AMAZON REPORT

OCTOBER 2025

Blissful B&B

Bliss Begins Here





Blissful BATH & BED PRODUCTS

HAUSBERG HOME

arzum

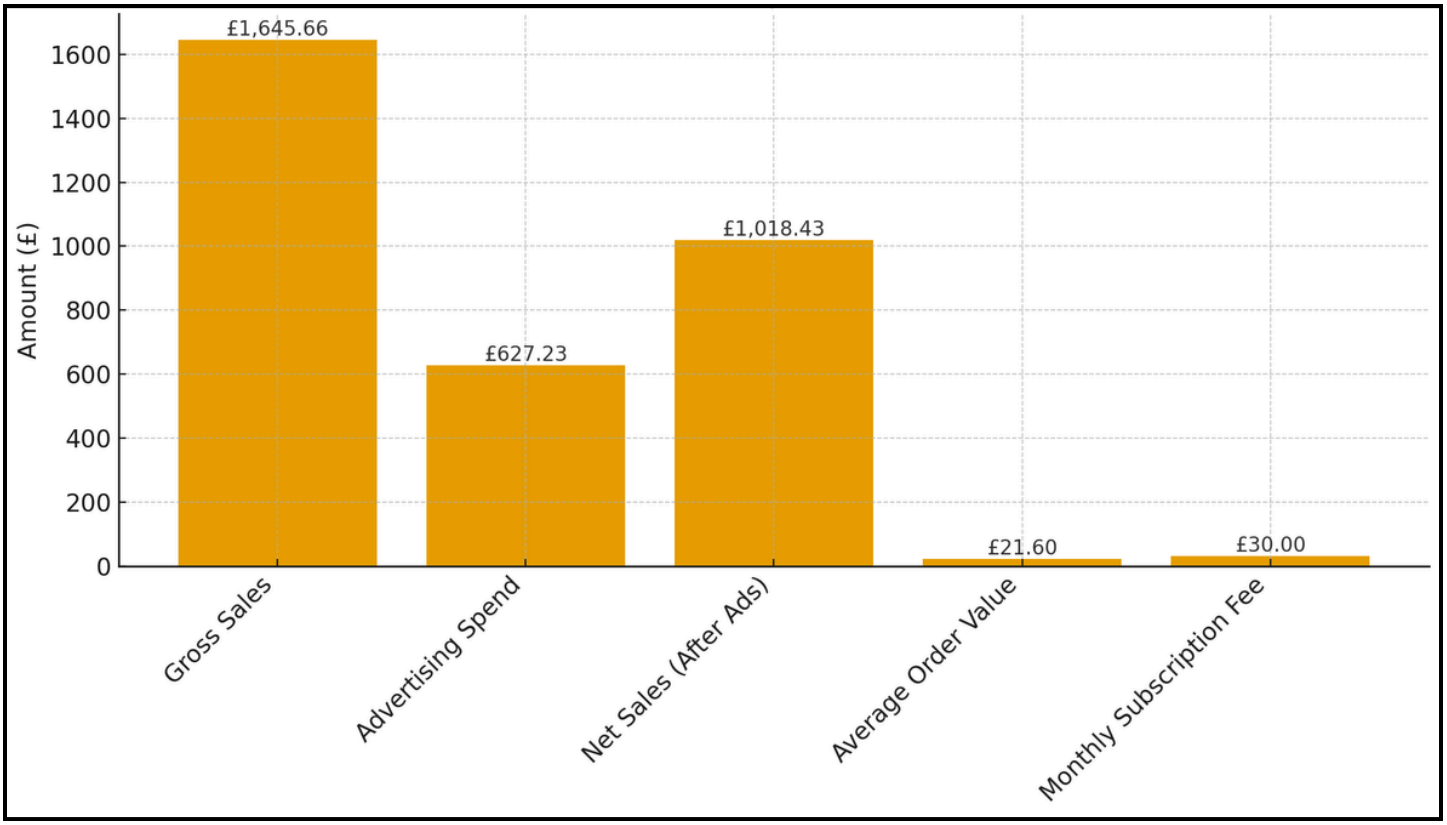
ZEBRA CASA

PERFORMANCE OVERVIEW

Tabular View

Metric	Value
Total Order	**76 (Quantity - 86 products)**
Gross Sales (Order Payment)	**£1,645.66**
Net Balance in Amazon Wallet, OCT'25	**£1,465.44 (Balance on the date)**
Advertising Spend	**£627.23**
Returns/Refunds	**8 (£173.5)**
Account Health Score	**204**
Late Shipment Rate	**0% (Target: Under 4%)**
Order Defect Rate	**0.63% (Target: Under 1%)**

