AMAZON REPORT

JUNE 2025

Blissful B&B

Bliss Begins Here





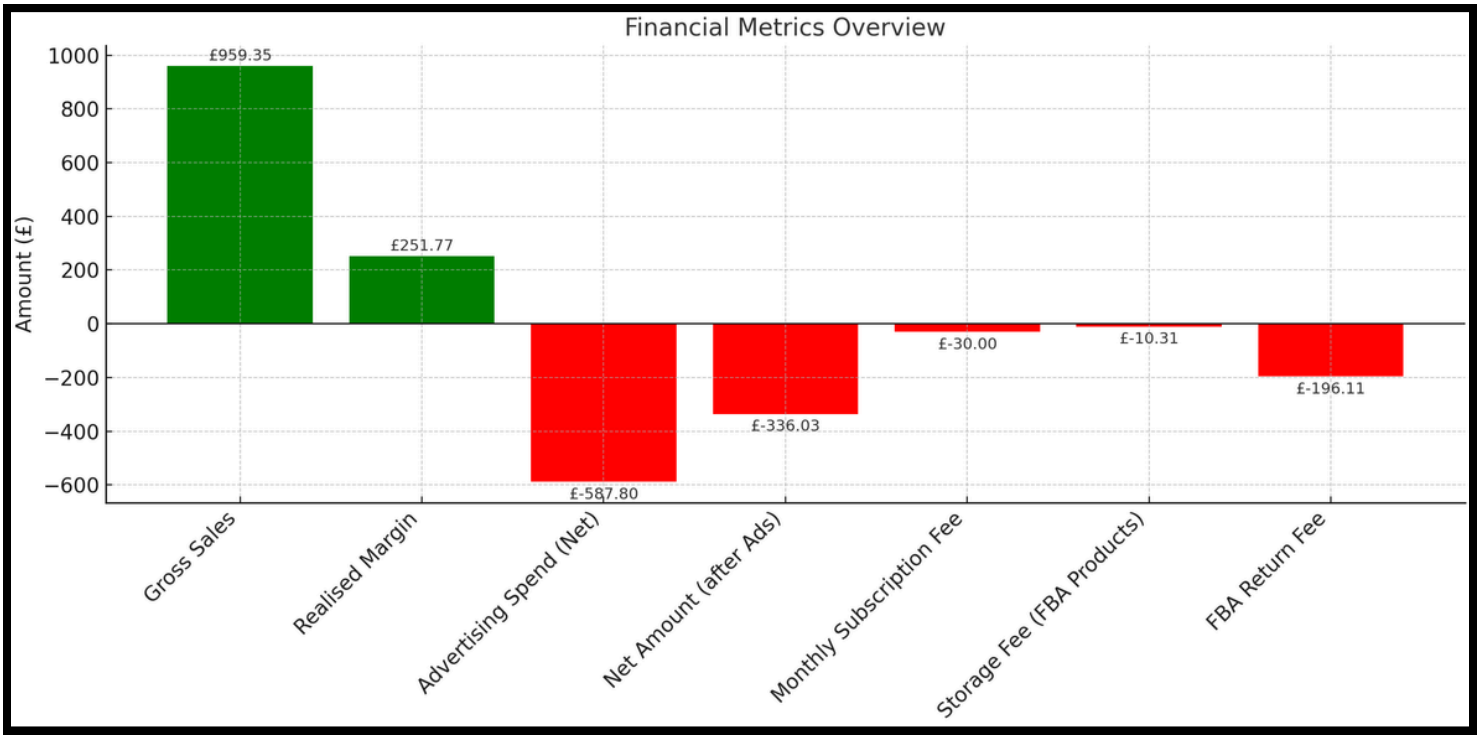
Blissful BATH & BED PRODUCTS

PERFORMANCE OVERVIEW

Tabular View

Metric	Value
Total Order	**29 (Quantity - 36 products)**
Gross Sales (Order Payment)	**£958.93**
Net Balance in Amazon Wallet, JUNE’25	**£184.88 (In the beginning of the month)**
Advertising Spend	**£587.8**
Returns/Refunds	**2 (£61.02)**
Account Health Score	**200**
Late Shipment Rate	**0% (Target: Under 4%)**
Order Defect Rate	**0% (Target: Under 1%)**
FBA Return Fee	**£196.11**

