

Case Study: Launching a Profitable Amazon Product Through International Sourcing

Company: Honeylife International

Role: Vice President, Business Development

Region: US

Business Model: U.S. eCommerce (Amazon and Direct-to-Consumer)

Context & Challenge

Honeylife International was exploring entry into the Amazon marketplace for the first time. At the time, Amazon appeared highly saturated across nearly every product category, making it difficult to identify a differentiated product that could stand out while still appealing to a mainstream customer base. The challenge was to find something truly new to the marketplace and build a profitable Amazon business without prior platform experience.

Strategy

Initial sourcing efforts focused on mainstream suppliers, but it quickly became clear that most sellers were competing for the same products from the same sources. To escape saturation, the strategy shifted toward international sourcing outside the obvious manufacturing hubs. China and India were intentionally avoided due to commoditization and margin pressure, while U.S.-based brands were already selling directly online. The focus moved to underrepresented international markets with strong manufacturing quality and limited Amazon exposure.

Execution

After extensive online research, a high-quality household product manufactured in South Korea was discovered via a non-English website. Despite language barriers, contact was established using translated communications. I led negotiations covering pricing, packaging, private labeling, and branding, progressing from samples to full production orders.

I managed end-to-end logistics including air and ocean freight from Korea, U.S. customs clearance, domestic warehousing, and inbound fulfillment to Amazon. I also launched and managed all digital marketing efforts, including Amazon PPC, keyword optimization, YouTube ads, and supporting paid media.

Results & Impact

The product generated profitable Amazon sales for over a year and served as Honeylife's successful entry into the Amazon marketplace. Equally important, the initiative built deep operational knowledge across sourcing, logistics, advertising, and Amazon platform mechanics, which directly enabled the launch of future branded products and long-term eCommerce growth.

Why This Matters

This case demonstrates the ability to identify opportunity in saturated markets through unconventional sourcing and persistence. It highlights hands-on leadership across international supplier engagement, supply chain execution, and digital marketing, as well as the capability to launch a profitable Amazon business with no prior platform experience.