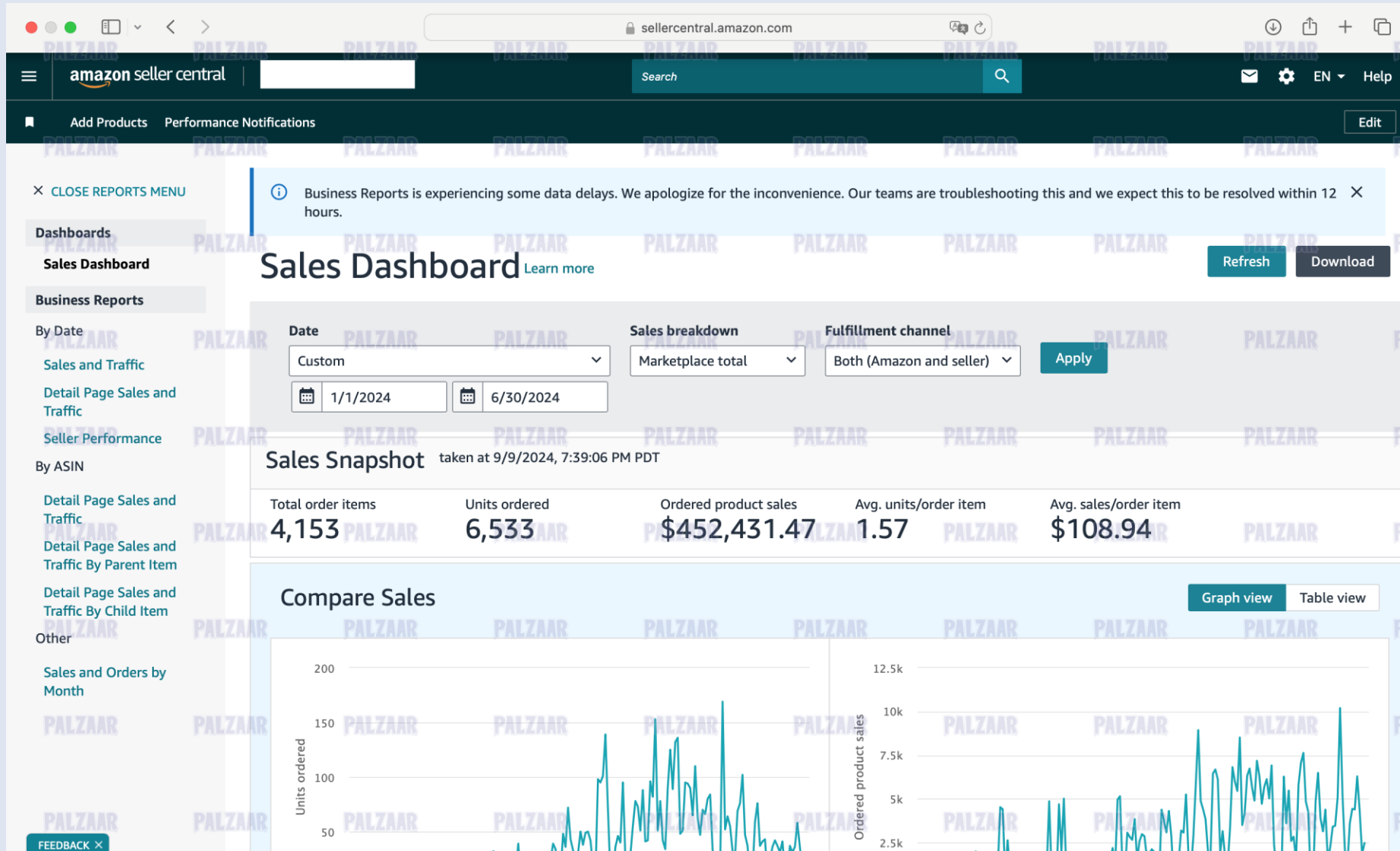
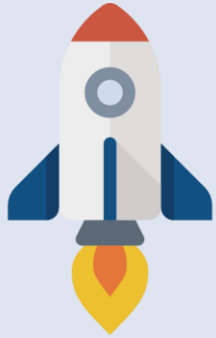


A Palzaar Customer Story: Dropshipping Success in 6 Months



Introducing Palzaar



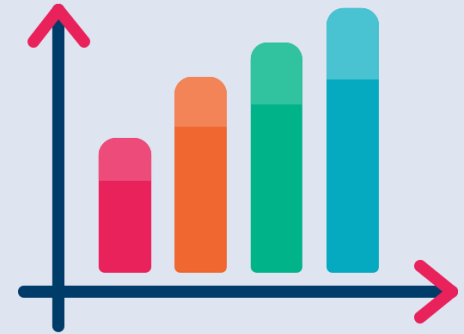
Mission

Palzaar enhances the reliability and longevity of the dropshipping model by offering highly sought-after name-brand products with market research to drive sustained growth