DETAILED REVENUE



Metric	Amount
Gross Sales	**£1,645.66**
Advertising Spend (Net)	£627.23
Net Sales (After Ads)	£1018.43
Average Order Value	£21.6
Monthly Subscription Fee	£30

BESTSELLER/TOP PERFORMERS



Egg Boiler
Total Sessions: 270

Total Orders: 20, Units Ordered: 20



White Single Duvet Cover (100% Cotton)
Total Sessions: 59

Total Orders: 5, Units Ordered: 5



Grey Single Duvet Cover (100% Cotton) | Blue Bathmat (100% Cotton)
Total Sessions: 55 | 90

Total Orders: 4, Units Ordered: 4 | 5



Hausberg Vacuum
Total Sessions: 112

Total Orders: 4, Units Ordered: 4



White Double Bedsheet | White Single Duvet Cover (Poly cotton)
Total Sessions: 9 | 18

Total Orders: 3, Units Ordered: 6 | 3



Arzum Jug Blender
Total Sessions: 437

Total Orders: 3, Units Ordered: 3



Blue Single Duvet Cover (100% Cotton)
Total Sessions: 28

Total Orders: 3, Units Ordered: 3



Hausberg Thermal Lunch Box
Total Sessions: 133

Total Orders: 3, Units Ordered: 4



White Double Bedsheet (100% Cotton)
Total Sessions: 8

Total Orders: 2, Units Ordered: 2



White Double Bedsheet | Bathmat | Burgundy Single Duvet Cover (100% Cotton)
Total Sessions: 8 | 99 | 20

Total Orders: 2, Units Ordered: 2



Arzum Rice Cooker | Shake n Take Blender | Hausberg Air Fryer | Projector | Slim Cards (pack of 2)
Total Sessions: 136 | 55 | 9 | 9 | 5

Total Orders: 1, Units Ordered: 1



White Double Duvet Cover | Super King Linen Set (100% Cotton)
Total Sessions: 23 | 17

Total Orders: 1, Units ordered: 1



White Single Duvet | Pair of Pillowcase
Total Sessions: 19 | 17

Total Orders: 1, Units Ordered: 1



White Single Bedsheet | White & Grey Face Towel (pack of 10) (100% Cotton)
Total Sessions: 13 | 2 | 3

Total Orders: 1, Units Ordered: 1

White Bath towel | Blue Bath towel | White Single Bed sheet | White Pillowcase pair (Poly cotton)

Total Sessions: 12 | 8 | 0 | 1

Total Orders: 1, Units Ordered: 1 | 1 | 1 | 2

Large Bathrobe | Disposable Slippers (Pack of 15)

