



From the creation of a company to the management of the largest market in the world of E-Commerce.

We will help you to invest and get to position yourself with your products from the country you are in.

Easy Headway is a company that offers you the fastest way to invest and sell on Amazon, soon we are joining other successful electronic commerce platforms.

Do not worry about the accounting or legal side of the business, we take care of all the procedures so you can start working and focus on generating sales. We specialise in market research, product launches, investment in paid advertising and scaling your business to the next level.

We work in Mexico, the USA, and Canada. Soon we will be working in several places in Europe and Brazil.



OUR BRANDS



Premium quality Microfiber Cleaning Cloths, specially designed for delicate surfaces removing all dirt, dust, stain and grease in one swipe! quick and easy! No more stink or lint.

Specially designed for delicate surfaces, lint free, soft, reusable and easy to wash! Smartfiber won't leave any mark or streak on any surface. It's soft material will allow you to remove stains, oil, dust, dirt, fingerprints and many more with just one swipe! Quick and easy!

Our Microfiber cloth is unmatched in its ability to thoroughly clean delicate surfaces without risk of damage.



Premium car care accessories with highly absorbent technology, keep your car shinning for longer periods. If you love your car, it is necessary to take care of it with the best products of the market.

Our products are evaluated under strict quality processes that are tested by different experts in the area in order to bring the best products to you.



We take care of giving the most pampered people in the house the finest possible experience.

We use the best materials, thoughtful designs, and consideration for your pet's comfort, taking into account every little detail to ensure that it may be at ease through the day, all because we have seen how the industry is changing. Our four-legged customers have tested every

E-COMMERCE PROJECTS

Do you have an idea for a product and want to market it through the world's largest E-commerce platforms?

Do you have a product that is currently working and looking for another distribution channel in the world's largest market?

Do you just want to invest in something profitable in a short and long run expectation?

We'll help you.



➤ MARKET AND COMPETITION RESEARCH

The most important step in your journey starts here.

As sellers, each Amazon market has a unique potential that we must develop.

Our work is to identify that potential and estimate their costs so that our customers have the necessary information to make decisions.

Providing our customers with all the information necessary to take action at Amazon is the objective of the market study.

The result is a report that includes market characteristics, product analysis and competition analysis. Here are some points that are going to be included in the analysis:



1

Identify opportunities with your current products and see how your potential competitors are performing.

2

Understanding your competitors strengths and weaknesses, then creating counter-strategies that help you redirect their traffic to better serve your customers.

3

Amazon Benchmark Analysis.

4

Competitor analysis.

5

Analysis of products that are related to the products to be created.

6

Keyword Analysis.

(what words are being searched for the most and what are the benefits or difficulties of working with them)

7

Product sales volume.

8

What are the prices that are being marketed in the target market.

9

Brand and product ranking.

➤ PRIVATE LABEL PROJECTS

Private-label products are produced for retailers by third-party manufacturers, **then sold under a retailer brand**

