
**Buddyz team partnered with AAAAA Trade India in time just when they were promoting their newly launched stationery products & toys through various trade exhibition.**

**They had no online presence before they tied up with AAAAA Trade India, now they are present on over 50 portals (Including all major portals) and this has helped them increase sales volumes in the domestic and International market.**



## 1st Year Sale Volume (Units)

BUDDYZ SALES



◆ 1st Year Sale Volume (Units)

Q 1

Q 2

Q 3

Q 4

170

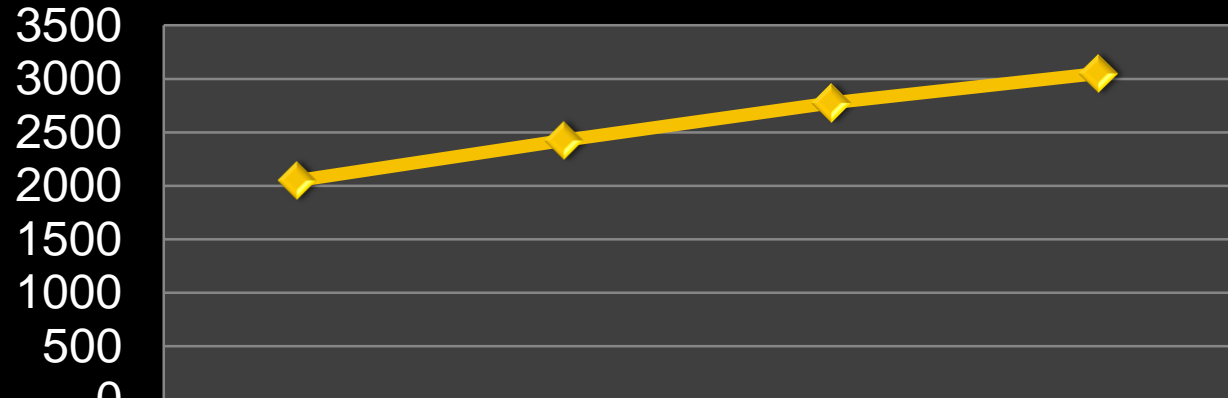
700

1450

1875

## 2nd Year Sale Volume (Units)

BUDDYZ SALES



◆ 2nd Year Sale Volume (Units)

