

**This study was conducted as a sample for clients. We never reveal any client information to anyone without permission.**

**We do not provide the same product to various clients since we consider it is immoral.**

# Product *Handover Time* :

- *To find a product and conduct research, we employ advanced quality tools and techniques.*
- *Our assumptions are based on numerical data and market statistics from the current year.*
- *We do not maintain track of any product once it has been approved by the customer, and we do not deliver the same product to two distinct clients.*
- *Our study is based on the present state of the market. The product we offer is likely to provide the desired outcome, but no guarantee can be given because this is a dynamic industry with many variables to consider.*
- *The purpose of the initial research is to give you an idea that if you rank for the keywords we supply, you are quite likely to make the predicted amount of profit.*

# Product **We Found** :

- After conducting significant investigation, we arrived at the following product.

sults



**Product Name: Wooden Rings**  
**Average Selling Price: \$13**

# Main Competitor (9th) :

Listing Health Score  
Score Breakdown

9.84



HEOCAKR Natural Beech Wood Rings, 10 Pcs Unfinished 5cm Solid Wooden Rings Circles Without Paint for Craft, Ring Pendant and Connectors Jewelry Making

Brand: HEOCAKR

★★★★★ 107 ratings | 3 answered questions

\$13<sup>99</sup>

Get Fast, Free Shipping with Amazon Prime & FREE Returns

Save 5% on 2 select item(s). Shop items

Extra Savings Promotion Available. 2 Applicable Promotion(s)

Size: 10PCS 50mm

5PCS 70mm \$12.99	10PCS 7cm \$16.99	10PCS 50mm \$13.99
10PCS 60mm \$14.99		

Material	Wood
Brand	HEOCAKR
Shape	Round
Number of Pieces	10

# Another competitor:



## 10 Pcs Macrame Wooden Rings 70 mm/2.7inch Unfinished Solid Large Wooden Rings for DIY Craft Pendant Connectors Jewelry Making

Visit the AUGSUN Store

★★★★☆ 325 ratings

**Amazon's Choice** in Unfinished Wood by AUGSUN

\$6<sup>99</sup>

Get **Fast, Free Shipping** with Amazon Prime & **FREE Returns**

Size: **70mm**

60mm \$6.49	<b>70mm</b> <b>\$6.99</b>
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<b>Material</b>	Wood
<b>Brand</b>	AUGSUN
<b>Number of Pieces</b>	10

### About this item

**LOG MATERIAL** - The wood is made from solid, kiln-dried

# *Product Specification:*





























## **About this item**

- Natural Beech Wood Rings - These round wooden rings made of natural beech wood, that do not have huge knots or rough spots, anti-allergenic, safe, and no oils & waxes used. And beech wood is very hard and not easily broken, not prone to mold.
- Unfinished Surface - The carefully polished wooden ring is very smooth, will not stab your hand, you can carve, color, spray on the wooden ring.
- Wide Application - Beech rings can be used in making various crafts. It can be used as a good DIY gift accessories to give your friend or family. Perfect decoration for festival, party, house, etc.
- Package Included - 10Pcs durable unfinished wood rings, 5cm in the outer diameter, and 3cm in the inner diameter. Enough for your spare or replacement, meeting your different craft needs.
- Product Warranty- Sometimes, due to the unpredictable transportation factors, its hard to assure that all of the wood ring won't be broken during the transporation, so If you receive defective wood ring or missing wood ring set, please contact us.

## *Main Points:*

- *Monthly revenue: **\$3,234***
- *Search Volume: **5,332***
- *Monthly reviews: **436***
- *Top 10 revenue: Top 10 has more than 41,255.71\$ revenue*
- *Top 10 reviews: Only One seller have more than 2000 reviews in top 10*
- *Brand Dominancy: No brand dominancy*
- *Amazon Dominancy: No amazon dominancy*
- *CPR Giveaways: **38***
- *Average price : **\$13***