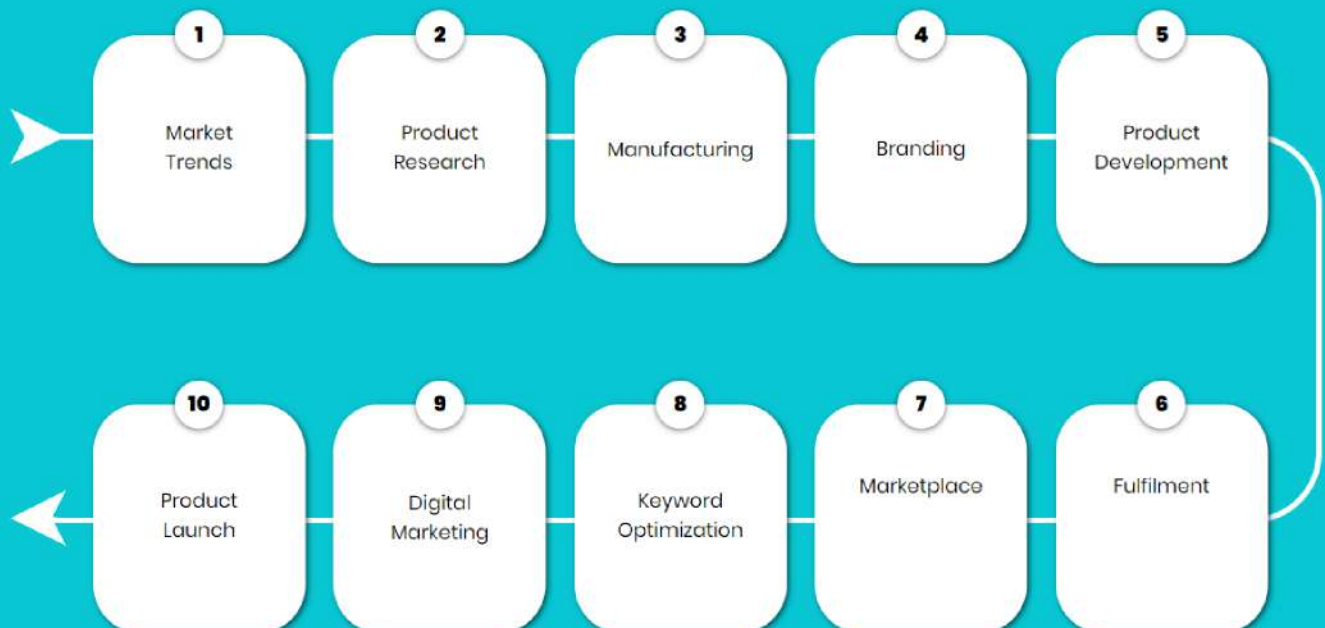
There are currently millions of products which can be marketed under your personal brand, we take care of the creation, design and also distribution.

Create your own product or brand from scratch! We can make this happen, just let us know what you are looking and we can solve it



Private label workflow

Here is an example of working from scratch with private label



➤ BRAND CREATION

We take care of working with the best professionals to be able to carry out the creation of your brand according to the market that is aiming and the opportunities that have in this specific project.

Register and establish your products in any market you want to work in the easiest and fastest way.



Mercedes AMG Petronas F1 Team

+ Seguir

INICIO

DESCUENTOS

COLECCIÓN 2024

GORROS

CAMISetas Y POLOS

MÁS +

Q Buscar en todo Mercedes AMG



Colección 2024

Chaqueta 2024 Ultimate

La chaqueta acolchada «Ultimate», diseñada y probada para todas las condiciones con acolchado Thermore.

1436⁵⁰



194⁵⁰



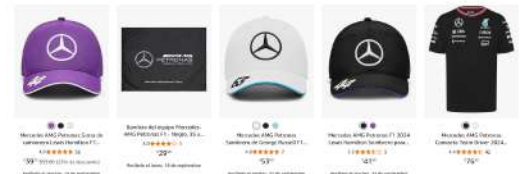
129⁹⁵



Gorros



Camisetas y polos



1. Brand Guidelines

Define the personality, values and mission of your brand to guarantee a unified and consistent message.

Create a consistent brand image for instant recognition and reliability in all points of interaction.

Market analysis

- Target audience and industry trends
- Competition research and brand strategy insights

Logo Design

- Logo of brand elements, colour palette, sources and typography
- Logo variation, image style
- Logo design start guidelines: correct use,
- Misuse of logo and examples
- Start-up examples
- Logo variation area

Image and style

- Start and use image style
- Photography technique instructions
- Image type instructions
- Filter instructions

Background

Toledo is a city of Spain located in the center of the Iberian peninsula. It is the capital of the autonomous community of Castilla-La Mancha and was the former headquarters of the court of Castile.

Concept

Based on the important medieval history of the city, in its condition as capital of the community and on its unique settings, we created a timeless and minimalist identity that somehow reflects this important past through a modern design, that can meet current and future needs.