Total Sessions: 4 | 1

Total Orders: 1, Units Ordered: 1 | 5

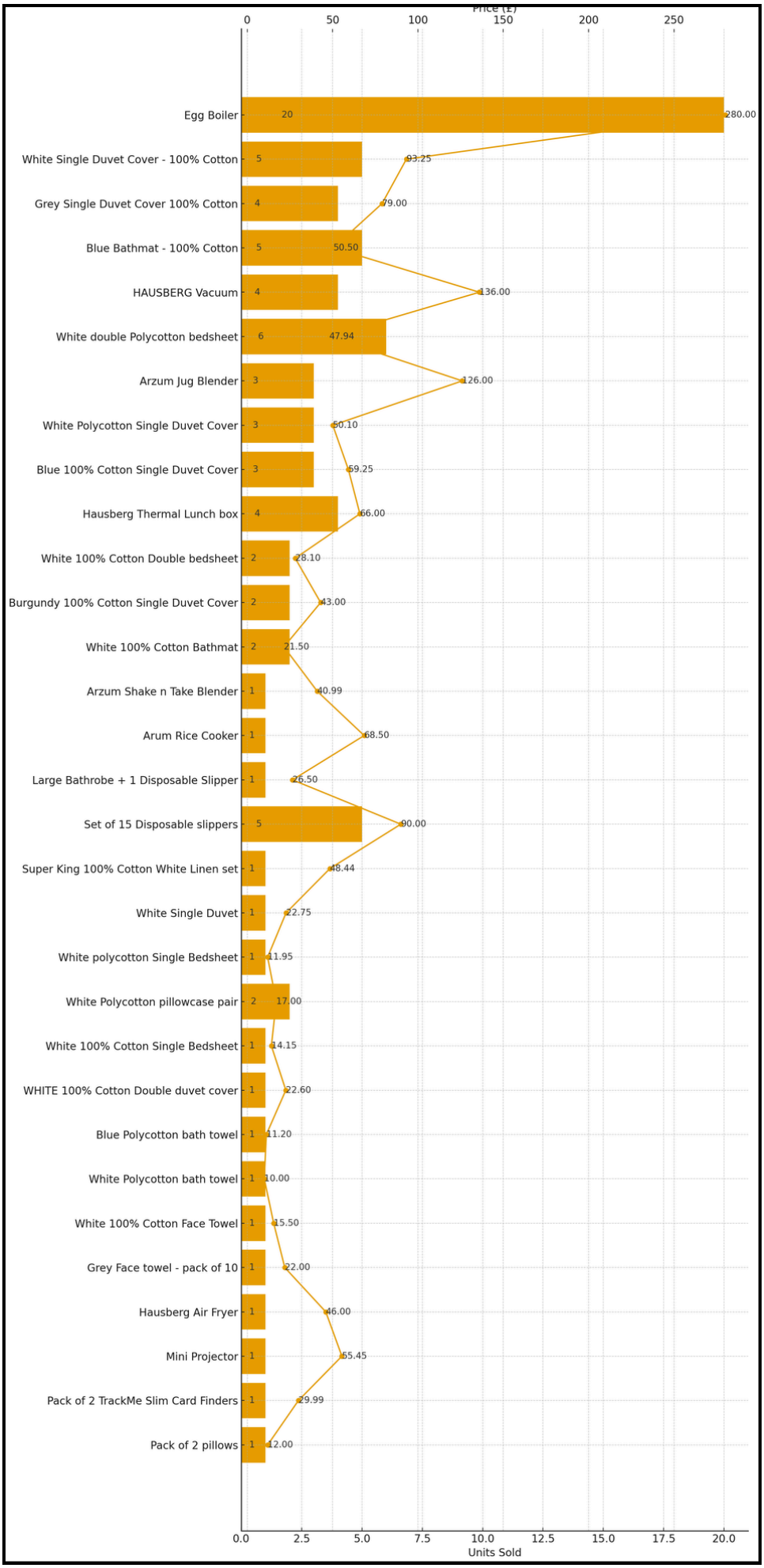
ORDER INSIGHTS

A total of **76 sales were recorded**. These 76 orders included **86 individual units**, with an **average selling price of £21**. Notably, there were **8 returns or refunds** during this period. A detailed breakdown of orders is available in the Appendix.

