	2021 Q3	2021 Q4		2022 Q1	2022	Q2 2022 Q3
PRODUCTION	Certification in place (DE market) Manufacturer research / confirmed Order samples and check	Product manual creation / alignment Product packaging creation / alignment quality Align on products, prices MOQs with suppliers, etc.		Further product scouting to en Certification research in other		Manufacturer confirmed for new products
		Order products	Product delivery			In-house production discussion Depending on alignment MOQs, we might need to order
CHANNEL	Initial meeting with Amazon Set up an Amazon key accour Check existing Amazon infrastructure	nt Negotiate pricing 8	& conditions	Set	t up offline distributor channels (with existing partners)	Launch offline filters in the stores
	Define price	Set up ASN-produ	ct numbers on	Amazon Germany "go-live"	Amazon UK, France etc. "g rate on product pages	o-live" Additional sales channel research
OPERATION	Arrange & figure out delivery & warehouse (supplier > M+H > Amazo	n) Decide on direct vs standard fulfillment				
		Set up the operation team Products to be in stock at M	+H Products to be in stock at Amazon	Ongoing operations (fulfilment + service + support + retur	rns)	
BRAND	Brand strategy Finalisation of CI, styleguide f	or on & offline		lterate design/content/languag	ge/package for other EU countries	
	Finalisation of tone of voice	Packaging design	Finalise the landing page for Our Wa	nter	Offline assets creation	Define relevance and relations with current Our Air webshop
	Storytell	ing – narrative		QR code page (videos, customer services, reminders, etc	c.)	Finalise the Amazon brand page with all products
SALES & MARKETING					Creation of text content (iterations)	
		Creation of text content - title and Creation of images (1st launch) (appealing content page)	bullet points (1st launch) (certificate & testir		eation of images (iterations) eation of videos (iterations)	
	Define advertisement budgets	Creation of videos (1st launch) (assembly videos) Creation of advertisemen	nts	Launch campaign (email marke SEM + Advertising + Campaigns	eting & social media influencers & testimonials) as + Social media marketing	Marketing activities for other countries
			Build partnerships & sales bundles	Campaign to first 100 reviews (encourage employee & cus	stomers' reviews) Internal training & sales representatives	