Toledo +  +  = 



Typography: Gotham Bold

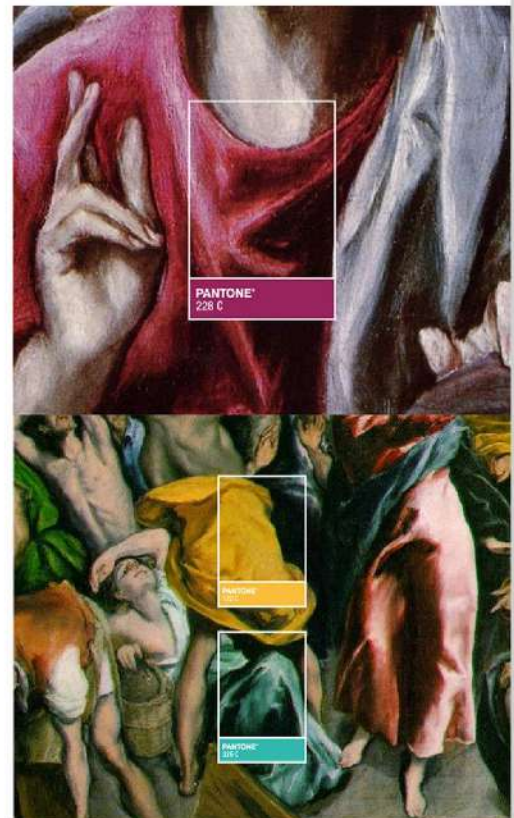
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Colors

The Greco was a very important painter of XVI century who lived in Toledo. So we decided to choose the colors of our identity based on the colors of this famous painter. Among the Greco's color ranges we chose the most representative of his work.

Main color Secondary colors Greco's colors are the colors of Toledo



Pictograms & Textures

Public Services



History & Culture



Environment



Emoticons



Medieval Characters



Textures



Voice and tone

- Examples of tone
- Brand Voice Guidelines
- Communication style scenarios

Brand application

- Brand applications examples
- Demonstration of brand applications
- Brand application templates

Use and permissions restrictions

- Brand use restrictions
- Third -party use restrictions
- Shared brand guidelines
- Legal considerations

Deliverable

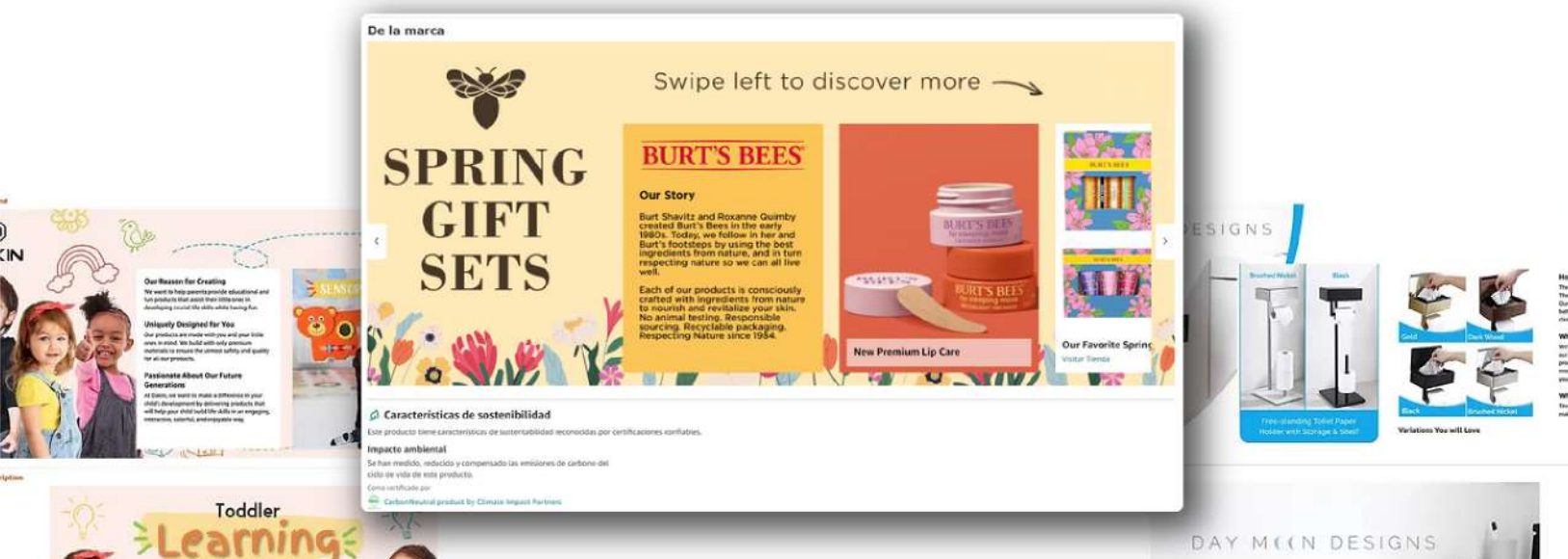
- PDF / Raw file

2. Brand Story

A brand story explains why you launched your company, why you wake up each day and carry out your duties, and why clients should be interested in and confident in you.

