

INVENTIGE LLC

Internship Report

On

SPENCI Wallets



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Letter of Transmittal

30 April, 2017

Mr. Ariful Ghani

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Sub: Submission of internship report for completion of course.

Dear Sir,

With respect, I want to state that I have finished my internship report on “SPENCI Wallets of Inventige LLC.” While working with Inventige, I obtained first-hand experience to learn about their online business operation. I have done elaborate research and I finally compiled my internship report in a comprehensive manner with adequate resources.

In this internship report, though I have confronted some challenges but my enthusiasm and the support of my supervisor, helped me to overcome them. It was a fantastic opportunity given to me by which I could create a link between academic and corporate understanding. I would like to use this platform to thank you for all your support. Lastly, I would like you to kindly accept my internship report and acknowledge my hard work.

Thank you for your kind assistance.

Yours sincerely,

Syeda Fahmida Sultana

13104024

Acknowledgement

While doing the most important work of my bachelor's degree, I have attained a lot of help from a lot of people. It gives me immense pleasure to thank a considerable number of individuals for their demonstrative cooperation and inspiration which has contributed directly or indirectly in formulating this report.

Firstly, I would like to express my appreciation to my internship supervisor Mr. Ariful Ghani. His guidance and response made everything crystal clear. At first, I was not sure that whether I would be able to make an effective report but with his assistance he has helped me a lot. He kept me on track to complete this report and his continuous reassurance were vital in making this report as spotless as possible.

Additionally, I must show my gratitude to my office supervisor of Inventige LLC, Mr. Mahmudul Hasan, who readily took my responsibility and gave me lot of time and shared his working experiences with me. His guidance showed me the way of understanding the e-business and the atmosphere of the USA office culture.

I would also like to express my sincere thanks to all the employees of Inventige LLC, who helped me during my work and made my experience an unforgettable one.

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Executive Summary

This report is a deliberation of the learning and experiences that I have acquired through my 3.5 months of internship program. My job was to support the Inventige team with their day to day operations in their businesses. During my internship, I got the opportunity to closely observe this project. In this report, I have briefly discussed about the organization, my work, and responsibilities. Since my major is Human Resources, part of my focus was on managing the schedules of various virtual assistants hired by Inventige. On the other hand, since my minor was in E-commerce, I was assigned to help Inventige re-launch SPENCI by perform search engine optimization, social media management, and other tasks. I have tried to show my thoughts and observation about this project and about the company. I have elaborately discussed about the sourcing, shipment, Amazon affiliation, social media marketing, and Amazon preparation and sales in different chapters of the main project part. In this report, I have thoroughly discussed about the project SPENCI and compared it with the theoretical perspective.

Descriptions

Search Engine Optimization (SEO): this is a process of trying to maximize visitors to a website using the search engines

Organic Traffic: is visitors that come to a website using search engines

Keywords: is a word or many words that people type into search engines to find information

Long Tail Keywords: is many words combined together that are typed into search engines. These types of keywords have low competition when performing SEO.

FBA: this is an abbreviation for a program called Fulfillment by Amazon. FBA allows business to outsource the shipping and customer service to Amazon.com.

FNSKU (Fulfillment Network Stock Keeping Unit): this is the FBA's program unique identification number for each product sold.

The Organization

Introduction

Inventige was founded in 2010. The name, Inventige, came with the combination of “Innovate, Invent, Implement”. Their core business is to develop and purchase online businesses that generate revenue. Their core expertise is far ranging from website development, social media marketing, search engine optimization, to product development and sourcing.



History

The vision of Inventige in 2010 was different than its current form. In 2010, the company wanted to develop consumer products in the medical and energy fields. But due to long product development cycle for electronic products, Inventige shifted to online media which had a shorter cycle. This pivot was done in early 2014. Since then Inventige has had a growth of more than 100% year and has generated high return on investment for their early investors.

Inventige experienced this growth due to the introduction of a new investment asset, online businesses. Traditionally with investments, the public places their money into well-known assets such as stocks, materials (such as gold or silver), and real estate properties. The issues are that these types of investments do not yield a large return. For example, the stock market in the US has provided a return of 7% over the past 10 years (Hamm, 2016). On the other hand, larger returns have been obtained by individuals investing in small companies early on with the hopes that they will one day become big (such as Facebook, Twitter, Google). The challenge with this is that it is very high risk, and only people with an annual income of over \$200,000 may participate. The Internal Revenue Service in the USA has introduced this rule regarding annual income and have labelled these people as ‘accredited investors’ (Investopedia, n.d.).

Inventige saw this is a significant challenge: the public was not able to obtain large wealth compared to a small population of ‘accredited investors’ who could. To help fix this issue, they began providing diverse services of buying, growing, and selling revenue generating online business (such as websites). Inventige views an online business as a website or consumer product that obtains revenue based on online sales. For example, this can include a website that promotes other brands’ products and receives a commission for each sale, or even a consumer goods business

selling physical products via Amazon.com or other such online marketplaces (such as Ebay.com). Both are viable businesses that can provide a high return on investment for investors.

Inventige's Model

The core of Inventige's online business are based on (1) websites that earn revenue via advertising and commissions, and (2) that sell physical consumer goods.

(1) Websites



Figure 1 - Affiliate Marketing Model for Amazon Associates

Typical websites that Inventige manages either promote products in a certain topic, or provide information. By promoting products, Inventige is affiliated with the brand and receives a commission per sale. Typical commission range from 5% to 15% of the sale price. Inventige's expertise is in developing the website, and then obtaining consumer traffic via the Search Engines (such as Google, Bing, Yahoo, etc.), or Social Media (such as Facebook, Pinterest, Twitter, etc.).

Furthermore, Inventige also actively promotes various Amazon.com products and receives a commission for each product sold. They manage affiliate websites in the topics of technology, accessories, apparel, and beauty and promotes such products on Amazon.com. Figure 1 shows the model for Amazon’s program known as Amazon Associates (Amazon Associates, 2017). Advertisers, like Inventige, promote products on their websites, and the people who visit the website can follow the links to Amazon, and if they purchase, Inventige receives a commission. The model is very simple and effective. The challenge, however, is to determine the right topic and to attract visitors.



Figure 2 Example of Affiliate Networks

Inventige is associated with various affiliate networks which include Amazon Associates, ShareASale (ShareASale.com, 2017), Commission Junction (CJ Affiliate by Conversant, 2017), PepperJam Network (Pepperjam Network, 2017), and more shown in Figure 2. These networks represent various brands and advertisers, like Inventige, can have access to such brands. In addition, Inventige has privately negotiated various commission deals with brands.

(2) Selling Physical Consumer Goods



Figure 3 - Fulfillment by Amazon

Another strong business model is selling consumer goods. In the first model discussed above, the potential revenue for Inventige is low at around 5-15% per sale. However, by producing their own products and developing brands of their own, they can receive profit margins of 50-70%. This is a much more profitable business venture but it does have challenges. In the first model of developing websites to then promote other brands, Inventige does not have to deal with inventory, manufacturing, customs, etc., which this second model does have to manage. Inventige model is to source high-quality products from China, and then to sell them in the United States market via Amazon.com or privately on their websites. An example of using the Fulfillment by Amazon (FBA) services (Fulfillment by Amazon, 2017) is shown in Figure 3. Once a brand of products is created, Inventige can send the products to Amazon fulfillment centers and then Amazon manages customer service and shipments. This is the simplest way to get started.