DETAILED REVENUE



Metric	Amount
Gross Sales	£959.35
Realised Margin	£251.77
Advertising Spend (Net)	£587.8
Net Amount (after Ads)	(-) £336.03
Monthly Subscription Fee	(-) £30.00
Storage Fee (FBA Products)	(-) £10.31
FBA Return Fee	(-) £196.11

BESTSELLER/TOP PERFORMERS



Grey Bath mat (100% Cotton)
Total Sessions: 37

Total Orders: 3, Units Ordered: 6



Blue Bath mat (100% Cotton)
Total Sessions: 30

Total Orders: 3, Units Ordered: 4



Arzum Brewtime Coffee
Total Sessions: 95

Total Orders: 3, Units Ordered: 3



Hausberg Coffee Maker
Total Sessions: 26

Total Orders: 3, Units Ordered: 3



Arzum Jug Blender
Total Sessions: 297

Total Orders: 2, Units Ordered: 2



White bathmat (100% Cotton)
Total Sessions: 140

Total Orders: 2, Units Ordered: 2



Arzum Tabletop Blender
Total Sessions: 83

Total Orders: 2, Units Ordered: 2

Hausberg Red Blender
Total Sessions: 40

Total Orders: 2, Units Ordered: 2

White Super King Linen Set
Total Sessions: 103

Total Orders: 1, Units Ordered: 1

Dishwasher
Total Sessions: 71

Total Orders: 1, Units Ordered: 1

Kettle & Toaster Combo
Total Sessions: 25

Total Orders: 1, Units Ordered: 1

Hausberg Food Steamer - 2 Tier
Total Sessions: 23

Total Orders: 1, Units ordered: 1

Burgundy Bathmat (100% Cotton)
Total Sessions: 18

Total Orders: 1, Units Ordered: 1

Hausberg Slim Hair dryer
Total Sessions: 8

Total Orders: 1, Units Ordered: 1

White Single Flat Bed sheet (100% Cotton)
Total Sessions: 3

Total Orders: 1, Units Ordered: 3

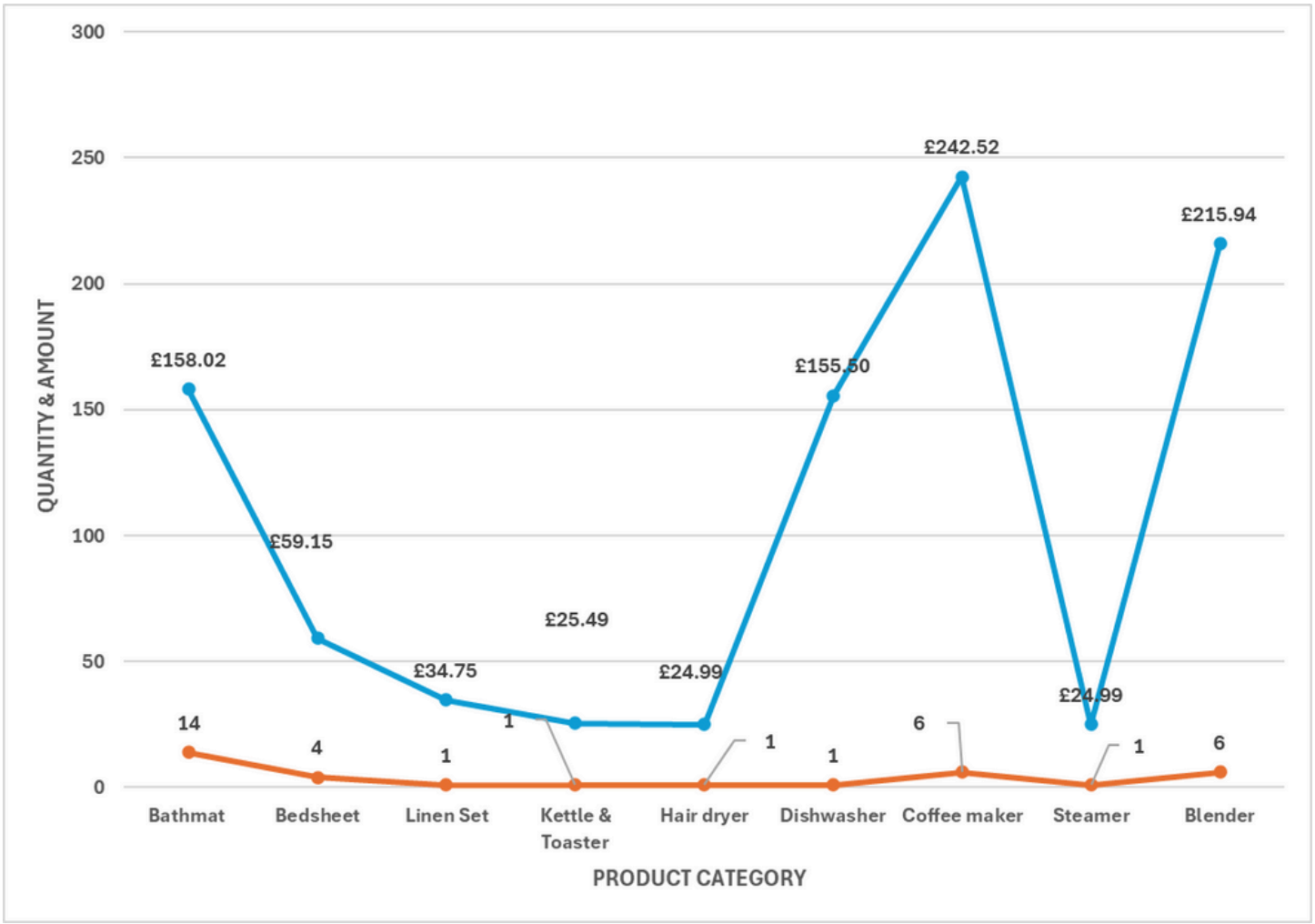
Burgundy Double flat bed sheet (100% Cotton)