The brand narrative fosters relationships and increases confidence. Studies have demonstrated the impact of descriptive narratives and how our minds react to them.

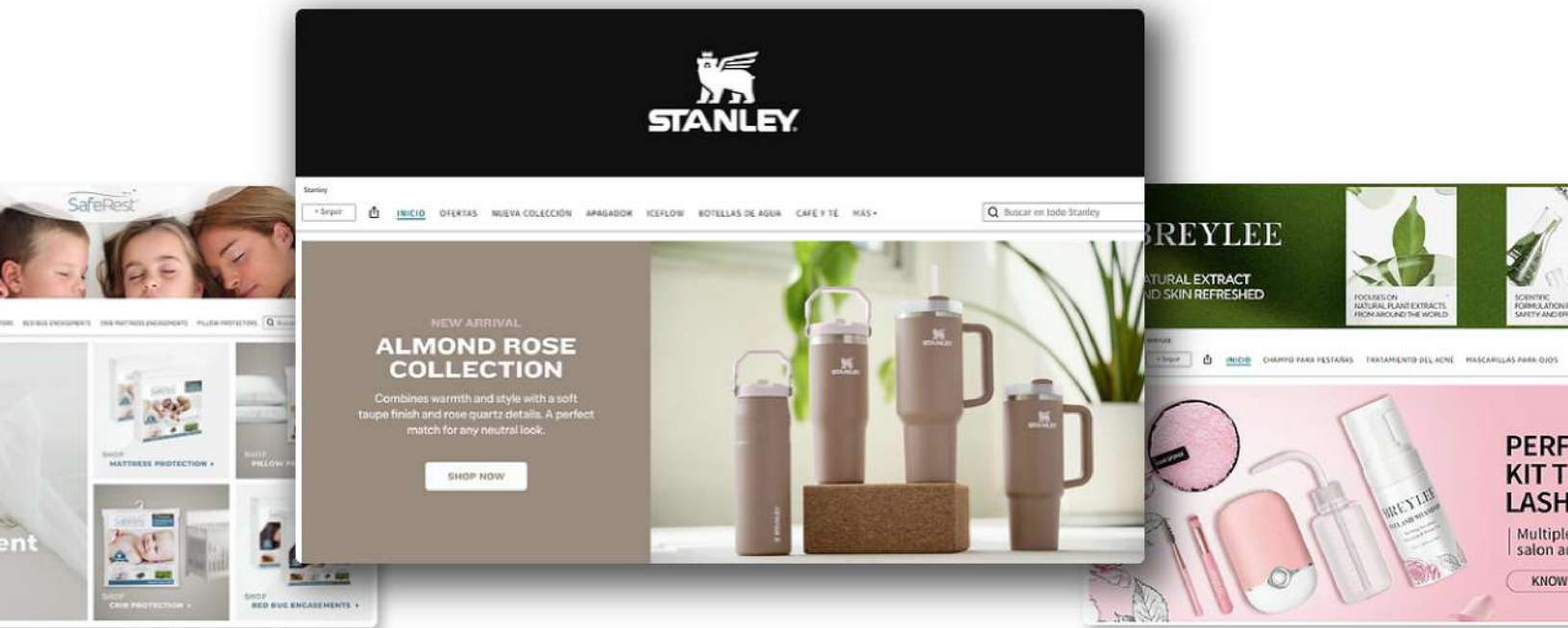
- **Keyword research for the content creation**
- **Copywriting**
- **Image editing**
- **Brand Story design with templates**
- **Brand Story published in Seller Central**



3. Brand Store Front

Amazon Brand Store allows display products on your own page as a vendor using Amazon Brand Shopfront. When customers click on your seller's name, they will be able to see your page and be sent to your shopfront.