# Jungle scout:

JungleScout										
Average Monthly Sales		Average Sales Rank		Average Price		Average Rating Number		Opportunity Score		
217		71,960		\$14.98		1,645		?		...
#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net	
1	  	 30 Pcs Wooden Rings, Macrame ... B08HLR5RXP	AUGSUN	\$9.95	744	24	\$7,403	09/07/2020	\$4.69	
2	  	 BigOtters 64 PCS 6 Sizes Natura... B09F9GRXL9	BigOtters	\$12.99	158	5	\$2,052	09/02/2021	\$6.52	
3	  	 10 Pcs Macrame Wooden Rings 7... B08H8CYRZN	AUGSUN	\$6.99	377	12	\$2,635	09/02/2020	\$2.4	
4	  	 20Pcs Natural Wood Rings, HNY... B082MXZN34	HNYZZL	\$10.99	56	1	\$615	12/11/2019	\$6.42	
5	  	 100 PCS 5 Sizes Natural Wood Ri... B08HJ7P7DB	HEYICH	\$12.99	790	26	\$10,262	09/04/2020	\$7.27	
6	  	 20 Pack Unfinished Natural Woo... B078NTSQ8K	Juvale	\$7.99	879	29	\$7,023	01/01/2018	\$3.25	
7	  	 20 Pcs Unfinished Wooden Ring... B09M2G5BBV	Klyani Crea...	\$6.99	443	14	\$3,097	01/12/2022	\$2.17	

# Viral Launch Analysis:

MARKET INTELLIGENCE V5.1.1

Keyword: **WOODEN RINGS**

Est. Search Volume: **4,812**

Product Idea Score: ★☆☆☆☆

**Selected Products' Averages**

Review Count:	640.39	Monthly Sales:	375
Review Rating:	4.63	Product Price:	\$11.44

SELLERS    KEYWORDS    TRENDS    **ANALYSIS**    CALCULATOR



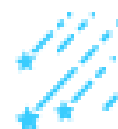
PRODUCT IDEA SCORE

**Stay far away**



POSSIBLE MONTHLY SALES

**10 - 900**



REVIEWS NEEDED TO SELL WELL

**60 - 600**



SALES PATTERN ANALYSIS

**Typical**

# Calculator:

MARKET INTELLIGENCE V5.1.1

Keyword: **WOODEN RINGS**

Est. Search Volume: **4,812**

Product Idea Score: ★☆☆☆☆

**Selected Products' Averages**

Review Count:	640.39	Monthly Sales:	375
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SELLERS    KEYWORDS    TRENDS    ANALYSIS    **CALCULATOR**

**\$10.58**

Unit Weight: 0.5 lb

Dimensions: 4.5 in × 2.7 in × 7.3 in

# (Helium 10) Top 10 Keywords:

<input type="checkbox"/>	Keyword Phrase	Magnet IQ Score	Search Volume	Search Volume Trend	Sponsored ASINs	Competing Products	CPR	Match Type	Title Density
<input type="checkbox"/>	<input type="checkbox"/> macrame supplies	2,547	12,733	-6%	361	>5,000	43	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	12
<input type="checkbox"/>	<input type="checkbox"/> wooden rings for cra...	3,771	3,771	1%	373	>1,000	31	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	7
<input type="checkbox"/>	<input type="checkbox"/> macrame rings	1,381	2,762	5%	385	>2,000	30	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	7
<input type="checkbox"/>	<input type="checkbox"/> wood rings	138	2,762	0	367	>20,000	36	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	25
<input type="checkbox"/>	<input type="checkbox"/> wood rings for crafts	2,637	2,637	-14%	385	>1,000	28	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	1
<input type="checkbox"/>	<input type="checkbox"/> wood ring	209	2,085	-5%	454	>10,000	28	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	3
<input type="checkbox"/>	<input type="checkbox"/> wooden rings for ma...	3,141	1,803	8%	327	>574	27	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	2
<input type="checkbox"/>	<input type="checkbox"/> wooden ring	52	1,552	3%	383	>30,000	27	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	4
<input type="checkbox"/>	<input type="checkbox"/> wooden teething ring	1,481	1,034	-12%	295	>698	27	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	6
<input type="checkbox"/>	<input type="checkbox"/> craft rings	34	1,034	-1%	436	>30,000	26	<input type="radio"/> A <input type="radio"/> S <input type="radio"/> O	3