Total Sessions: 1

Total Orders: 1, Units Ordered: 1

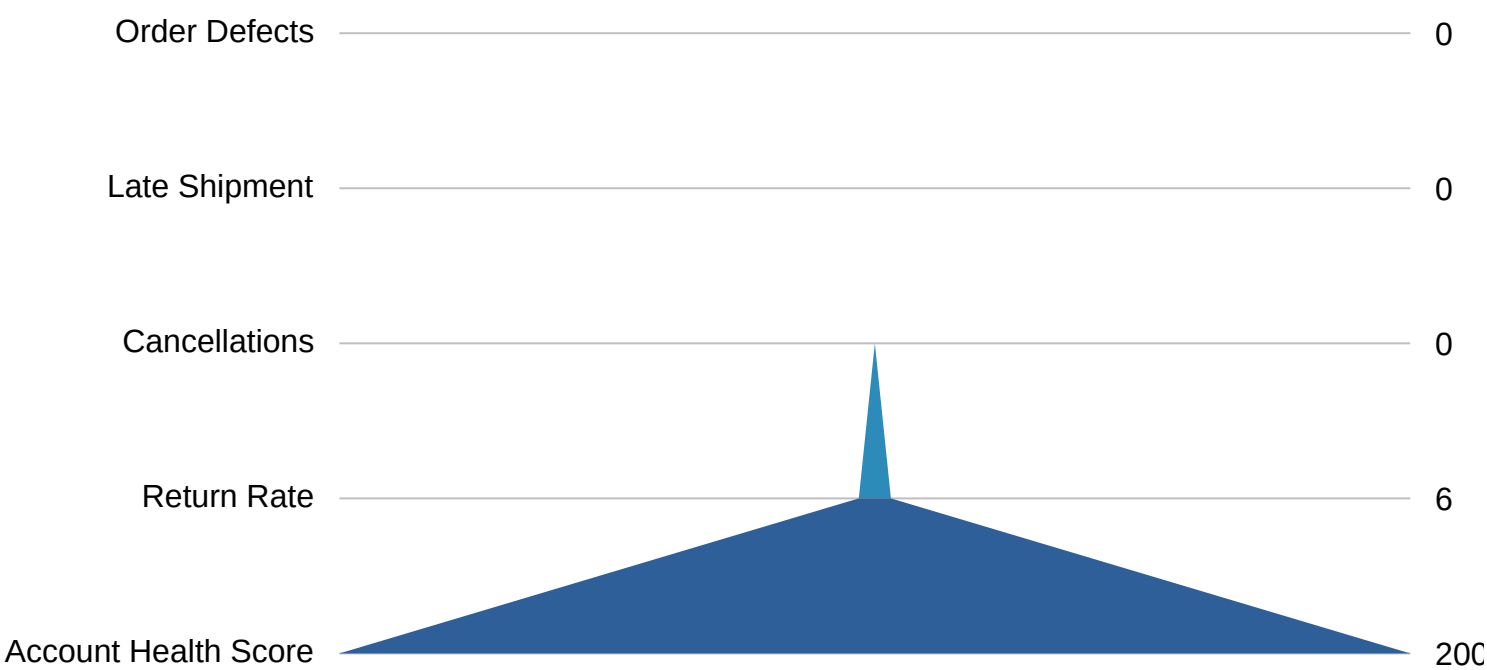
ORDER INSIGHTS

A total of **29 sales were recorded**. These 29 orders included **36 individual units**, with an **average selling price of £33**. Notably, there were **2 returns or refunds** during this period. A detailed breakdown of orders is available in the Appendix.



OPERATIONAL METRICS

Order Defects	0%
Late Shipment	0%
Cancellations	0%
Return Rate	6%
Customer Service	Good (<24 hrs)
Account Health Score	200



Overall account health is considered to be healthy, reflecting **zero order defects, cancellations** and consistently **responsive customer service**.