ORDER OVERVIEW - BRAND WISE

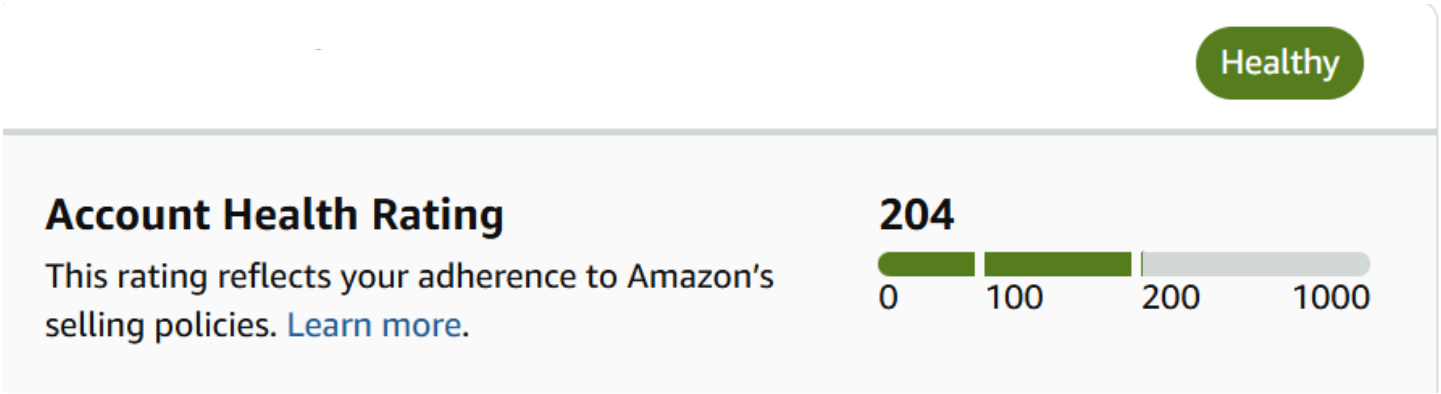


ORDER OVERVIEW - PRODUCT WISE


Price (£)
0
50
100
150
200
250
Egg Boiler
20
280.00
White Single Duvet Cover - 100% Cotton
5
93.25
Grey Single Duvet Cover 100% Cotton
4
79.00
Blue Bathmat - 100% Cotton
5
50.50
HAUSBERG Vacuum
4
136.00
White double Polycotton bedsheet
6
47.94
Arzum Jug Blender
3
126.00
White Polycotton Single Duvet Cover
3
50.10
Blue 100% Cotton Single Duvet Cover
3
59.25
Hausberg Thermal Lunch box
4
66.00
White 100% Cotton Double bedsheet
2
28.10
Burgundy 100% Cotton Single Duvet Cover
2
43.00
White 100% Cotton Bathmat
2
21.50
Arzum Shake n Take Blender
1
40.99
Arum Rice Cooker
1
68.50
Large Bathrobe + 1 Disposable Slipper
1
26.50
Set of 15 Disposable slippers
5
90.00
Super King 100% Cotton White Linen set
1
48.44
White Single Duvet
1
22.75
White polycotton Single Bedsheet
1
11.95
White Polycotton pillowcase pair
2
17.00
White 100% Cotton Single Bedsheet
1
14.15
WHITE 100% Cotton Double duvet cover
1
22.60
Blue Polycotton bath towel
1
11.20
White Polycotton bath towel
1
10.00
White 100% Cotton Face Towel
1
15.50
Grey Face towel - pack of 10
1
22.00
Hausberg Air Fryer
1
46.00
Mini Projector
1
55.45
Pack of 2 TrackMe Slim Card Finders
1
29.99
Pack of 2 pillows
1
12.00
0.0
2.5
5.0
7.5
10.0
12.5
15.0
17.5
20.0
Units Sold

OPERATIONAL METRICS

Order Defects	0%
Late Shipment	0%
Cancellations	0%
Return Rate	10.5%
Customer Service	Good (<24 hrs)
Account Health Score	204



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 **10.5% return rate**, which appears to be beyond our control, as electrical appliances typically have the highest return rates. Since these are our first stock items, we are actively analysing the reasons behind them. Each return reason is being reviewed with the purchasing team, and measures are being implemented to minimise future returns.

INVENTORY OVERVIEW

During the month October 2025, our inventory highlights the major stock out issues:

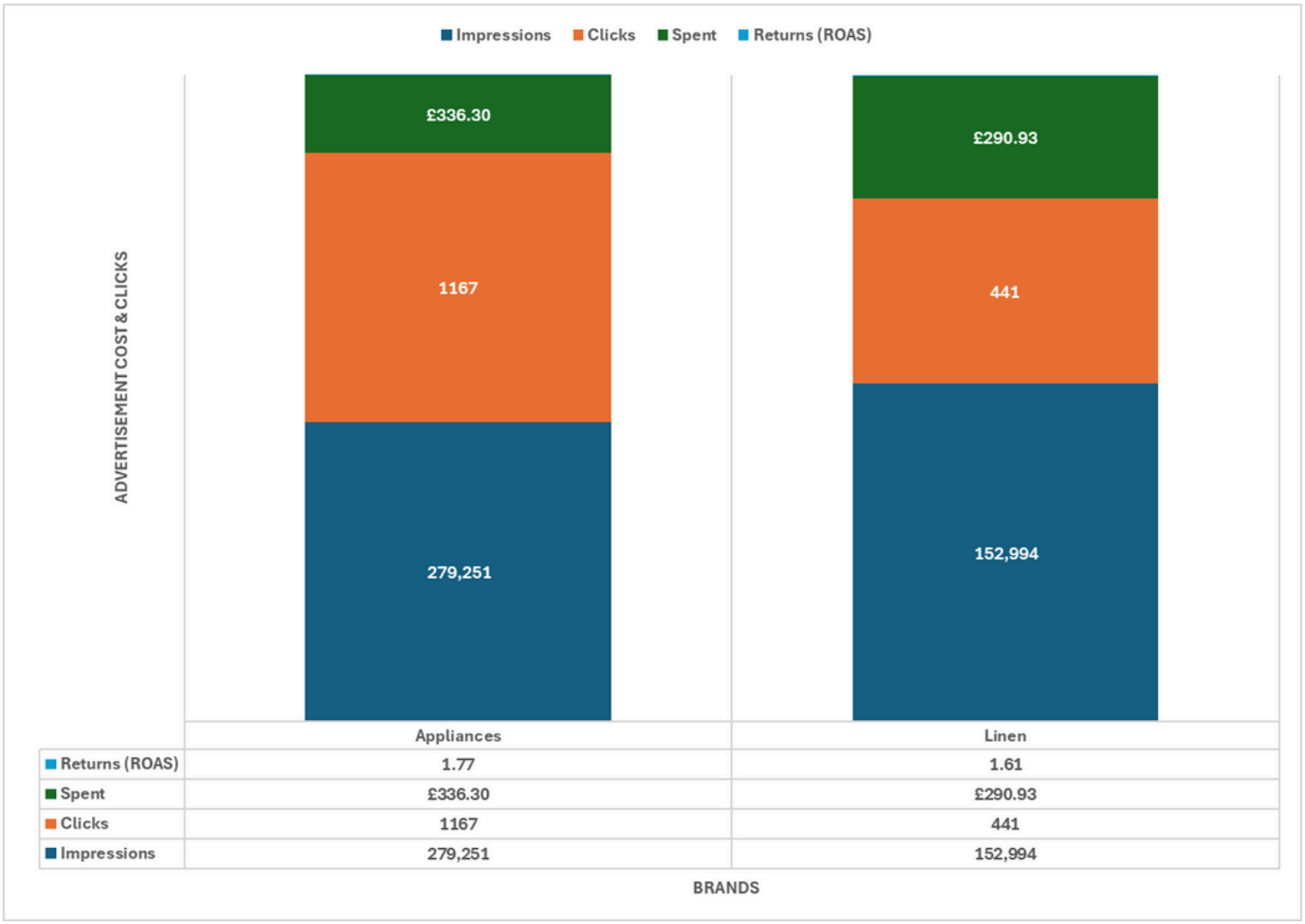
a) Blissful B&B's FBM listings show critical stockout across core linen and items lsited below. Immediate attention is required to **resolve listing errors and replenish top-demand SKUs**.

b) Many Best selling electrical products are running low in stock. To name few -

📦 **Best selling products**	**Quantity**
Hausberg Egg Boiler	28 - 30
Food Steamer (UK Plug)	0
Coffee Machine (UK Plug)	0
Good seller Dishwasher	0
Arzum Jug Blender	63 (Enough for 2 months)
Good Seller Card Finder	8

🚫 FBM – Out of Stock Products (Blissful B&B)
Colour - White
Disposable slippers
Single & King Linen Set Polycotton
Pillowcase
Single & King Polycotton White linen set
Bath pack
Duvet Cover
Bathmat - Grey Polycotton
All Colours
Pillowcase
Blue Double Bed sheet, Grey & Blue King Bed sheet
Blue Single Bed sheet
Bathroom pack

ADVERTISEMENT REPORT



	Appliances	Linen
Returns (ROAS)	1.77	1.61
Spent	£336.30	£290.93
Clicks	1167	441
Impressions	279,251	152,994

A total of **£627 was spent** across Amazon advertising campaigns, resulting in **1.6k clicks** and nearly **432k impressions**.