Product Services and Offerings

Given the two models above, Inventige provides diverse services and offerings to its clients:

1. Startup online businesses
2. Ready-to-go online businesses
3. Search Engine Optimization (SEO)
4. Social Media Marketing
5. Management Services

I will briefly outline each of these services that Inventige provides below:

Startup businesses:

Inventige develops their own businesses in the form of websites and brands. The team has expertise in web design, marketing, product sourcing, and more. Using these expertise, Inventige can develop new business relatively quickly. The benefit of this approach is the low startup costs. The disbenefit is that not all the businesses will be successful. Inventige eventually takes each of their new startup business and sells them to clients at high profits. They then repeat this process. Inventige enjoys building new businesses.

Ready-to-go businesses:

Inventige actively purchases online business that are already generating revenue because 1) they are passed the startup phase so less risk, and 2) revenue is being obtained from the beginning. However, buying businesses requires large amount of funds and research. Within Inventige's operation, approximately 80% of businesses are purchased and 20% are developed.

Inventige grows these businesses over extended period (1-2 years) and eventually sells them to their clients. They only sell a business if they cannot grow it any further due to lack of expertise, or they are not interested in that sector. By selling, Inventige receives their initial investment back plus a nice profit. The clients that purchase the businesses are usually looking for steady income producing assets. Both parties in this transaction are winners.

Search Engine Optimization (SEO)

Inventige has expertise in SEO. By optimization Inventige's online web assets, they can obtain traffic via search engines like Google, Bing, etc. Such traffic results in sales for the company. Furthermore, they also do Conversion Rate Optimization (CRO) which attempts to convert more visitors into buying customers. As an example, Inventige can perform SEO to increase traffic or they can use the same pre-existing traffic to increase sales, which is CRO. A combination of SEO and CRO provides massive benefits.

Social Media Marketing

Inventige has expertise in Social Media Marketing. Social Media is very useful for their consumer products since they can promote the product to the right audience. Plus, the consumer brand products have a large revenue thus allowing some of that to be used towards social media marketing.

Management Services

Once Inventige sells a business to a client, a portion of the clients do not want to manage the day-to-day activities. The clients want the business to be automatic. Therefore, Inventige provides management services where they will perform marketing, content creation, product source, among others on behalf of the client. In return, Inventige takes a percentage (around 8-10%) of the

revenues. This structure keeps both parties happy because if Inventige grows the company, they receive a part of the additional revenue and the client is happy because they do not need to do any maintenance.

Altogether, these five services provide Inventige with consistent businesses to build, manage, and grow. It also allows the public to become Inventige’s clients and invest in high-growth businesses.

Organization Chart and Network

Inventige’s organization is setup to reduce operation costs. The acquisition manager oversees sourcing and then negotiating the business purchases. Once an acquisition is made, the search engine and social media specialists take over the business to grow it further. Inventige also has a part-time accountant and lawyer to assist with the business purchases and legal matters.

Inventige takes advantage of virtual assistants that are in all parts of the world. If Inventige does not have expertise in a certain topic, they will hire experts. Under the acquisition manager, there are two assistants currently that help find business deals. Each of the specialists have an assistant as well. Inventige’s virtual assistants come from various countries, such as Bangladesh, Pakistan, USA, UK, Australia, and more.

This organizational structure is efficient and saves a large amount of money than other similar companies. The CEO is involved in assistant each of the operational managers.

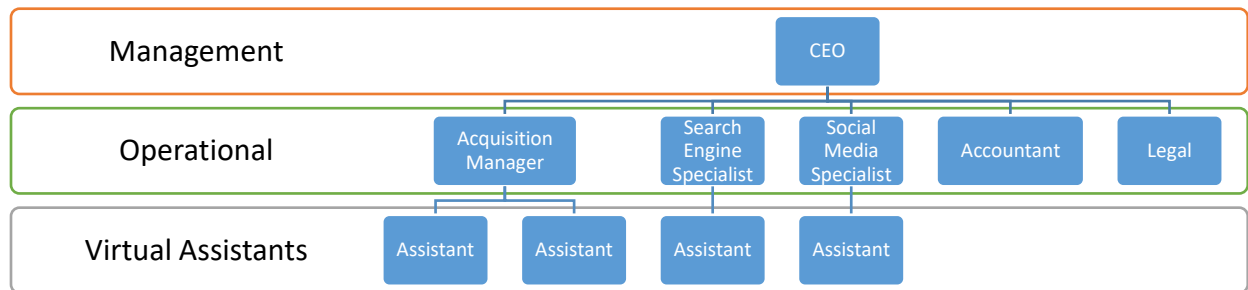


Figure 4 - Inventige Organization Chart

Goals, Objectives, Missions Statements and Visions for the Future

Being a small company, Inventige has big aspirations. They are outlined as follows:

- **Goals:** Inventige has set a goal to manage \$1 million in revenue from all its business acquisitions by Q4 2018
- **Objectives:** To achieve this goal, their objective is to acquire three business per year
- **Mission:** Their mission is to develop successfully businesses so they can be sold to clients that are part of the public. Inventige wants to equip the public with new investment assets which have not been available to them in the past.
- **Vision:** Inventige's vision is to manage a portfolio of businesses that provide benefits to stakeholders, investors, and clients.

Job

Job Description

My job was as an intern at Inventige. My job was to support the Inventige team with their day to day operations in their businesses. The intern position was from January 16 to April 28, 2017.

Job Tasks

In this intern position, my tasks were to:

- Managing virtual assistants
- Help develop SPENCI
- Keyword research
- Product labeling
- Attending meetings
- Learning new tools (Animoto.com, Long Tail Pro, Buffer)
- Training on AMZ Bootcamp
- Social media marketing (Facebook, Pinterest)

Progress Before I Joined

The whole development process of this product from sourcing to selling is pretty time consuming. Before I joined this company, Inventige team had already tried to work this product. They designed the wallet, did the logo branding, also did the package branding. They were so near to establish the product, but because of other projects SPENCI wallet was ignored and it shuttered.

My Responsibilities

Then after I joined they thought of making this dead product alive with the help of an intern. Then they ordered for a test shipment 400 units from China. I did not order but I was a part of this process. I have seen how do they negotiate and how to do the pricing. We ordered 4 SKUs'. These are: Pebbled Mahogany, Pebbled Black, Midnight Black and Cherry wood. After Inventige negotiated, they ordered the products and it arrived after 30 days. This is one of the limitations of ordering from China because it takes 30 days of production and then another 15 days for shipment.

So, we waited that long. In the meantime, I did the promotional social media activities and started understanding how Amazon does FBA (Fulfillment by Amazon) (Fulfillment by Amazon, 2017).

Amazon believes, “You sell it, we ship it”. Amazon has created its own fulfillment networks to help small and big business so that they can benefit from their expertise. With Fulfillment by Amazon (FBA), one business can store their products in Amazon's fulfillment centers, and they will pick, pack, ship, and provide customer service queries and returns of those products. Moreover, with FBA, the products are eligible for Super Saver Shipping, Amazon Prime and Buy Box Eligible status.

Generating Sales and Marketing

To assist Inventige promotions for Spenci, I have opened Facebook page and made the Pinterest account. I started to put together a social media marketing campaign. Inventige is also working on Facebook advertisement but it is not published yet.