The main concern at the moment is a **6%** **return rate**, which appears to be beyond our control, as electrical appliances typically have the highest return rates. Since these are our first returned items, we are actively analysing the reasons behind them. Each return reason is being reviewed, and measures are being implemented to minimise future returns.

INVENTORY OVERVIEW

During the month May 2025, our inventory highlights two key issues:

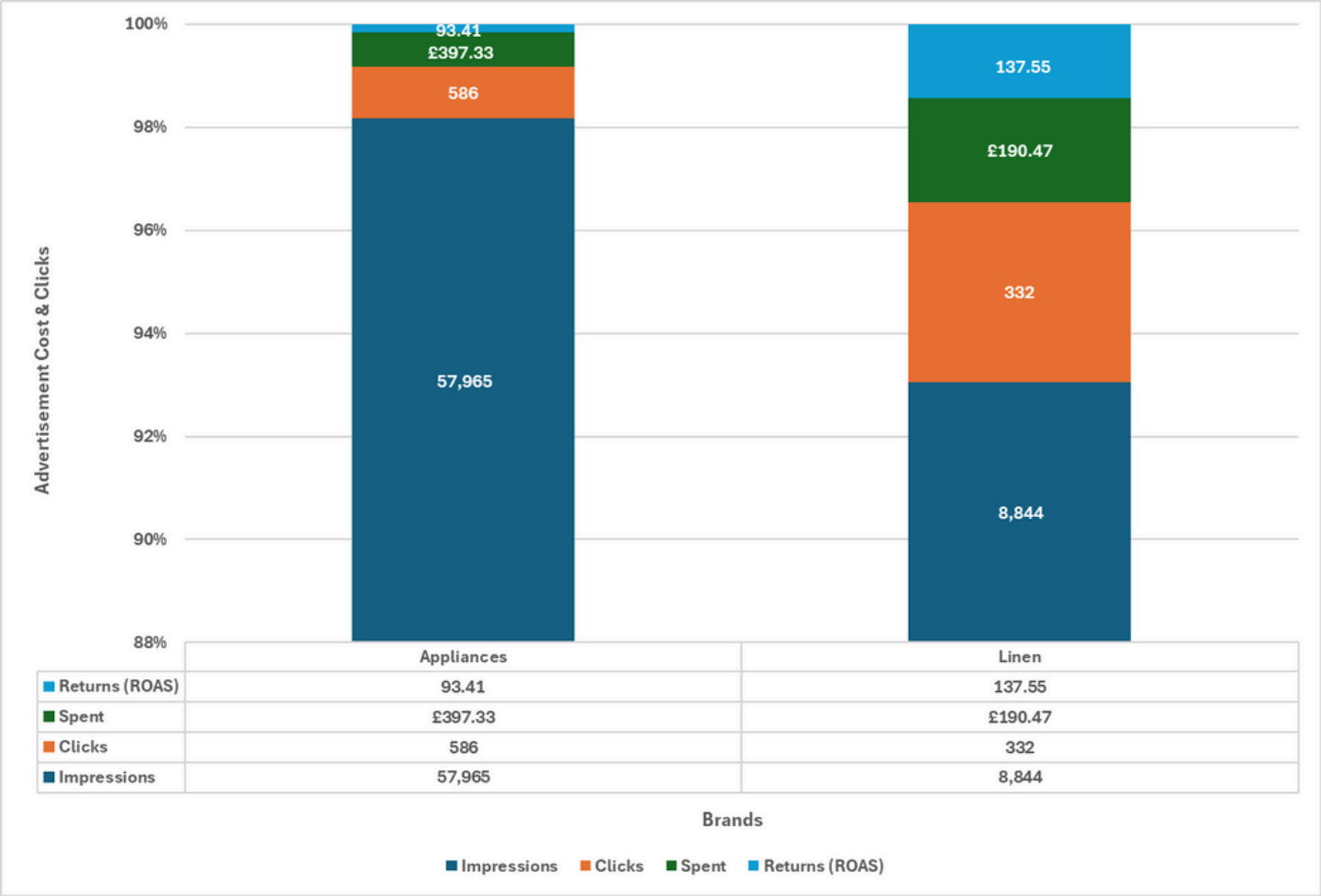
a) 29 units of Arzum products are stranded in FBA, as a resolution all the products were recalled which costed around £196.11