Q 1

Q 2

Q 3

Q 4

2050

2425

2775

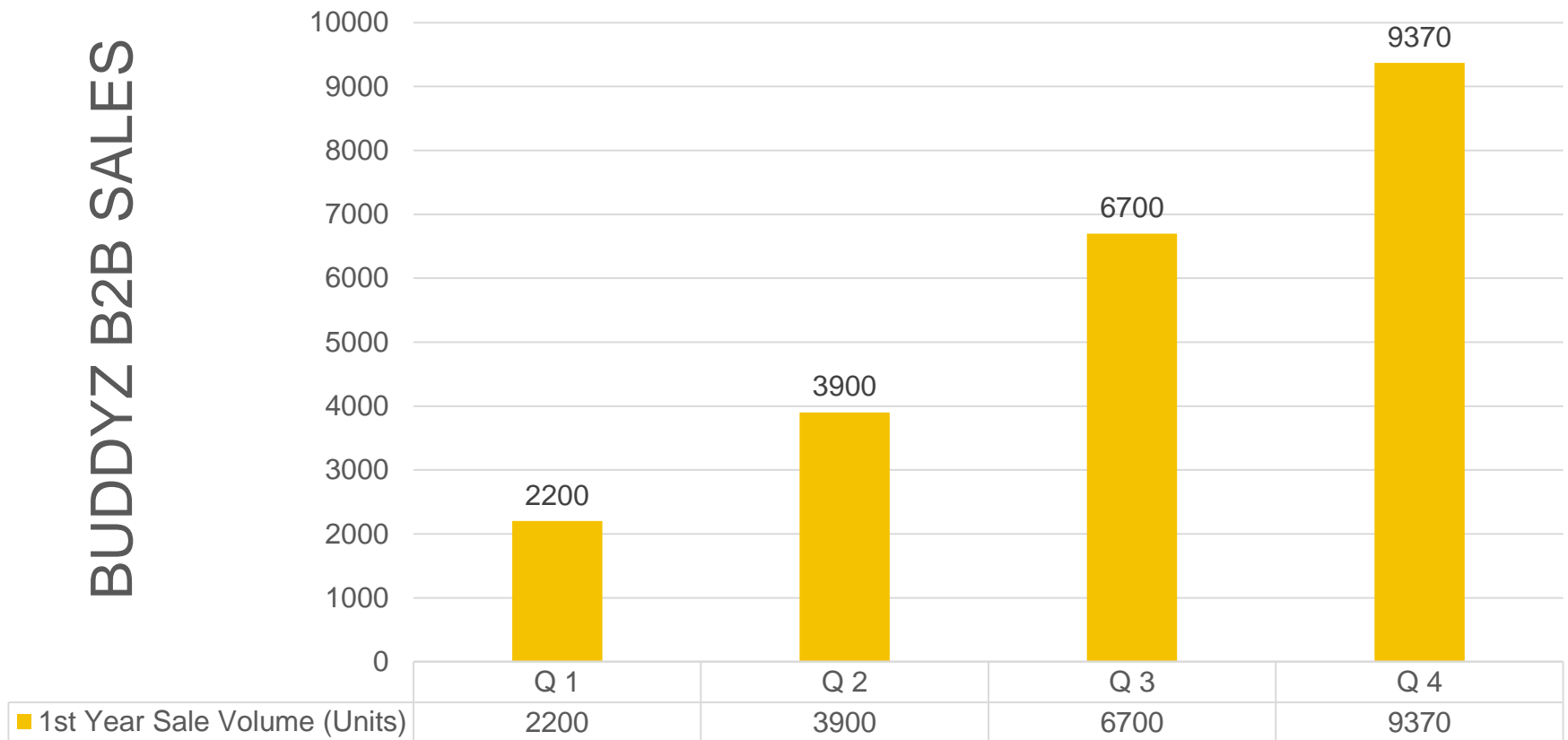
3050



# BUDDYZ B2B SALES

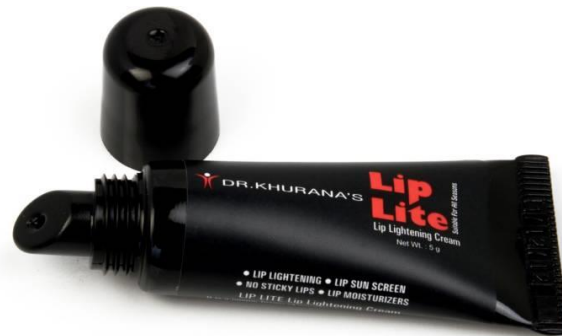
## B2B SALES FIGURES

B2B Sale Volume (Units)





# SUCCESS STORIES – LIP LITE



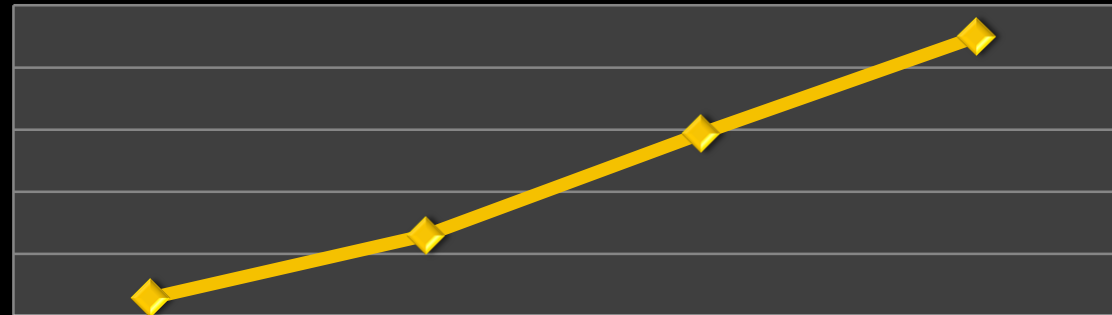
**When we partnered with Dr. Khurana, he was already selling his Lip Lightening cream on Shopclues, however he was finding it difficult to manage the day-to-day orders.**