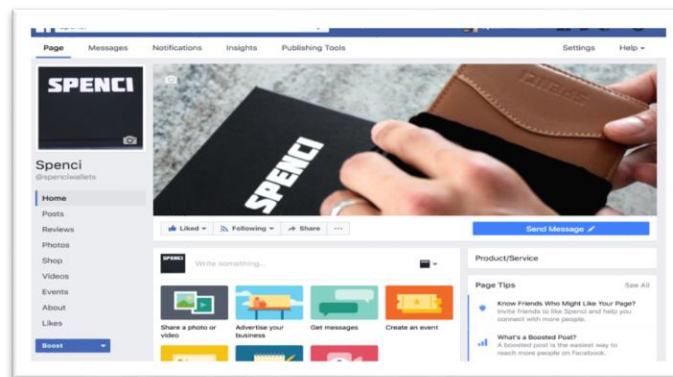


Figure 5 Picture of Facebook Page of SPENCI

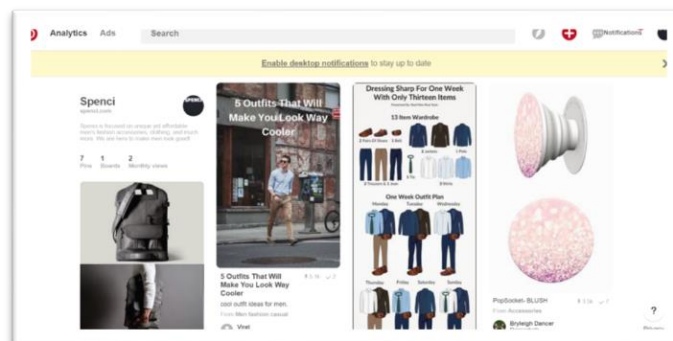


Figure 6 Pinterest account of SPENCI

I have done some work on Facebook for the audience which will be described in later parts. Our focus is on Pinterest because it is best for clothing and accessories. A huge part of American people uses Pinterest for online shopping.

So I started to make a Pinterest Board following people and started getting followings so that we can generate sales from Pinterest.

Pros and Cons of FBA

Pros:

- Since Amazon has a good reputation, buyers trust it. So, it becomes easier for small business to get a boost in their sells and to gain customer faith.
- Shipping related hassles and customs regulations are also handled by FBA.
- FBA saves time to grow your business by focusing on more important tasks rather than fulfilling in house.
- It also helps with storage. It is entirely taken care of by them and one do not need to worry about storage place and storage cost.
- FBA users get the benefits of Amazon Prime, which makes Amazon Prime buyers happy for shipping within 2 days.
- Returns are also taken care by Amazon. They do the work from talking to the buyer to sending them a new product.
- Sell volume and sell rates has increased by using FBA.
- You can use other people's listings for your own, adding even more time saved by using FBA.
- Bundle and multipack items can also be done with FBA for even bigger profits.

Cons:

- It has cost as it is not free, and one's profit margin can go down if they sell large, heavy and budget items.
- Order volume is difficult to understand because one has to assume how full they need to keep their inventory specially in the busy times like holidays.

- Businesses have lack of control as they give up a lot of it because Amazon packs and ships in their way.
- Following very specific ways and rules of sending the inventory to Amazon can give a lot of hassle too like labelling products individually using that specific labelling format and sticker.
- If selling on Amazon is one's only profession, then it can pay off to use FBA. But if it is a casual seller, then the costs may cut into their profit margin a lot.
- It takes a good amount of time to see a profit. Also there is the trial-and-error period where only patience can help a startup business.

Observation

- With this I learnt how to physically source products from China and negotiate with Chinese factory so that we can get the best price possible. I was not directly involved in the negotiation process but I saw the process and learnt how to get it done.
- However, one of the limitation is that Inventige has ordered a very small batch of quantity, which is 400 units, the factory was not able to give us the best price. If we could have ordered in much higher bulk 1000s of units, we could drastically reduce price and get a better profit margin. As it is a test run, if Inventige can get this wallet sold in fast enough speed they will be able to order in much higher bulk to get reduced cost.
- Inventige expects their employees to be self-sufficient as in they find task on their own without the step by step guidance of their supervisor.

Recommendation

- I think they should order more products so that they can limit the chance of out of stock situation. Also it will help them to cut the negotiation price lower.
- Inventige tries to accomplish a lot of tasks at a time. It would be better for them if they can give more focus to single projects at a time.

Project

Summary

In my 3.5 months of internship experience, I have worked under the project named SPENCI. This is one of the physical brands of the company, Inventige. This whole project part consists of objectives, methodology and limitations. Along with all these, here I have shown what is SPENCI all about. I have divided my work in several chapters so that it becomes easier to understand the entire process as well as my learnings.

Description of the main project SPENCI

SPENCI is a one of the brands of Inventige LLC, which at this moment is selling wallets. It is also focused on unique and affordable men's fashion accessories. My project is SPENCI wallets. Here are the few features of SPENCI:

RFID blocking wallets

These wallets are RFID blocking wallets which helps to reduce identity fraud and credit card frauds. This is not only a RFID blocking wallet, it is also made of high quality genuine leather with brilliant design.

SPENCI wallets are RFID blocking wallets. RFID (radio frequency identification) is a technology that incorporates the use of electromagnetic or electrostatic coupling in the radio frequency (RF) portion of the electromagnetic spectrum to uniquely identify an object, animal, or person (Rouse, 2007).

This wallet is designed to help isolate people from electronic pickpocketing. Nowadays some credit cards, passports, and driver's licenses come with inserted radio frequency identification chips. When these are activated by an RFID reader, these chips transmit certain sorts of information wirelessly, so that one can verify their identity or can make a purchase without swiping the card. The worst part is anyone with an RFID reader can activate those chips and find out whatever information they one to collect or transmit.

It has become a huge issue in the USA nowadays, hackers have collected sensitive information from people's cards at several feet with a RFID reader. They can get information's from passport also. Moreover, RFID skimmers can collect the credit card numbers from the pockets of passersby.

Types of wallets

It comes in 4 SKUS'. SKU means Stock Keeping Unit, it defines different product variation example size, color, weight. SPENCI SKUs' are defined by colors which are: Pebbled Black, Pebbled Mahogany, Midnight Black and Cherry Wood.



Figure 7 SPENCI Wallets

Genuine Leather

The wallets are made from high grade genuine leather and that is why SPENCI wants their customers to experience the smell of genuine leather wallet purchased from their hard earn money. These wallets are better than the Faux leather/Imitation leather which are cheap in cost as well as cheap in quality. Moreover, these wallets are Italian inspired, fine stitched artisan leather with luxurious design.



Figure 8 Genuine Leather Wallet

Exclusive Packaging



Figure 9 The Wallet Packaging

Inventige's goal with SPENCI was not only to develop a high-quality leather wallet but also providing better experience for their customers when they receive the wallet. That is why they have focused highly on the packaging of the wallets. For example: when people buy new TV's or Electronics the unpacking or unboxing experience is one of the best parts. Everybody enjoys opening the box of a new accessory. But wallets typically have been ignorant in this part. People usually pack wallets in a simple plastic bag.

SPENCI has seen this market gap and tried to exploit this area. So SPENCI has integrated a pleasant experience for the customers by packaging the wallet inside with a black velvet bag which gives customers an elite feeling. As soon as a customer receives a SPENCI wallet, they are greeted with a high-quality box with a branded logo. When they open the bag, they can smell the high-quality leather which was kept inside that velvet bag. This gives them an instant satisfaction that they have brought a high-quality product which they can be proud of every single day. This experience gives the customers a positive attitude towards SPENCI from the beginning.

Objective of the Project

The Objective of SPENCI is

- To generate sales via the Amazon.com market place.
- To sale 10,000 units in the next 6 months.
- To sale 100,000 units within the first two years.

Methodology

Primary:

- My primary knowledge was gained by working with my supervisor, Mahmudul Hasan. He has helped me understand the different models that Inventige utilizes in their day to day operations.
- I had hands on experience in seeing from how product is developed to how product is sold in the market via various online marketplaces.

Secondary:

- In addition to my primary research, there is a lot of information online regarding these businesses. I used these resources:
 - The Selling Family (The Selling Family, 2017)
 - Online Selling Experiment (Online Selling Expirement, 2013)
 - Fulltime FBA (Fulltime FBA, 2017)
- I was given a training series, which is AMZ Affiliate Boot Camp (AMZ Affiliate Bootcamp, 2017) to study various videos that taught me how to take the best out of your product growth with the help of Amazon affiliation.