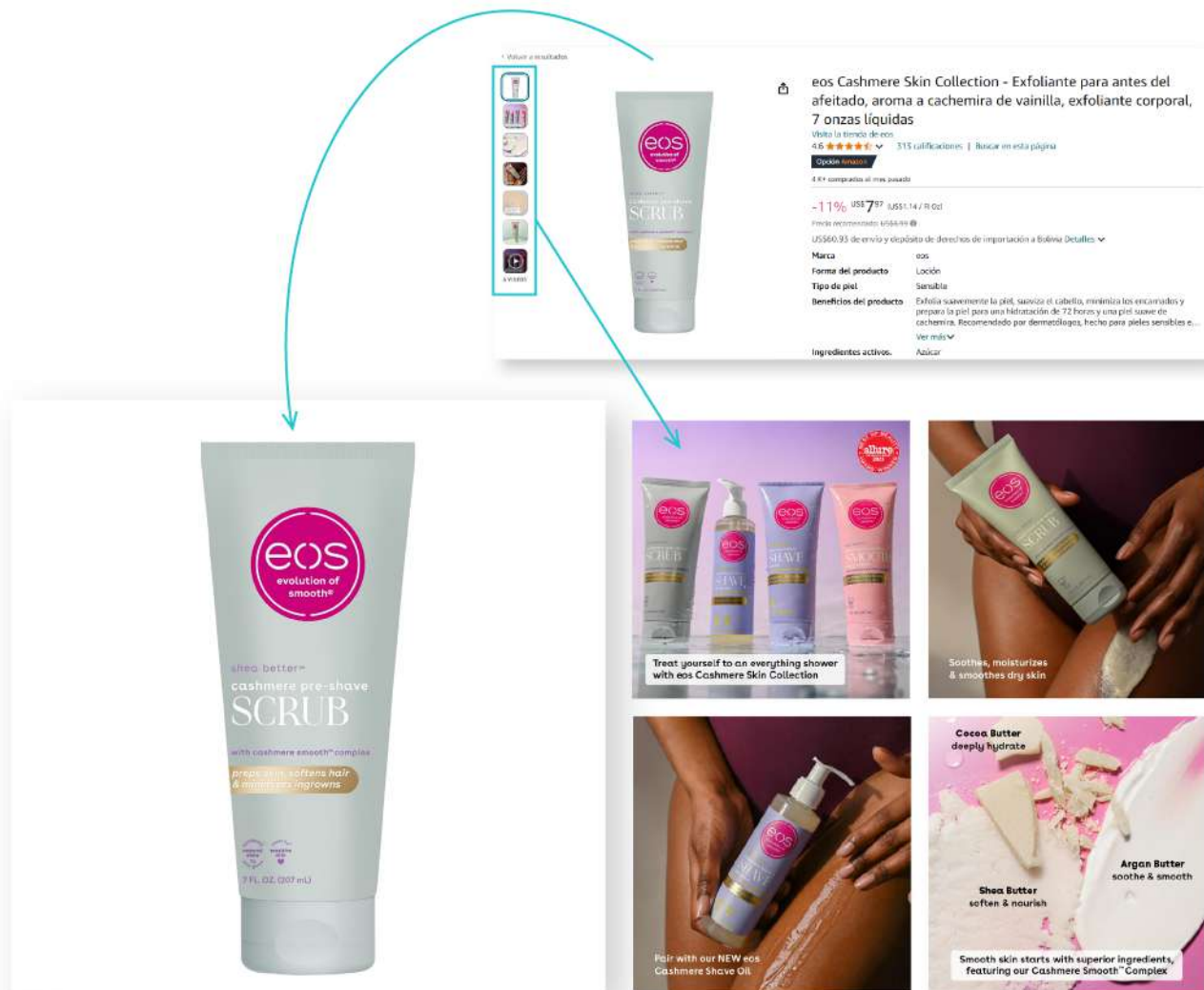
Customers can use this to engage with your company and experience an online take on a mom-and-pop store. Sellers are able to improve the purchasing experience for their customers by using text, photos, and occasionally videos. You may monitor your page insights with a shopfront by tracking data such as orders, sales, visitors, and units sold.



4. Listing Image design

Are you selling your goods online? Then, how you market your goods will determine how successful you are. A significant part of that is images.