# Trend of product in 5years:

● wooden rings  
Search term

+ Compare

United States ▼

Past 5 years ▼

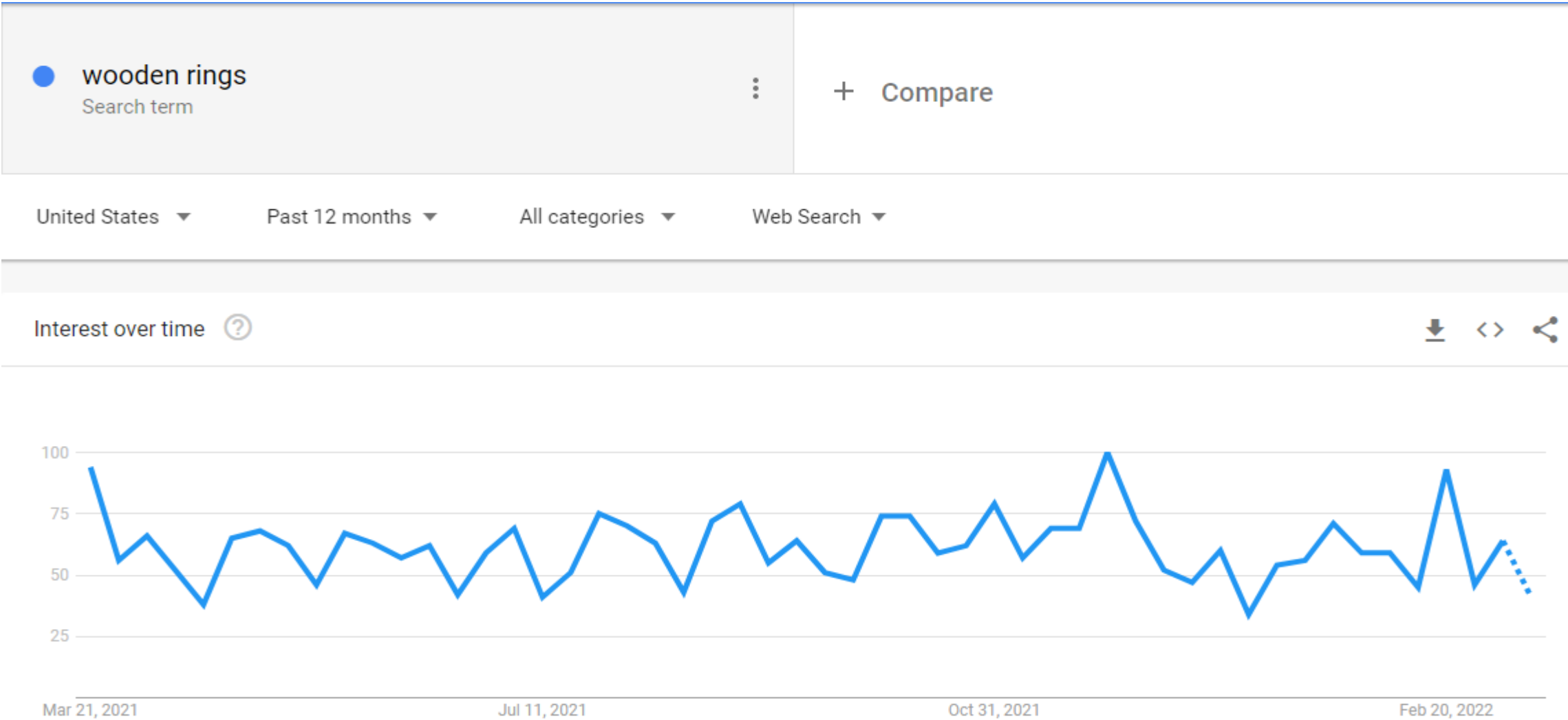
All categories ▼

Web Search ▼

Interest over time ?



# Trend of product in USA (past 12 months):



# Keyword graph:



## Search Volume History: wooden rings

1 Year ▾

● Search Volume



# BSR Graph:



# CPR Giveaways:

Keyword Search Summary

## “wooden rings”

[View Top Products](#)

5,332   
Search Volume

2,666  
Magnet IQ Score

38  
CPR

# Main Competitors:

- . The 9th one is our main competitor.
- . They have price of 13.99 DOLLARS.
- . They are generating high revenue.
- . The average reviews of this product is 107.
- . The average rating is 4.8.
- . This product contains high demand with low competition.
- . The average monthly sales of this product is 242.
- . They contain low reviews.
- . Its easy to source.

# Reviews Analysis :

## Customer reviews

★★★★★ 4.8 out of 5

107 global ratings



How are ratings calculated?