With the combination of those training boot camp, my primary supervisor's help and these secondary websites I could obtain enough knowledge to help the Inventige team in their operations. Moreover, in the future these skills will help me immensely if I start a new business and hopefully make it successful. In the coming sections, I will discuss, exactly what I did, how I did and how it is going to help the Inventige team.

Limitation

Dependency to China:

We are dependent. SPENCI does not have the diversification yet. If they lose the good relationship with the Chinese company, it would be difficult for them to find another company that will help them in the same way.

Delay from Production house:

Production takes a large amount of time so proper production planning must be done. It takes approximately 45 days.

Delay from Amazon:

Amazon FBA takes time to process the order. Even though items are reached in the USA, Inventige must wait to start selling. This is because once the products are shipped from Inventige's offices to Amazon warehouses, it takes the Amazon team some time to open the shipment boxes, and place the wallets in the shelves around the warehouse. This can take anywhere from 1-2 weeks of additional time.

Risk of decline:

There is always a risk that, if there is any simple violation of rules, Amazon will cancel the whole shipment. Amazon has a very specific sort of rules that must be followed.

Project Description

Chapter 1 Sourcing:

How to make the product? How to choose the factory? How to find the reputed factory? We have found the factory from Alibaba.com. We have used Alibaba.com to find reputed sources for high quality leather goods. Alibaba is an ecommerce based marketplace. This marketplace gives the opportunity to negotiate like any physical marketplace. First, we tried to find few reputable companies and started discussions with them. Then we asked them if they can create a sample per SKU and box design. They did the work and sent that to us. Since we ordered only a sample, the Chinese company charged Inventige a significant amount of money. Even though it is high cost to obtain samples, we get to see the products and were able to do the quality check by ourselves. After that, they sent the samples via FedEx. So, after trying samples from different companies we choose one Chinese company to work with.

Benefits and Disadvantages of Sourcing

Benefits

Inexpensive:

It is inexpensive to source from overseas. Because of the relatively cheap labor, the overall cost goes down. It lowers the cost of production so the price of products and services for customers goes down.

Distinctive skills:

Employees with the necessary skills is costly and time consuming. When we use the services of an offshore development company it can offer well skilled employees, while making sure that the project fulfills the customers demand.

Disadvantages

External affairs:

It depends on the relation of US and China. It is not in our control, so everything will go smoothly until or unless there are any external issues.

Quality problems:

As these are coming from overseas factory. It is really difficult to know the quality of each and every batch of shipment. But the Chinese factory with whom we are working with they always provide the same quality goods to maintain their good reputation.

Chapter 2 Shipment:

When we were ready to order the products from Chia, we completed the invoice formalities with them. We had to give 30% of the payment upfront as per the rule of China. These payments were made by PayPal. After that, they started the 30-day production cycle. The factory takes upwards of 30 days because they have other products that may receive priority and because Inventige ordered a small quantity. If larger quantities are ordered, it can be assumed they will be able to reduce the production time. Afterwards, when the product is done and ready to be shipped they asked for the remaining 70% of the payment. Then, once the payment is made, they ship those products via FedEx Express. It took 1 week to arrive.



Figure 10 Boxes that came after shipment



Figure 11 A box showing SPENCI wallets

The two figures above show the boxes that were shipped to the Inventige offices and a sample of the packaging from China. Inventige specifically requests pictures be taken so they can verify everything looks good before being shipped.

Chapter 3 Amazon Affiliation:

As there was 45 days of wait until the product is available for sale, the Inventige team wanted me to learn how to do affiliate marketing. Affiliate marketing is a way for a company to sell its products by signing up individuals or companies (also known as affiliates) who market the company's products for a commission.

There are two ways to approach affiliate marketing: You can offer an affiliate program to others or you can sign up to be another business's affiliate. As the business driving an affiliate program, you'll pay your affiliates a commission fee for every lead or sale they drive to your website.

An excerpt from Amazon Associates website: “Amazon Associates is one of the first online affiliate marketing programs and was launched in 1996. The Amazon Associates program has a more than 12-year track record of developing solutions to help website owners, Web developers, and Amazon sellers make money by advertising millions of new and used products from Amazon.com and its subsidiaries, such as Endless.com and SmallParts.com. When website owners and bloggers who are, Associates create links and customers click through those links and buy products from Amazon, they earn referral fees. It’s free to join and easy to use.” (Amazon Associates, 2017)

Learning Amazon Affiliation

In the meantime, Inventige wanted me to be trained in developing Amazon affiliate websites, so they gave me training videos, named AMZ Affiliate Bootcamp (AMZ Affiliate Bootcamp, 2017). This boot camp was a video based learning process. It was compiled of five core modules. These modules are:

- **Module 1: Introduction and Mindset**

In this Introductory part, they have shown how affiliate marketing works and the reasons why people want building Amazon affiliate websites. The ways to achieve significant success from building websites and getting prepared with budgeting for the project.

- **Module 2: Niche and Keyword Research**

In this part people get to understand the ways to find a great niche that will allow them to make good money within the time of 6 to 8 months and how to maintain the profit for next 3-5 years in a row. This module includes techniques to get profitable niche ideas, keyword research basic ideas, and the criteria to identify low competition keywords.

They have talked a lot about keywords. Among those the most important is buyer intent keywords. If people search these keywords, it means they have already crossed the research phase, they are now in the buying phase. Now they want to see, which product is the best. So, eventually everyone's target is the buyer intent keywords and then do the research ones. Because if people do this research work it means eventually they will become the buyers later. So, that they can capture everyone.

- **Module 3: Create Your Content**

This module covers the aspects high quality content should include. Here they show their own content templates and explains how they will make high quality content in a very easy and efficient way. They also show the overview of how to manage the content production process by using Google Spreadsheet, Google Drive folder, and a project management tool. Without writing the content articles by yourself, they show diverse ways to outsource content writing. They also gave access to their editing and proofreading checklist to make sure the content is improved for both search engines as well as visitors.

- **Module 4: Set Up Your Website**

This module covers the basics of building an astounding website. Here they show the ways to choose a brandable domain name. Which web hosting would be the best, the steps that will help to set up the website using WordPress. They help choose a good WordPress theme for the site and essential plugins that will help run the site better. They also tell us the ways to set up Google Analytics and Google Webmaster Tools. The articles that one has created or has outsourced that needs to be posted and optimized for SEO. They have also given access to their Site Launching Checklist.

- **Module 5: Drive Targeted Traffic**

This module includes five link building fundamentals that will help to understand the ways to be successful in this sector. The boot camp has also shown a five-month link building plan for a new website. Few link building strategies were also shown which will help gain lots of high-traffic profitable keywords. Moreover, they have given access to their detailed

templates and worksheets to help people to fulfil each link building strategy more effectively.

My Task:

Out of all these five models, I was advised by my supervisor to do Niche and Keyword Research. So that they can use my findings to create an Amazon affiliate website promoting wallets. In the promotion of the wallets, SPENCI will be one of those products. This will allow, Inventige to obtain free organic traffic from search engines like Google. Those visitors will come to this Amazon affiliate website, they will find reviews of various products and one of those products will be SPENCI's wallet. Then the visitors will see SPENCI's wallet with other wallets and hopefully they will buy SPENCI's wallet.

As I was trained in the boot camp, I have done by work using "Long Tail Pro", which is a keyword research software. Below, I will explain the benefits of finding Long Tail Keywords.