b) Blissful B&B's FBM listings show critical stockout across core linen and towel items, especially in white colour. Immediate attention is required to **resolve listing errors and replenish top-demand SKUs**.

📦 FBA – Recalled Inventory (Arzum)	Quantity
Vacuum Cleaner	9
Groomer's Kit	5
Rice Cooker	5
Hand Mixer	10
TOTAL	**29**

🚫 FBM – Out of Stock Products (Blissful B&B)
Colour - White
Single, Double, King, Super King Linen Set
Hand Towel
Pillowcase
Double Bedsheet
Bath Towel
Bath pack
Duvet Cover
XL Bathrobe
Bathmat
All Colours
Duvet Cover
Bed sheet
Linen Set
Bathroom pack

ADVERTISEMENT REPORT



A total of **£587.80 was spent** across Amazon advertising campaigns, resulting in **918 clicks** and nearly **66k impressions**.

- **Appliances**: Higher spend (£397.33), generating 586 clicks.
- **Linen**: Low spend (£190.47) with limited clicks 332 but yielding a high return for around **£137.55 as ROAS**.

PROMOTIONS & STRATEGIC INSIGHTS

- **Current Promotion:**

10% Off on all Blissful B&B listings (after a 10% price uplift)

- **Effective Tactic:**

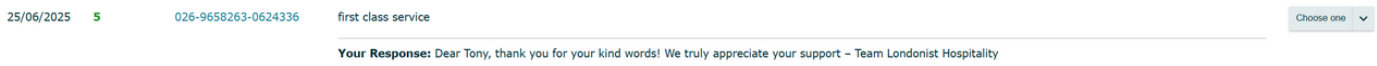
Increasing ad budget once it depletes has helped maintain visibility on key search results

CUSTOMER FEEDBACK & RATINGS

Customer Feedback & Ratings

- Reviews Received: 1

a) Burgundy Double Bed sheet (100% Cotton), Rating: 5



- Customer Questions: 9 Customers

Suggested Improvements:

- Add a personalised thank-you card encouraging reviews.

Example: *Thank you for your purchase! If you're happy with the product, we'd truly appreciate your review. Your feedback helps us grow and serve you better!*

- Similarly, Include a post-delivery message with review link.
- Register for Amazon Vine to gain early product reviews.
- Stopping the Ads for a while and monitor the performance.

ACTIONABLE INSIGHTS & NEXT STEPS

- ***What's working:*** Optimising the content helped in improving the listing score which further improves the product ranking in search results.
- ***Work done:***

a) Good seller listing was completed.

b) Campaign was launched at small scale for Hausberg and Good seller products as well.

c) Increased the Ads budget to boost the sales and product ranking in search results.