Giving your customers the information they need and improving the SEO of your listing could both benefit from a brief comment [Title/Bullets/Description] about your product. But that's just the beginning.



According to research, the human brain processes visuals substantially more quickly than words. Your product listing photos should be distinctive and of excellent quality to increase leads and conversions. Customers that shop online are unable to physically handle your merchandise. The pictures are all they have. Therefore, every aspect of the goods you're selling should be captured in your images.

5. Enhanced Brand Content A+

What is EBC / A+ Content? Sellers on Amazon Brand Registry can add photographs and change the text placement in their product descriptions using Enhanced Brand A+ Content. EBCs give vendors the opportunity to present their goods and brand narratives.

EBCs are useful for sellers to compare a range of products, highlight particular qualities of a product, and provide supplementary lifestyle images.



Reises, accesorios para el cuidado del automóvil con tecnología ultrasonido. Proporciona la máxima brillantez durante períodos más largos.

DUSTER
RETRACTABLE BASE

- Perfect for exterior cleaning
- High Quality microfiber
- No lint behind



MICROFIBER STRANDS

Puntas de microfibras con base móvil y núcleo de acero inoxidable.





Microfibras de alta calidad. La microfibras de alta calidad se desmenuza y se desmenuza.

360° de microfibras por el mejor de microfibras de alta calidad.

Varilla de acero inoxidable para núcleo de acero inoxidable.

28.5" EXTENDED



COMES WITH A STORAGE BAG

Retractable base for extension

Microfiber strands leaves no scratches

STAINLESS STEEL ROD 7" EXTENDABLE






Capa Reises

Kit de limpieza Reises

Paquete para grandes lavados

Reises - Guante de microfibras (negro)

Capacidad de los cubiertos	14	20	30	40
DESCRIPCIONES	Cupón recargable con cables de nylon para la limpieza de la boca de agua.	Cupón recargable con cables de nylon para la limpieza de la boca de agua.	Cupón recargable con cables de nylon para la limpieza de la boca de agua.	Cupón recargable con cables de nylon para la limpieza de la boca de agua.
Material	PVC y nylon de alta calidad.	Cable de microfibras de alta calidad.	Cable de microfibras de alta calidad.	Cable de microfibras de alta calidad.
Tamaño	7 x 1 pulgadas.	18 x 1 pulgadas, 11 pulgadas.	18 x 1 pulgadas.	11 x 1 x 1 pulgadas.
CÓDIGO	3112	3113	3114	3115



SHOP OUR BRAND STORE





Stanley Water Bottle

Stanley Water Bottle

Stanley Water Bottle

Max información del producto




QUENCHER
H2O FLOWSTATE™ TUMBLER

Your trusted companion whether you're hitting the road or your morning spin class.

This travel tumbler is just what you need for all-day hydration. Take it with you to a high-intensity workout or on an extra-long commute to keep your drink cool for hours. The lid features a rotating cover with three positions: a straw opening, a wide mouth for drinking, and a full cover top to prevent spills. The larger size suits this comfortably in your vehicle's cup holder and comes with a rugged handle for carrying.







64 OZ

40 OZ

30 OZ

20 OZ

14 OZ

FLOWSTATE™ SCREW-ON 3-POSITION LID

RECYCLED 18/8 STAINLESS STEEL

BPA FREE

DOUBLE-WALL VACUUM INSULATION

CAR CUP HOLDER COMPATIBLE

COMFORT GRIP HANDLE

SUSTAINABILITY AT STANLEY



> SOURCING SERVICE

We know the big bet you are making, having all the steps to make a wise investment requires a lot of work and you have to take into account the best suppliers to carry out the following points that we saw from our experience that have to be taken into account.

Consider when defining all your previous market research:



**Quality
check**



Bargaining



**Sample
evaluation**



Contract



**Product
Inspection**



**Freight
Forwarder**

We can suggest working in the case of private label with suppliers from China from Alibaba, but in any case there are other suppliers in other parts of the world that may be the most appropriate depending on what you are looking for.

We are responsible for working with the best price and quality under the standards required internationally.

✉ contact@easyheadway.com

☎ +591 75855981

☎ +1 315-505-4652

📍 7901 4th St N STE 300 St. Petersburg, FL 33702



Let's work together

Contact Us