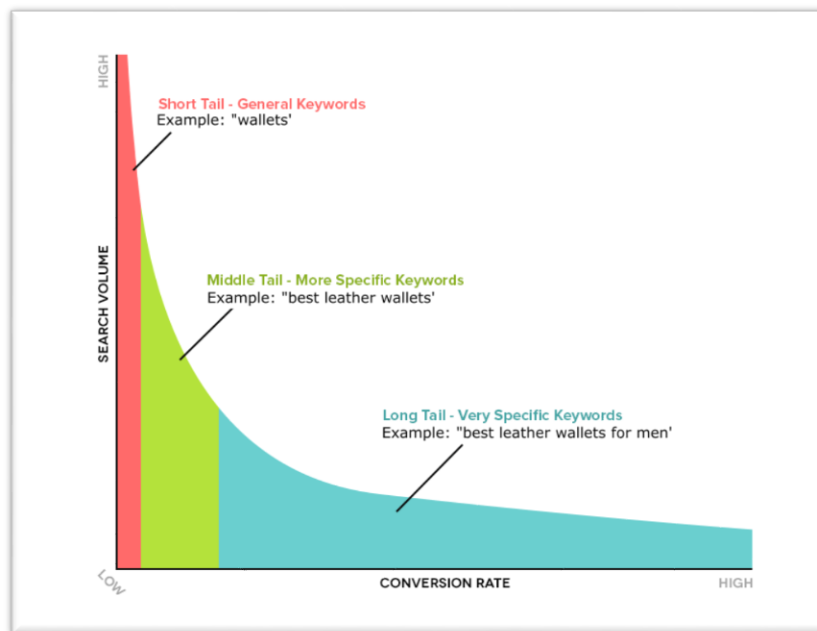


Figure 12 Graph of Long Tail Keyword Search Volume

Here, we are targeting Long Tail Keywords or in other words very specific keywords for our niche. The reason we do this is because the way Google works, there are a lot of short tail keywords.

Here in the graph, we can see that, there are three distinct categories of keywords, one is general keywords. General keywords for this niche would be “wallets”. The issue with trying to develop a website and optimize with just the word “wallet” is that there is a lot of competition. Because users search for wallets very frequently so big brands have a larger marketing budget to target those keywords so, smaller companies like Inventige cannot compete at that same level.

What I wanted to do is target very specific Long Tail Keywords. For our niche that would be like, “best leather wallets for men”. Here the search volume is lower but our conversion rate or the ability to get traffic is higher. These big brands are not targeting these keywords yet because they are trying to go after high volume keywords. They have the money to spend and get the high volume. Whereas, we want to get low volume but with a small amount of investment we can target a lot of these long tail keywords and generate enough traffic so that we can get sales.

So what I have wanted to do is research and figure out what are the long tail keywords or very specific keywords for wallet niche using a tool called Long Tail Pro (Long Tail Pro, 2017).

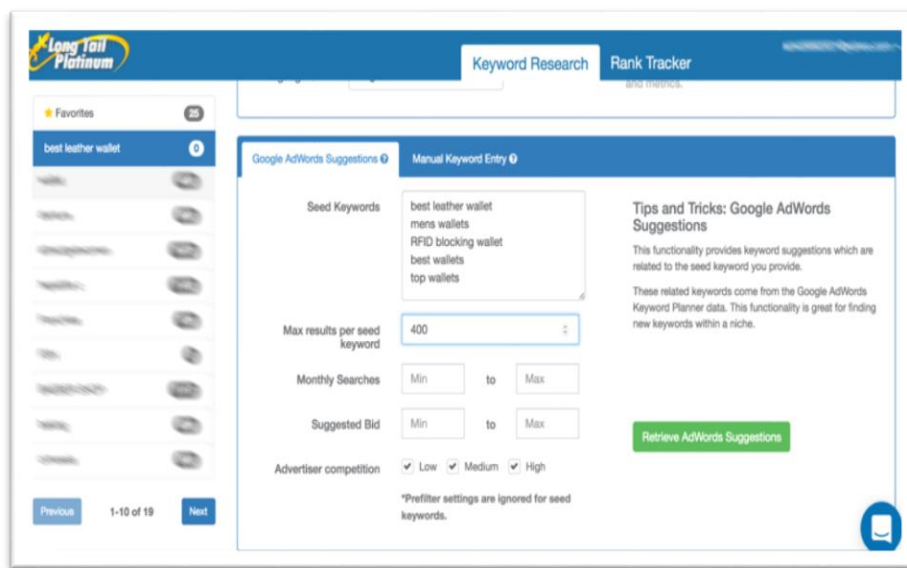


Figure 13 Seed Keywords

In the figure above, it is shown that I have generated a list of “seed keywords”. Seed keywords are general keywords. For example, “wallets”. What the Long Tail Pro tool will do is use my seed keywords to find all keyword possible. For example: “best leather wallets” would be one option that the tool gave us. I gave a few general seed key words, and with this I have generated thousands

of very specific keywords. There is a huge list of Long Tail Keywords as shown in the figure below.

Keywords	Volume	Bid	Competition	Words	Rank Value	Avg. KC	Lang	Loc	Actions
accordion wallet	90	\$0.80	High	2	\$0	43	en	US	[C] [Q] [X]
all leather wallet	50	\$0.67	High	3	\$0	38	en	US	[C] [Q] [X]
alligator wallet	1000	\$1.67	High	2	\$10	30	en	US	[C] [Q] [X]
aluma wallet	720	\$0.10	High	2	\$0	41	en	US	[C] [Q] [X]
aluminium wallet	1000	\$0.14	High	2	\$1	33	en	US	[C] [Q] [X]
aluminum wallet	3600	\$0.57	High	2	\$13	33	en	US	[C] [Q] [X]
amazon wallet	12100	\$0.48	Medium	2	\$36	52	en	US	[C] [Q] [X]
awesome mens wallets	140	\$1.19	High	3	\$1	31	en	US	[C] [Q] [X]
bad mother wallet	1600	\$0.69	High	3	\$7	37	en	US	[C] [Q] [X]
badge and wallet	90	\$0.17	Low	3	\$0	38	en	US	[C] [Q] [X]
badge wallet	140	\$0.39	High	2	\$0	37	en	US	[C] [Q] [X]
bellroy wallet	2900	\$0.67	Medium	2	\$12	44	en	US	[C] [Q] [X]
bellroy wallet review	1600	\$0.72	Medium	3	\$7	31	en	US	[C] [Q] [X]
bellroy wallets	880	\$0.76	High	2	\$4	42	en	US	[C] [Q] [X]
belt wallet	140	\$0.43	High	2	\$0	46	en	US	[C] [Q] [X]
benefit wallet	14800	\$0.00	Low	2	\$0	28	en	US	[C] [Q] [X]
best bitcoin wallet	2400	\$3.42	Low	3	\$45	46	en	US	[C] [Q] [X]
best designer mens	90	\$1.28	High	4	\$1	34	en	US	[C] [Q] [X]

Figure 14 Long Tail Keywords

The next part is to find a set of keywords and export those to Excel sheet and finalizing the process. The figure below is the Excel spreadsheet of the finalized top 9 keywords with other data.

Keywords	Volume	Words	Avg. Keyword Competitiveness
best slim leather wallet	70	4	27
best men wallet brands	10	4	31
best travel wallet	1600	3	32
best mens leather wallets	70	4	33
best designer mens wallets	90	4	34
the best mens wallets	20	4	36
best mens wallets under 100	10	5	37
best front pocket wallet	1900	4	38
best rated mens wallets	50	4	39

Figure 15 Final Long Tail keywords

The most interesting column is the Average KC. KC refers to keyword competitiveness (Long Tail Pro, 2015). It is a way for this tool to allocate competitiveness to a keyword. Typically, we try to

be under a KC of 40 because that is the best practice the Long Tail Pro has recommended. I have tried to find a combination of low KC and substantial number of keywords.