## 1st Year Sale Volume (Units)

LIP LITE SALES

2500  
2000  
1500  
1000  
500  
0



◆ 1st Year Sale Volume (Units)

Q 1

Q 2

Q 3

Q 4

145

650

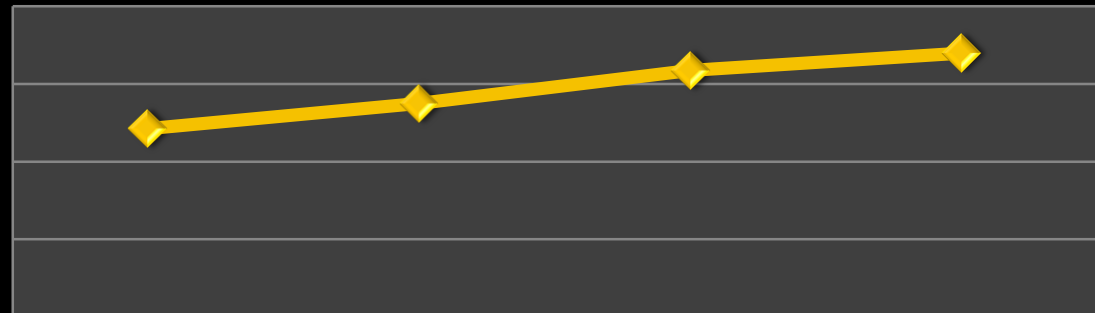
1470

2250

## 2nd Year Sale Volume (Units)

LIP LITE SALES

4000  
3000  
2000  
1000  
0



◆ 2nd Year Sale Volume (Units)