Name Brand Catalog

The categories we carry are books, hardware tools, IT equipment, office furniture, and office/home/facility supplies from top brands like 3M, Logitech, Scholastic books, Asus, Clorox, and Dewalt



Expanded Market Access

Ability to sell to not only consumers, but businesses, schools, and government organizations which make up 60% of the sales in the dropshipping market



The Journey Begins with a Vision

Customer's Background:

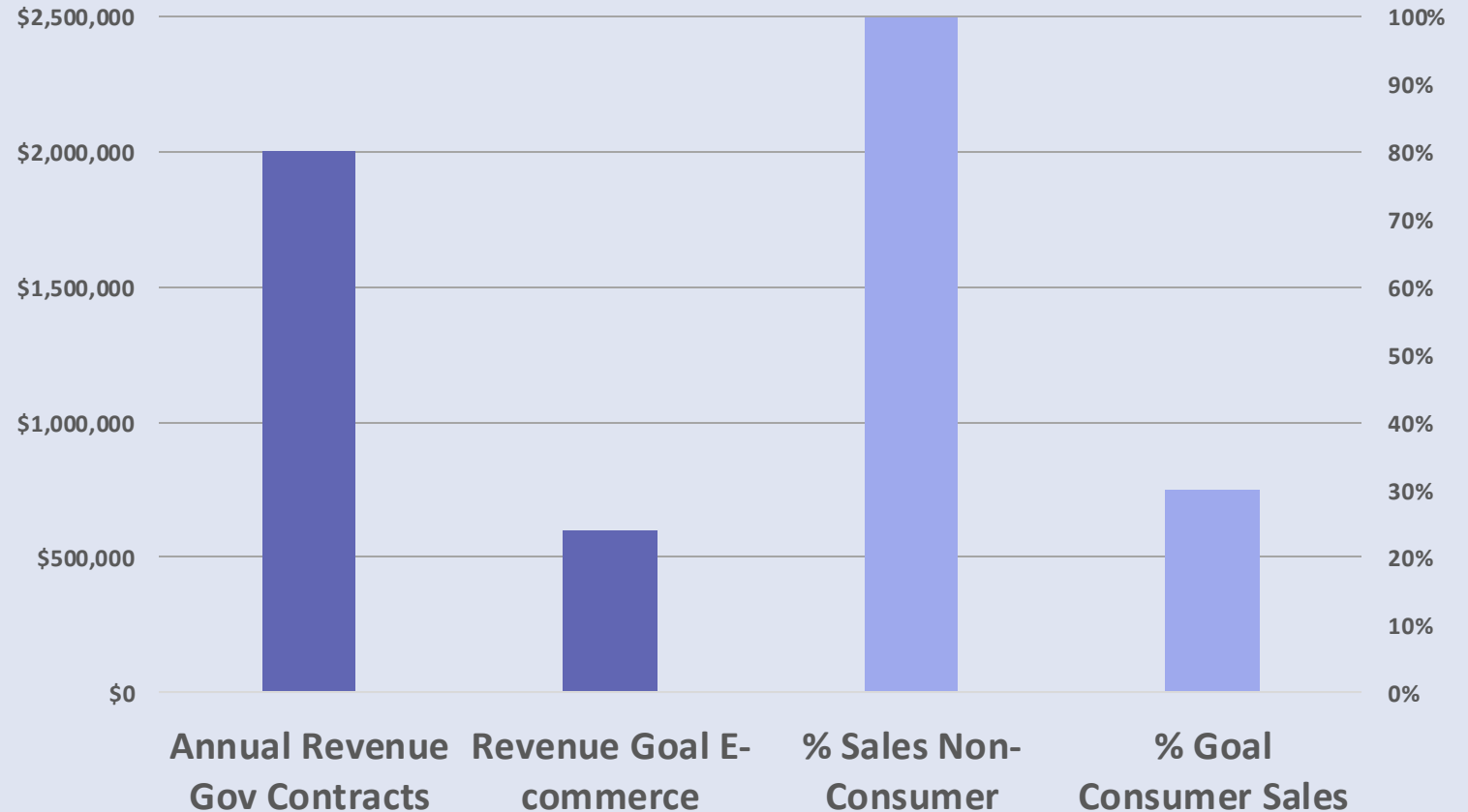
- A government contractor since 2016, generating approximately \$2M annually from large contracts
- Recognized the value of name-brand products, as 100% of sales were derived from non-consumer clients

Customer's Goals:

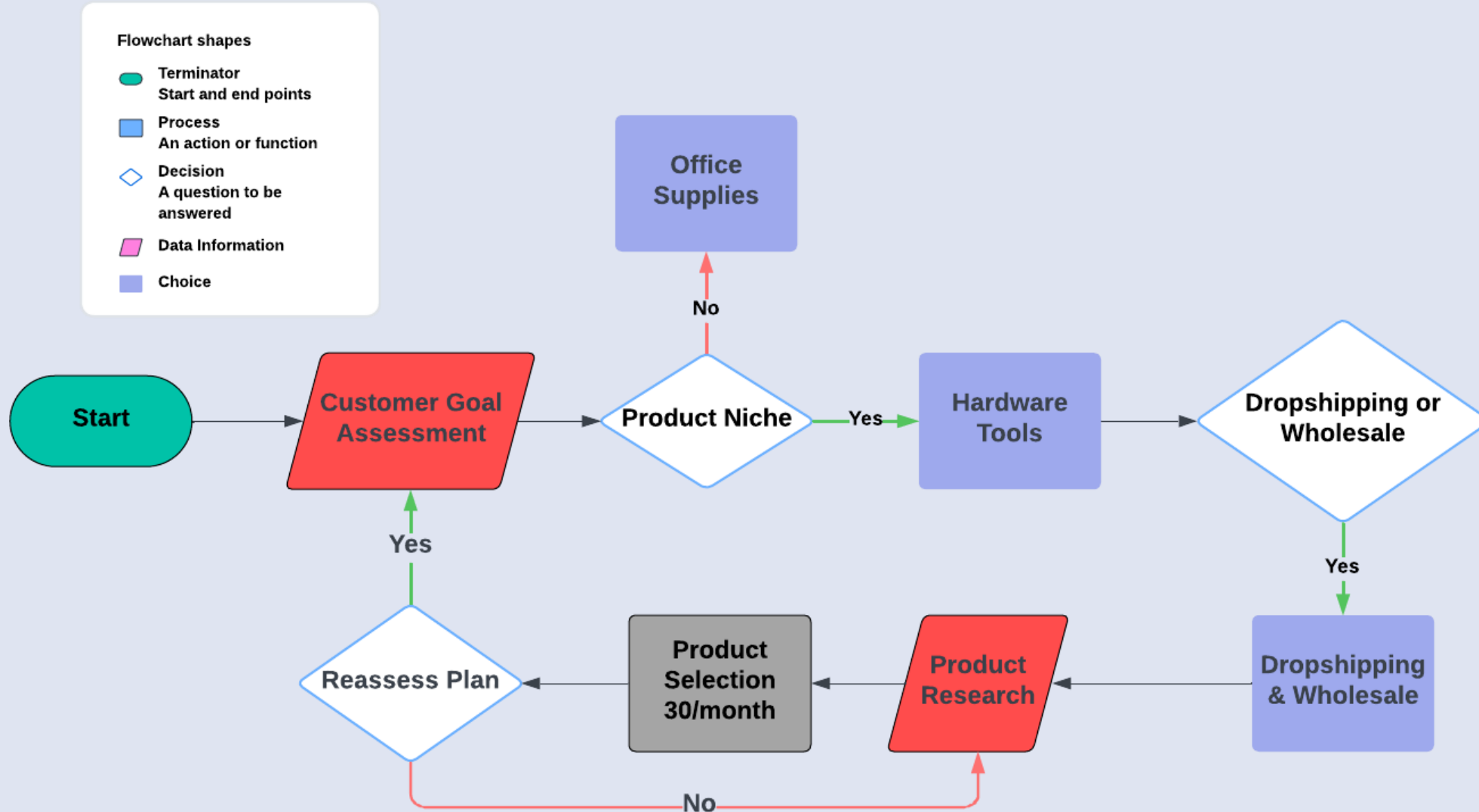
- Established in government contracting but seeking diversification to mitigate reliance on large contracts
- To reduce their accounts receivable average of 45 days and increase consumer sales through e-commerce willing to go as low as 7% margins

Initial Challenges:

- Primarily accustomed to clients dictating needs, they struggled to understand consumer buying cycles
- Motivated to adapt to market trends and competition by entering the e-commerce space



Personalized Strategy for Success



Powered by Palzaar's Market Research

Research tools provide marketplace-specific insights, including product trends, demand, and pricing, empowering users to make smarter, faster product decisions

Marketplaces included: • Amazon • eBay • GSA Advantage • Internet Comparison

Viewing 1-50 of 200 items Show Advanced Product Details Customize Export Data...