- **Appliances**: Higher spend (£336), generating 1167 clicks.
- **Linen**: Moderate spend (£290) with limited clicks 441.

PROMOTIONS & STRATEGIC INSIGHTS

- **Current Promotion:**

10% Off on all Blissful B&B listings (after a 10% price uplift). Kept it same as Promotions are planned for the next two months.

- **Effective Tactic:**

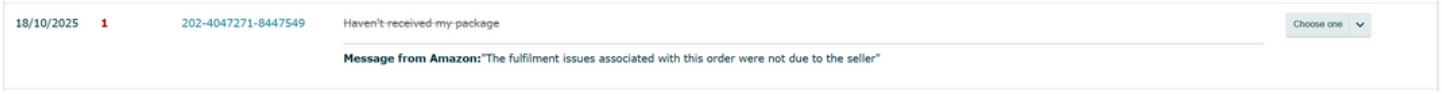
Increasing ad budget once it depletes has helped maintain visibility on key search results.

CUSTOMER FEEDBACK & RATINGS

Customer Feedback & Ratings

- Reviews Received: 1

a) Hausberg Thermal Lunch box, Rating: 1 (Comment was removed by Amazon as it was related to delivery by courier partner)



- Customer Questions: 2 Customers

Suggested Improvements:

- Considering to outsource the Ads Campaign.
- Similarly, Include a post-delivery message with review link.
- Register for Amazon Vine to gain early product reviews.
- Maintaining consistency in inventory.

ACTIONABLE INSIGHTS & NEXT STEPS

- ***What's working:*** Experimenting with Ads - Automatic and manual, still testing the products and key terms to optimise the ads fully.
- ***Work done:***

a) A plus content for Blissful products was finished.

b) A plus content for Hausberg is in progress with Marketing team.

c) Reduced the ads budget to monitor the performance with existing UK plug products.

d) Completion of LHS store page.

e) Product videos for blissful was added.

- ***What needs improvement:***

a) Good Seller & Arzum – 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:*** *Tea pot (Due to its bad quality). We receive less orders and the return rate is extremely high to its proportion.*
- ***Plan for next month***

a) Analysing Ads more deeply and spending on limited products to improve the sales amount within existing budget.

b) Work on A plus content.

APPENDIX

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**

Order Details

Product Ordered	Units	Item Price
Egg Boiler	20	£280.00
White Single Duvet Cover - 100% Cotton	5	£93.25
Grey Single Duvet Cover 100% Cotton	4	£79.00
Blue Bathmat - 100% Cotton	5	£50.50
HAUSBERG Vacuum	4	£136.00
White double Polycotton bedsheet	6	£47.94
Arzum Jug Blender	3	£126.00
White Polycotton Single Duvet Cover	3	£50.10
Blue 100% Cotton Single Duvet Cover	3	£59.25
Hausberg Thermal Lunch box	4	£66.00
White 100% Cotton Double Bedsheet	2	£28.10
Burgundy 100% Cotton Single Duvet Cover	2	£43.00
White 100% Cotton Bathmat	2	£21.50
Arzum Shake n Take Blender	1	£40.99
Arum Rice Cooker	1	£68.50
Large Bathrobe + 1 Disposable Slipper	1	£26.50
Set of 15 Disposable slippers	5	£90.00
Super King 100% Cotton White Linen set	1	£48.44
White Single Duvet	1	£22.75
White polycotton Single Bedsheet	1	£11.95

White Polycotton pillowcase pair	2	£17.00
White 100% Cotton Single Bedsheet	1	£14.15
WHITE 100% Cotton Double duvet cover	1	£22.60
Blue Polycotton bath towel	1	£11.20
White Polycotton bath towel	1	£10.00
White 100% Cotton Face Towel	1	£15.50
Grey Face towel - pack of 10	1	£22.00
Hausberg Air Fryer	1	£46.00
Mini Projector	1	£55.45
Pack of 2 TrackMe Slim Card Finders	1	£29.99
Pack of 2 pillows	1	£12.00