For example: with this list we identified the top 9 keywords that have a low KC but have a large amount of words and have enough search volume that if we start developing search engine optimization strategy with these keywords, we can start ranking in the search engine quickly for these keywords. With the help of the keywords that I have found, SPENCI team will make a website with a domain name like: bestwallets.com or leathergoods.com.

Inventige will then use these keywords to develop articles and perform Search Engine Optimization on them to start getting them to show when people search in Google.

Chapter 4 Social Media Preparation:

In this part I was advised to use Facebook and Pinterest to create a social media promotional platform. It takes effort as we need to grow an audience. We must create value for our audience so that they get interested to buy our products. This is a long-term process. It can take 6 months to 12 months to make it work.

In this step, I created Facebook and Pinterest accounts. We started getting likes. Now the social media team of Inventige will take these accounts to the next level.

Facebook:

A vast number of people use Facebook every month to get connected with their friends and family. They also discovered Facebook marketing opportunities there. Promotional activities on Facebook helps to find customers and building a good relationship with them. I have done a lot of things in the page.

I asked Inventige team to give me photos of all type of wallets with the special packaging. They hired a photographer and he took a lot of special edited photos. I have uploaded few eye catchy photos in the page album.

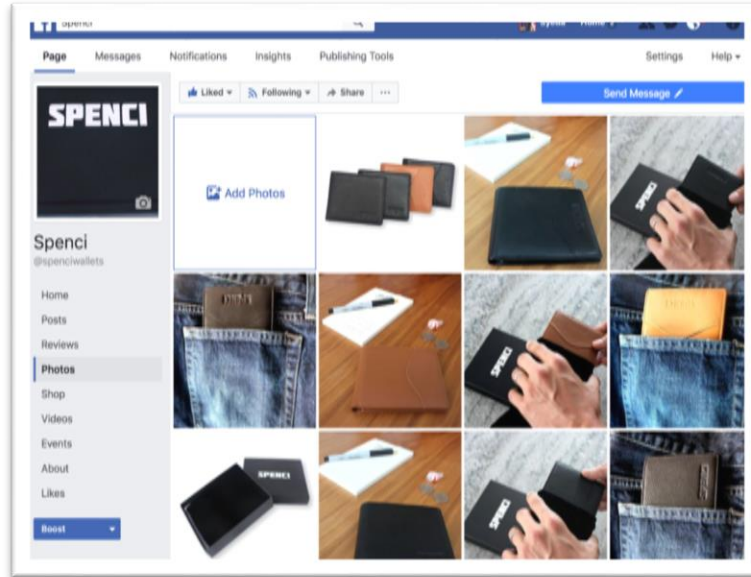


Figure 16 Facebook Page Album

You can check out the page here: <https://www.facebook.com/spenciwallets/>

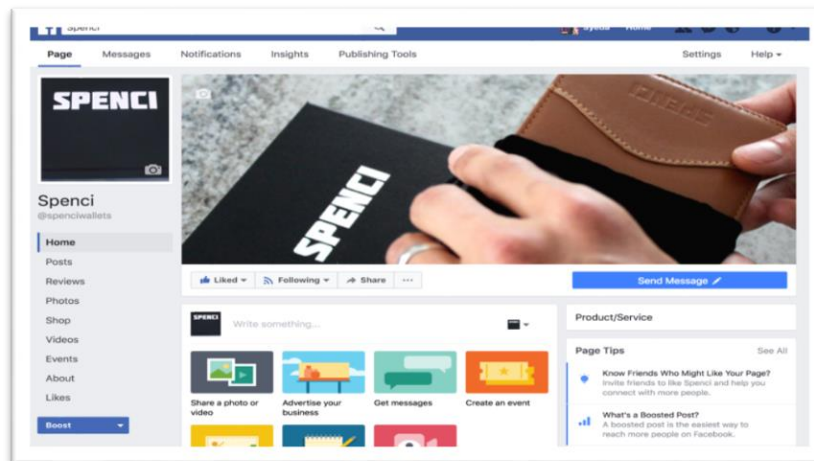


Figure 17 SPENCI Facebook Page

Video:

Video is a way to engage customers with the product. Those who want do content marketing, they use videos as a platform of connecting people. Thus, they can gain traffic.

Here, to gain traffic via Facebook I have created a video for SPENCI wallets. I have used an online video editing tool named Animoto.com. This video editing tool was purchased by Inventige and I got a temporary access to create videos. I have created a content for the video first. I have tried to show an overall image of SPENCI wallets. It is a summary of those wallets but in a visual form. Here I wanted to explain the products clearly but in a very specific way.

I have created this video then uploaded it in Facebook. Below, are the screenshots of how I did the works step by step.

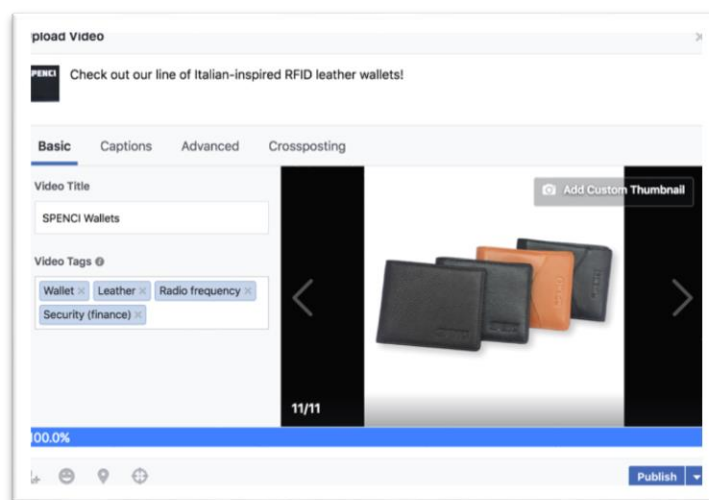


Figure 18 Video on Facebook before posting

Here, Facebook gives few opportunities for basic changes that user can make according to his/her wish. It also allows to choose a preferred thumbnail. "Video Tags" are a great way to collect views. Here one can use few popular keywords, by which if people search for this product they can get it very easily.

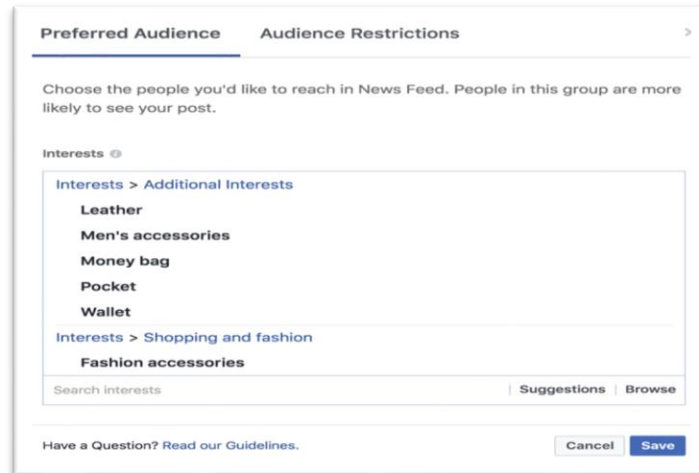


Figure 19 Preferred audience via interest

In this case, Facebook allows you to choose your audience according to age and interest. One interesting thing is that, here you can choose audience via interest. Here, I have chosen those options that will help to show our videos to those people who have searched for these products.