<input type="checkbox"/>	Product	Category BSR	Price	Monthly Sales	Monthly Revenue	Reviews	Seller
<input type="checkbox"/>	3M Performance Gravity HVLP Atomizing Head Refill Kit, 26713... · B001UNMAMM · FBA	Automotive #5,529	\$37.78	784	\$29,619.52	★★★★★	May Light
<input type="checkbox"/>	3M CLAW Strong Durable Drywall Picture Hanger (45 LB) · B08KD4PRL3 · FBA	Tools & Home Impro... #19,158	\$7.04	986	\$6,941.44	★★★★★	Product M
<input type="checkbox"/>	3M Temflex Multi-Purpose Vinyl Electrical Tape 165, Brown, 3/4 i... · B08KHPKC5Z · FBA	Industrial & Scientific #8,100	\$8.99	709	\$6,373.91	★★★★★	BEUSA



Driving Revenue from Day One

Custom range 1-31 January 2024		Custom range 1-29 February 2024		Custom range 1-31 March 2024	
Sales	\$10,941.35	Sales	\$44,604.98	Sales	\$44,726.93
Orders / Units	148 / 205	Orders / Units	392 / 491	Orders / Units	464 / 698
Refunds	11	Refunds	13	Refunds	20
Adv. cost	-\$386.44	Adv. cost	-\$1,300.50	Adv. cost	-\$917.61
Est. payout	\$7,871.83	Est. payout	\$33,723.80	Est. payout	\$33,450.83
Gross profit	\$2,204.86	Gross profit	\$6,465.14	Gross profit	\$8,934.39
Net profit	\$1,907.95	Net profit	\$5,760.19	Net profit	\$8,934.39
More		More		More	
Custom range 1-30 April 2024		Custom range 1-31 May 2024		Custom range 1-30 June 2024	
Sales	\$93,849.23	Sales	\$140,623.33	Sales	\$119,508.86
Orders / Units	1,013 / 1,677	Orders / Units	1,355 / 2,314	Orders / Units	787 / 1,154
Refunds	50	Refunds	46	Refunds	62
Adv. cost	-\$830.51	Adv. cost	-\$642.96	Adv. cost	-\$517.06
Est. payout	\$68,577.56	Est. payout	\$110,037.83	Est. payout	\$92,982.23
Gross profit	\$14,831.88	Gross profit	\$22,011.60	Gross profit	\$16,095.66
Net profit	\$13,347.85	Net profit	\$16,440.26	Net profit	\$11,236.98
More		More		More	



Expanding into New Markets

sellercentral.amazon.com

Search

Notifications

Business Reports is experiencing some data delays. We apologize for the inconvenience. Our teams are troubleshooting this and we expect this hours.

Sales Dashboard [Learn more](#)

Date: Custom (1/1/2024 - 6/30/2024)

Sales breakdown: Non-business buyer

Fulfillment channel: Both (Amazon and seller)

Apply

Sales Snapshot taken at 9/10/2024, 5:48:52 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
3,235	4,216	\$282,493.10	1.3	\$87.32

Compare Sales

B2B performance by customer segment

Industry Sales 1/1/24 - 6/30/24

Total sales: \$165,056.13

Industry	Sales YoY	↑ Sales	Average order
Commercial	+100%	\$85,018.04	\$146.58 2.10 units
Government	+100%	\$33,061.71	\$324.13 4.09 units
Unclassified	+100%	\$32,162.85	\$208.85 3.16 units
Education	+100%	\$12,967.45	\$288.17 2.29 units
Healthcare	+100%	\$1,846.08	\$63.66 1.72 units

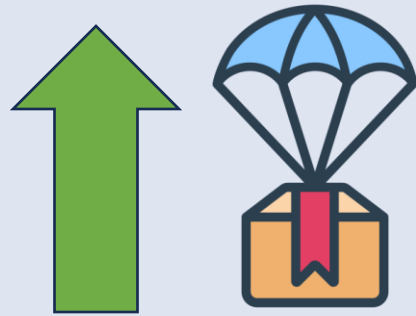


The Dropshipping Competitive Edge

Name Brand	1-3 Days	\$1,900 1 st Month	10-12% Average	Verified w Full Warranty	100% B2B, B2C, B2G etc.
VS	Delivery	Time to Profit	Net Profit Margin	Suppliers	Market Reach
White Label	7-10 Days	\$1,000 18 Months	15-25% Average	Unstable Suppliers, Variable Quality	40% consumers only

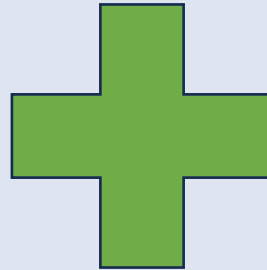


Looking Ahead: Customer's Next Goals



1

Increase the proportion of orders fulfilled through dropshipping with Palzaar from the current 63% to 90%



2

Add to Amazon and GSA Advantage Catalog with products focused on profit margin



3

Open Shopify Store with catalog focused on IT Equipment





PALZAAR

Your Bazaar Pal Awaits!

Palzaar is expanding and actively seeking more trial customers from various marketplaces and industries

Sign Up for a Trial

www.palzaar.com