- ***What needs improvement:***

a) Blissful B&B – Work needs to be done on A plus content

b) Hausberg - Videos to be uploaded for all the products.

c) Important attention is required on the stock out products to be refilled.

- ***What SKU's need push or delisting:*** N/A (Due to insufficient data)
- ***Plan for next month***

a) Analysing Ads and spending on limited products by cutting down the budget on less searched and low ranking products.

b) Work on A plus content.

APPENDIX

Order Details

Product Ordered	Quantity	Item Price	Delivery Charges	Realised Margin (£)	Realised Profit (%)
Arzum tabletop blender	1	£44.99	£2.95	£12.00	27%
Hausberg Food steamer - 2 Tier	1	£24.99	£5.78	£3.43	14%
Hausberg Blender	1	£20.99	£2.95	£1.48	7%
Dishwasher	1	£155.50	£6.29	£26.94	13%
Hausberg Coffee maker	1	£17.85	£2.95	£2.65	15%
Hausberg Blender	1	£20.99	£2.95	£1.48	7%
Blue Bathmat, 100% Cotton	2	£21.98	£2.95	£6.47	29%
Arzum Jug Blender	1	£41.99	£3.54	£8.00	20%
White bathmat, 100% Cotton	1	£11.28	£2.95	£2.12	19%
Arzum Jug Blender	1	£41.99	£4.74	£11.00	27%
Pack of Disposable Slippers	1	£18.00	£4.15	£8.57	48%
Hausberg Coffee maker	1	£17.85	£3.35	£2.24	13%
Super King Size Bed Linen Set Solid, White	1	£34.75	£2.95	£7.07	20%
100% Cotton Double Flat Bedsheet, Burgundy	1	£16.70	£2.95	£2.32	14%
Hausberg Coffee maker	1	£17.85	£2.95	£2.62	15%
White bathmat, 100% Cotton	1	£11.28	£2.95	£2.13	19%
Arzum Coffee maker	1	£62.99	£2.95	£17.00	27%
Burgundy Bathmat, 100% Cotton	2	£25.56	£2.95	£7.30	32%
Kettle & Toaster Combo	1	£25.49	£2.95	£6.46	25%
Hausberg Slim Hair dryer	1	£24.99	£4.15	£4.94	20%

Blue Bathmat, 100% Cotton	1	£10.99	£2.95	£1.46	13%
Arzum Coffee maker	1	£62.99	£2.95	£17.00	27%
Arzum tabletop blender	1	£44.99	£2.95	£18.00	41%
Grey Bathmath, 100% Cotton	3	£32.97	£2.95	£16.82	51%
100% Cotton Single Flat Bedsheet, White	3	£42.45	£2.95	£25.80	61%
Arzum Coffee maker	1	£62.99	£2.95	£29.00	46%
Blue Bathmat, 100% Cotton	1	£10.99	£2.95	£3.48	32%
Grey Bathmath, 100% Cotton	2	£21.98	£4.15	£8.98	41%
Grey Bathmath, 100% Cotton	1	£10.99	£2.95	£3.54	32%

Order Summary by product Category

Product Ordered	Units	Item Price	Delivery Charges	Realised Margin (£)	Realised Profit %
Bathmat	14	£158.02	£27.75	£52.30	18%
Bedsheet	4	£59.15	£5.90	£28.12	
Linen Set	1	£34.75	£2.95	£7.07	-2%
Kettle & Toaster	1	£25.49	£2.95	£6.46	13%
Hair dryer	1	£24.99	£4.15	£4.94	4%
Dishwasher	1	£155.50	6.29	£26.94	25%
Coffee maker	6	£242.52	£18.10	£70.51	72%
Steamer	1	£24.99	£5.78	£3.43	14%
Blender	6	£215.94	£20.08	£52.00	
Total	**35**	**£941.35**	**£93.95**	**£251.77**	**21%**

Advertisement Summary

Brand	Impressions	Clicks	Spent	Returns (ROAS)
Appliances	57,965	586	£397.33	93.41
Linen	8,844	332	£190.47	137.55
Total	**66,809**	**918**	**587.80**	**230.96**