Q 1

Q 2

Q 3

Q 4

2425

2750

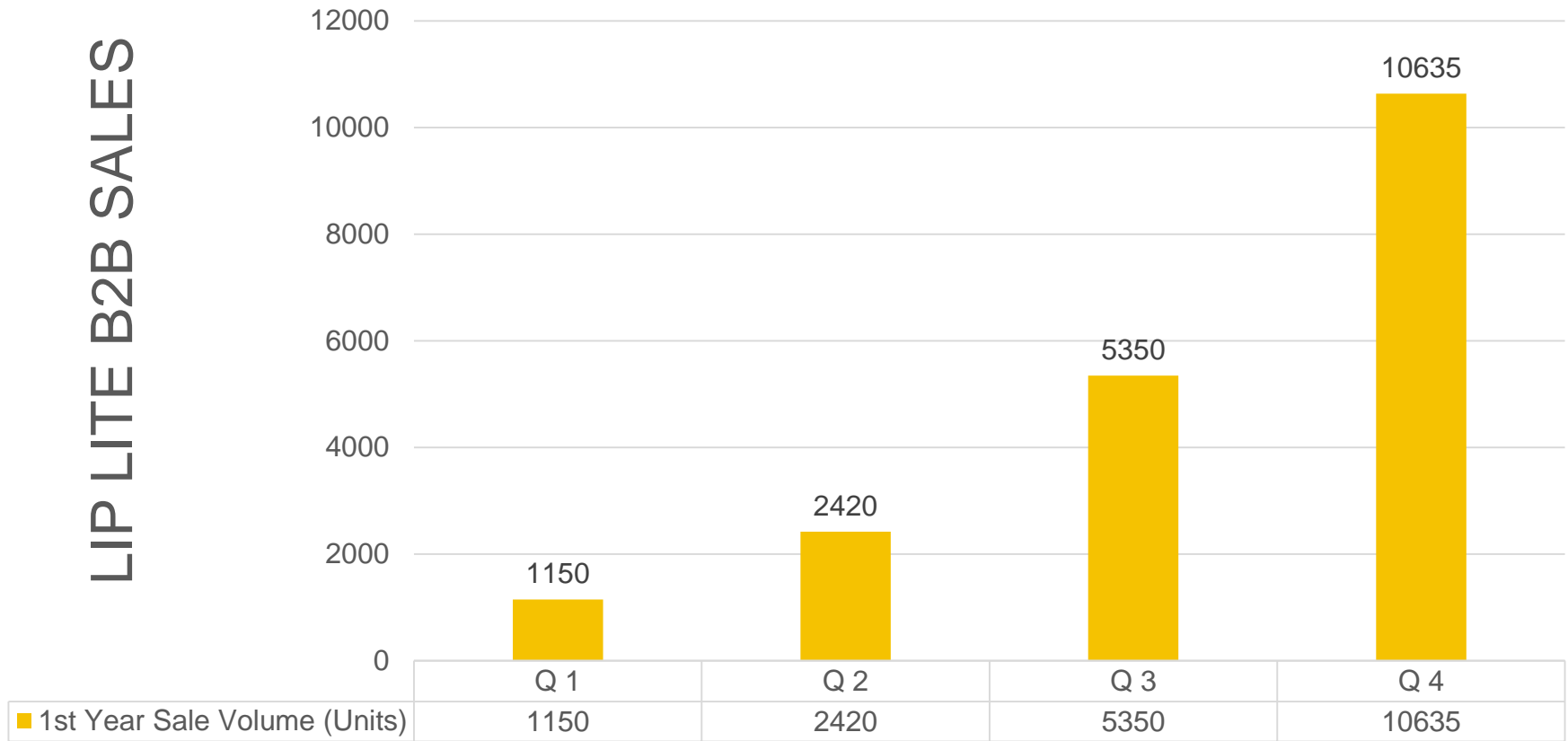
3175

3400



# B2B SALES FIGURES

B2B Sale Volume (Units)







# SUCCESS STORIES – BINATONE



## Few Hot Selling Products:



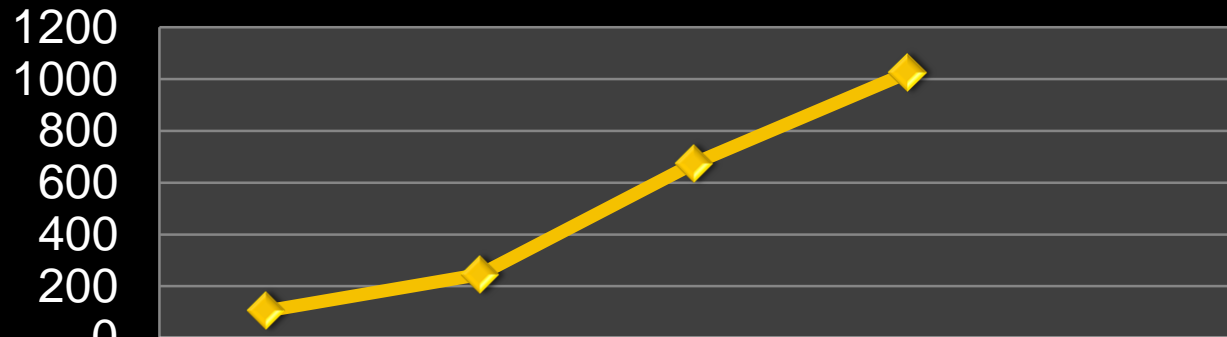
**When we partnered with Binatone, they were popular in the retail market however the company had not explored the online market as they were only focusing on retail sales.**

**Post tie-up with AAAAA Trade India, Binatone is successfully present on over 10 portals and presently selling over 1025 units every month.**



## 1st Year Sale Volume %

BINATONE SALES



◆ 1st Year Sale Volume %

	Q 1	Q 2	Q 3	Q 4	
	105	245	675	1025	



**THANK YOU**