## By feature

Sturdiness	★★★★★ 5.0
For teething	★★★★★ 5.0
Value for money	★★★★★ 4.8

## Review this product

## Reviews with images



See all customer images

Top reviews

## Top reviews from the United States

tumbleweed girl

★★★★★ **Very nice and strong**

Reviewed in the United States on May 15, 2021

Size: 10PCS 50mm | **Verified Purchase**

This package came in a small box inside a small Amazon bubble wrap envelope. They could potentially be crushed but mine were in tact. These rings are exactly what I wanted. If they are unfinished, then they are sanded well. It seems like they have a finish on them because they are smooth and have a satin finish. You might need to sand them if you were going to paint them. They are all strong and lol, I tried to crush them in my hand but these won't break easily. I'm using them for a craft project in leu of metal d-rings and I think they will elevate the look of my product which will have 1.5" straps running through them. I'm very happy!

# Supplier 1



[View larger image](#)



[Add to Compare](#) [Share](#)

**MARCH** Unfinished Solid Wooden Rings 12-150MM Natural Wood Rings for Macrame DIY Crafts Wood Hoops Ornaments Connectors Jewelry Making

FOB **Reference** Price: [Get Latest Price](#)

**\$0.002 - \$0.08** / Piece | 200 Piece/Pieces(Min. Order)

**\$10.00 OFF** Order more than \$300.00 [Get Coupon](#) ▼

Benefits: Quick refunds on orders under US \$1,000 [Claim now](#) >

Color:

Size:

Samples: , 12-150mm

\$0.50/Piece | 1 Piece (Min. Order) | [Buy Samples](#)

Lead Time<sup>?</sup>:

Quantity(Pieces)	1 - 200	>200
Est. Time(days)	3	To be negotiated

# Supplier 2:



**MARCH** 25mm-100mm lotus wood ring Natural Wooden circle Ring Unfinished Wood Jewellery Craft ring Hot sale products

2 buyers

FOB Reference Price: [Get Latest Price](#)

**\$0.008 - \$0.35** / Piece | 1000 Piece/Pieces(Min. Order)

Sign in for March Expo benefits

• Get \$5 off every \$200 spent with PayPal

Size:

25MM 30MM 35MM 40MM 45MM

50MM 55MM 60MM 65MM 70MM

80MM 10MM

 View larger image



Add to Compare [Share](#)

Lead Time<sup>?</sup>:

Quantity(Pieces)	1 - 1000000	>1000000
Est. Time(days)	30	To be negotiated

# Profit Margin :

	Your fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item price	\$ 0.00	\$ 11.99
Shipping	\$ 0.00	\$ 0.00
Total revenue	\$ 0.00	\$ 11.99
Selling on Amazon fees	\$ 0.30	\$ 1.80
<b>Fulfillment cost</b>		
Cost of seller fulfillment	\$ 0.00	N/A
Fulfillment by Amazon fees	N/A	\$ 3.77
Ship to Amazon	N/A	\$ 0.00
Total fulfillment cost	\$ 0.00	\$ 3.77
<b>Storage cost</b>		
Monthly storage cost per unit		\$ 0.03
Average inventory units stored	1	1
Storage cost per unit sold	\$ 0.00	\$ 0.03
<hr/>		
Seller proceeds	\$ -0.30	\$ 6.39
Cost of product	\$ 0.02	\$ 0.02
<hr/>		
<b>Net profitability</b>		
Net profit	\$ -0.32	\$ 6.37
Net margin	0.00%	53.13%
<hr/>		
<a href="#">Calculate</a>		

# Find Evaluation:

- The product is low in weight, which may help to boost profit margins.
- The damage chances are minimum during shipment. The product could be source around \$0.002 to \$0.08 which aligns with client total budget
- The cost of PPC will be estimated at the time of launch according to market situation. The trend of the product is stable and consistent.
  - The keyword search volume is reasonable, and it is possible that there are many additional very related KWs for which our rival is not listed in the top 10 organic places.
- The product could be sold as a pack same as our competitor is selling. If the client managed to rank the product on provided keywords, the average revenue could reach up to \$3,234. As compared to average price in the market, we have assumed low price which means we can further increase the selling price in future which means more profit margin.
- Overall, it is a good product to launch on this budget, with excellent profitable figures and limited competition, as seen by seller feedback, making it ideal to rank and dominate in order to maximise returns on investment. Furthermore, the list might be inverted to generate additional funds for the primary launch. Congratulations on your sale!.

# Final Opinion:

- After examining the product, we may conclude that it is typical of its type, with constant sales.
- This product's design is in accordance with market demands.
- I wish you the best of luck.

Happy Selling