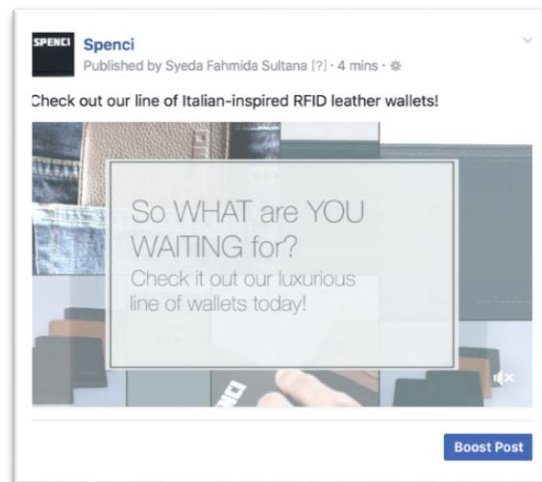


Figure 20 Final step of video

Here the video has been posted after few specific steps. This video is now viewed for some selected male and female audience who can view this video. Here is an option for video boost. In the coming days if Inventige wants they can do some paid advertising for video boost. As more people view this video, the more chances there will be to generate sales.

Pinterest

Pinterest is also a very popular social network that allows the users to find new interests by posting images or videos to their own or others' boards and to do browsing what other users have pinned. Pinterest also allows people to do business like Facebook. Here first one has to verify the particular website, get Pinterest terminology down, set up Pinterest boards, find and pin content. Then start getting followers of same type of business. Inventige already had a Pinterest account so I did not need to create any.

Buffer

Buffer.com is an automated social media posting service that Inventige uses. It allows them to automate the posting so that people do not have to do it manually because it wastes time. One of the best features of Buffer is that, it can monitor your social media to figure out the best time in a day where your visitors will see your posts. So, instead of posting randomly throughout the day, we can pin posts 3 or 4 times in a day when we should have posted. Based on that we connect with the consumers.

Inventige has allowed me temporary guest access in to the Buffer profile. One of their profiles is about men's clothing and accessories, which is perfect for SPENCI products. So, I took that profile and I could post into that profile in different Pinterest boards. So, I picked couple of the boards and I created a post. I copied the link of SPENCI from Amazon and I posted the link in the Buffer program and picked an image and was able to add to queue.

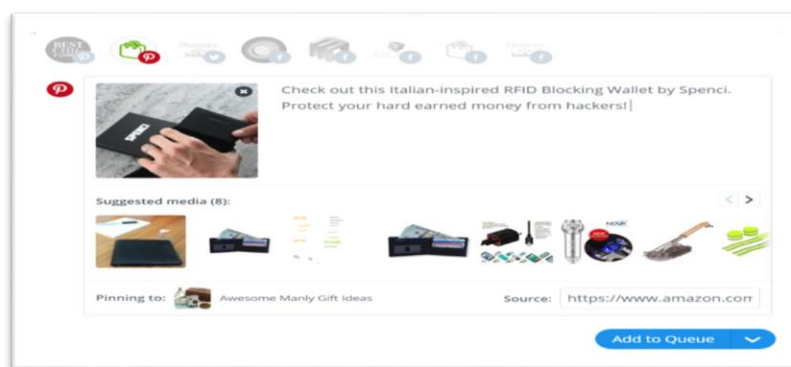


Figure 21 Pinterest Account Link Posting

When I added to queue, it automatically picked the next best time to post, based on when the audience visits the Pinterest.com. So, we do not need to worry about getting the most likes or views in our post because Buffer does it for us.

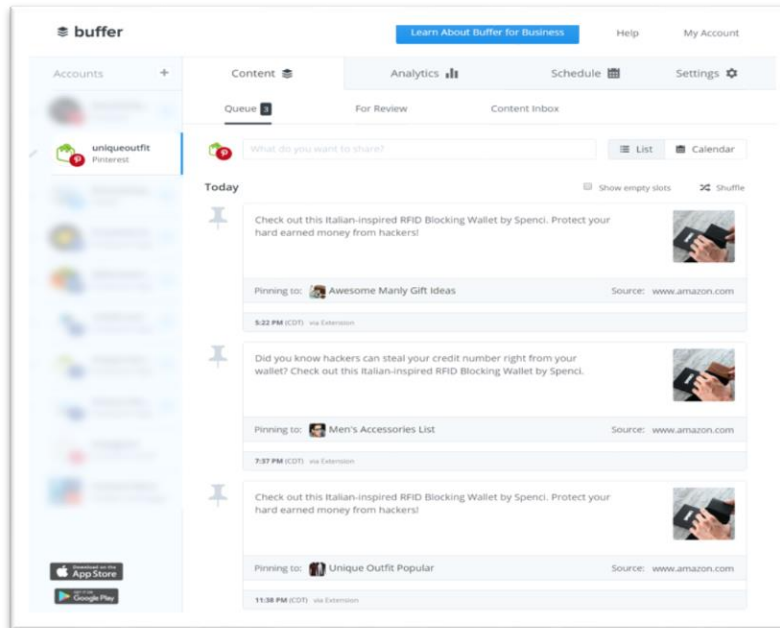


Figure 22 Scheduling Pinterest's Posts in Buffer

I did this continuously for a long time. So above is an example of the three posts that I created. Few places are blurred because there are Inventige's secret information that they do not want to share. What I wanted to do here is to figure out which board likes this wallet the most. But also, which color of wallet is most liked or attracted to most views. So, I have tried to post in the most peak time for different wallets of different variation, assorted colors and different texts to see which one works the most. So, after 24 hours we can see which one gets the most attention. Then Inventige team will take it farther and will try to optimize it more.

Chapter 5 Amazon Preparation:

Preparation for Amazon FBA (My Task)

To prepare the products for Amazon FBA, I had to add SKU labels. Specifically, it is FNSKU, which is a special label by FBA. FNSKU is Fulfillment Network Stock Keeping Unit, it is a unique code for each variation of a product. It is automatically generated by Amazon system. In other

words, it is an identification number for each variation of the product. This label needs to be attached in the back of the wallet boxes.



Figure 23 FNSKU labeling in the back of the wallet box

I had put on labels on each of the 400 boxes so that when it reaches the Amazon fulfillment center. US has hundreds of Amazon fulfillment centers where people send in their products and it get stored in those centers so when somebody orders the product from Amazon they can receive it instantly.

Fulfillment Center Related to My Task

Fulfillment center works for the process of receiving, packaging and shipping orders for goods. This term is mostly used with e-commerce or e-business. While any company is selling products by Amazon to consumers they must deal with fulfillment center.

I had to add this barcode label so when it reaches the Amazon fulfillment center, the Amazon employees sort these products in to different areas. So, by scanning it, they know who is the owner and where they need to store it. For example: accessories are stored in one section, beauty products are stored in another section so they know what is the product once it is there.

Inventige can track the products after they send the products into the fulfillment center, it takes about one week for processing for the employees to process and put everything in the shelves of the warehouse. We can track exactly how many products are available. We send the shipment via UPS. It gets to the fulfillment center and we can see how many of the products they have already put into the shelves which are available for the sell.

