Mission Briefing *Project Icarus*

The context

Our YoY revenue growth is slowing down to recently 3% (coming from 10% the year before and 15% before that).

One can spot an overall trend towards selling on platforms compared to focussing on own shops.

Manually adding our entire catalogue to amazon & ebay would take about 900 work days of category managers in total and about 3 work days per new item.

Higher Intent

'Always be, where our customers are' is the leading principle for our product development efforts to achieve our company goal of double digit YoY revenue growth.

Our Intent

Automatically make our inventory on shopping platforms available without additional cost to participate from the platform economy trend, leading us back to increasing revenue growth.

Generate $500.000 of revenue from purchases from eBay and Amazon within 6 months after launch.

Key Implied Tasks

Understand limitations and similarities of Amazon and eBay APIs

Identify most desired categories from our catalogue by customers on Amazon and eBay

Lay-out technical infrastructure for connection

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Boundaries

Prices of our items on Amazon and eBay are not allowed to be more than 5% cheaper than in our own shop.

Not more than 10% decrease in overall margin

We won't deliver items to Rakuten or Wish as part of this initiative.