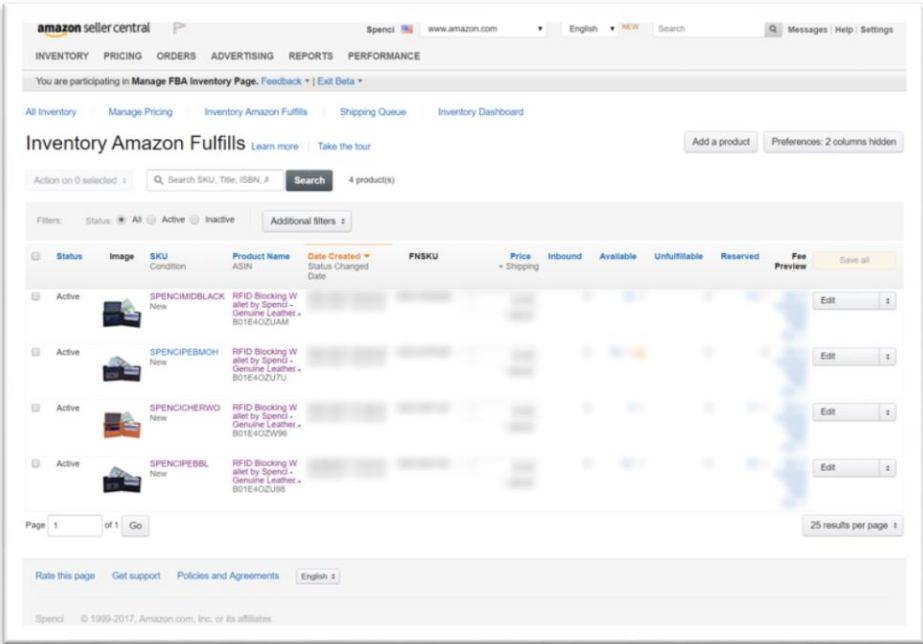


Figure 24 Availability of the products in Amazon.com

After one week wait time all the products are available for sale as shown below.

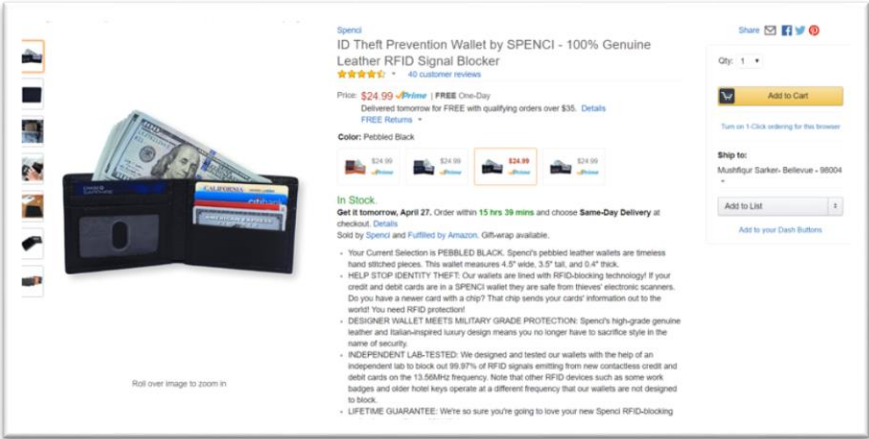


Figure 25 Amazon Listing Live

Chapter 6 Sales Promotion:

Inventige has identified four productive ways to generate sales.

Pay-Per-Click Advertising

Like Facebook and AdWords, Amazon has pay per click advertisement. These ads are set up as an auction for ad space. Here the default bid is the maximum which one is willing to pay each time someone clicks the ad. Amazon has an internal advertising system for each seller and they can then bid on keywords. For example: If a buyer types in a keyword like, “best wallet” in Amazon search, it will automatically show organic search results products. They will show best sellers first. But above that there will be a sponsored product, that is Pay Per Click. These Amazon sponsored products give better opportunities to get more sells.

Organic Sales Via Amazon.com

This part was not the focus of my project. Generally, this is apart where Inventige optimizes the Amazon listing for specific keywords. When customers search in the Amazon search box Inventige wants their products to be shown. So, they must improve their listing their product page to ensure that these are shown to the customers. However, this is dependent on many other factors, such as:

- how many sales per day Inventige’s products have.

Organic Sales Via SEO

When people search for wallets they can find us naturally and buy our products organically. This is the best way for SPENCI. We want this to happen regularly. This is the ideal situation. I have worked in this part it is related to Amazon affiliation.

Via Amazon affiliate marketing, we can create a side project based on accessories and wallets. For example: bestwallets.com and with this we can do key word research. We can use Google’s organic traffic for people to come to our website and then we can promote our own products side by side with other products. So, then people will click through Amazon to purchase our products. During this time, I learnt how to do Amazon affiliate marketing along with social media marketing. As I had limited time, I did the initial research and the Inventige team will take over the next steps and

develop the website. Overtime, 6 to 12 months it will start getting traffic and hopefully the SPENCI wallet will start getting sales.

Social Media Promotion

I have already talked about Social Media promotion. It is one of the best ways to generate traffic. Here I have understood the four methods but worked on two methods. The other two methods are being done by other employees. They are trying to put together full strategies that I have helped them in.

Chapter 7 Human Resource Management of Virtual Assistants

As shown in the organization chart of Inventige in Figure 4, the company has many virtual assistants. Another task was to help manage the work schedule for the virtual assistants. These virtual assistants are outsourced and based in the United States, Australia, Bangladesh, and other countries. Majority of them are part time and are paid hourly based on the difficulty of their tasks.

Since my major is Human Resources (HR), I was tasked with outsourcing various tasks related to Spenci and other businesses that Inventige manages. I scheduled the following tasks among the assistants:

1. **Article content:** Inventige's business require high-quality content to be written in order to obtain search engine and social media traffic. These articles are outsourced directly to native English speaking writers. After doing keyword research for Spenci's Amazon affiliate website (see Chapter 3), I outsourced the keywords to the writers so they can write. The outsourced article titles were:
 - a. "What is the **Best Slim Leather Wallet** in 2017"
 - b. "Top 5 **Best Men's Wallet Brands**"
 - c. "**Best Travel Wallets** in 2017"
 - d. "**Best Front Pocket Wallets** in the Market Today"
 - e. "**Best Men's Leather Wallets** in 2017"

The text in **bold** represents the keywords that were researched in Figure 15 from Long Tail Pro.

2. **Content Editing, Formatting, and Posting:** After the articles from the writers were complete, I had to send them to the assistants in charge of editing, formatting, and then posting into WordPress.
3. **Graphic Design:** Each article requires a high-quality unique graphic. This graphic is to be used in the Wordpress posts and social media to attract users. Inventige has a part-time graphic designer. Once the articles were ready, I notified the assistant and gave them a summary of the article so they can get an understanding. The assistant then designed a graphic. Usually the first submission was not too my supervisor's satisfaction, so I had to manage the multiple submissions from the assistant as well.

These were the three major things I did that was directly related to my HR major. I enjoyed working with the assistants from around the world since I got to know more about them, how they like to work, and how they like their schedules setup. It was a good overall experience for me. My supervisor was happy that I could manage the scheduling since it gave him more free time to do other tasks.

Discussion

As per my work experience, I can say SPENCI is a feasible product. Working under this project has given me a clear idea about how online business works.

From the analysis above we can see that Inventige's SPENCI wallets gives benefits to both their customer and their business. They are giving benefits to their customers through RFID security, which has become a burning issue in USA. On the other hand, they are trying to rebuild the image of a dead wallet brand by providing lucrative packaging and by doing different type of campaign.

As I have been in this company for 3.5 month and this project was given to me during the early phases, it is not possible for me to see the result of this project. But as much as I understand if Inventige be on their track, this project is going to be a successful product of which they will be proud of.

Conclusion

To conclude, it has been a wonderful experience working with the Inventige team and working on this ideal project. With the mixture of all the training boot camp and attending meetings, my primary supervisor's help and using secondary websites I was able to accomplish enough knowledge to help the Inventige team in their operations. Since my major is Human Resources, part of my focus was on managing the schedules of various virtual assistants hired by Inventige. On the other hand, since my minor was in E-commerce, I was assigned to help Inventige re-launch SPENCI by perform search engine optimization, social media management, and other tasks. Additionally, these experiences taught me a lot that. In the future these skills can help me enormously if I start a new business and thus will be able to make it successful.

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