

GARMON

DISTRIBUTORS

We support your brand with buying, warehousing,
listing, advertising, fulfilling & supporting your customer
as your e-commerce marketplace manager.





OUR TEAM

Our Leadership Team

Proudly serving with a combined 60 years experience in Consumer Products Goods and supporting a multitude of e-commerce operations while supporting hundreds of brands.



BEN GARMON

Founder/Visionary

12 Years of CPG Sales and e-commerce leadership.



JOSH GARMON

Co-Owner/Operations

10 years of Business to Business Sales and Managing Back-Office Operations for e-commerce teams.



JOE OSBORNE

Integrator

Retired Air Force Veteran with 20 years experience in Acquisitions and 7 years e-commerce for CPGs.



HAYDEN CLASON

Warehouse Manager

2 Years managing FBA production. 1 Year experience leading full day to day warehouse production.

▶ **Garmon Core Values**



1. The Customer is the only Priority

If everything is a priority, then nothing is a priority.
To be clear, the customer is the only priority.



2. Sync to Scale

Marketing, Inventory, and Cash Flow are one cohesive machine.
Be a master of that machine.



3. Jog the Earth

Deploy sustainable just-in-time operations that scale for
infinite opportunities.



4. Be a Revenue Generator or Cost Saver

Our partners are looking for solutions that increases their
e-comm revenue without increasing complexity.



5. We are Generous Givers, Not Self-Serving Takers

Offer assistance, share your knowledge, and contribute to
others without seeking anything in return.



WHAT WE OFFER

- **Marketplace Management**

Scale your e-commerce business by simplifying business operations with our marketplace management services.

- **Inventory Management**

Solving your inventory challenges with robust inventory management. Let us help you forecast production and inventory. Manage warehouse inventory in real-time.

- **Amazon Listing Optimization**

Increase your Amazon sales with our listing optimization service. Let us boost your product listings to increase visibility and brand awareness.

- **Omnichannel Model**

We help e-commerce businesses efficiently and seamlessly manage multi-channel listings with Amazon, Walmart, eBay, and more! We manage your e-commerce business across multiple platforms and marketplaces.

- **Buyer's Journey**

Let us help you identify and optimize your buyer's journey. Understand what factors drive buyers to your listings and learn how to increase buyer satisfaction.

- **Amazon Ads**

Grow sales with Amazon Ads optimization. Let us manage and optimize your campaigns.

- **Digital Marketing**

Digital marketing services that increase conversions and drive revenue. Improve your visibility, get more traffic to your ads, and improve customer engagement and satisfaction. A dedicated account manager to handle your digital marketing.

- **Custom Packaging Solutions**

Wow your customers with custom packaging that gets noticed. Ensure packages arrive safely and without damage with our custom packaging solutions.

- **Fulfillment Timeline**

Automate and scale your order fulfillment. Make sure 100 percent of your orders get to your customers' front doors on time.

- **Reputation Management**

Improve your online reputation. Let us handle your review management and customer service.

- **Vendor Relationships**

Cultivate strong vendor relationships that will strengthen your brand reputation and loyalty.

▷ *Marketplace Management*

With our services, you can:



*Increase
your revenue*



*Skyrocket your
ROI by removing
overhead*



*Increase
your market
share*



*Stabilize
E-Commerce
Operations*

INVENTORY MANAGEMENT

Inventory Management

Start boosting your profits with our inventory management services. Our inventory management services help you:

- Make better inventory decisions
- Reduce overstock
- Decrease missed sales
- System generated forecasting with “Top-Down Planning”

BENEFITS

Forecast Production Needs

We buy your products up-front, in bulk directly from you. This method ensures that you always have stock available and allows you to better forecast your production needs. Additionally, we produce annual sales forecasts and report to you monthly as well.

A Complete View of Your Inventory

We Manage your inventory levels in our warehouse with real-time visibility. You will be able to see daily transactions, purchase orders, outbound shipping plans, and more.

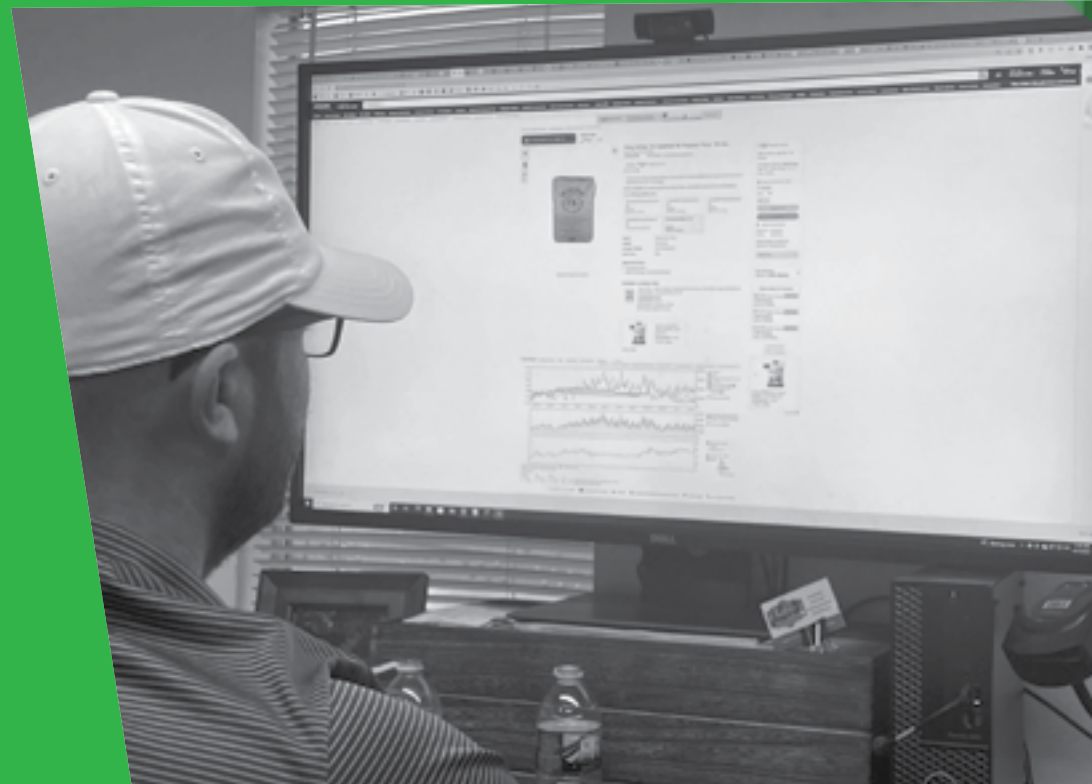


▶ **Amazon Listing Optimization**

Stand out in the crowded Amazon marketplace and elevate your product sales to new heights. Let us do the heavy lifting and scale your Amazon business with our listing optimization service. Our service includes:

- Optimized product listings and data designed to improve conversions.
- Includes relevant keywords, product titles, descriptions, and more to get your listings featured in search results.
- Professional product photos and videos that showcase the benefits of your product and help your customers visualize how to use it.
- A+ content published on listings (based on eligibility). This content will display in separate placements. This service includes:
 - Enhanced product descriptions designed to improve sales, ranking, and conversions.
 - Improved listing visibility - Your content will display in multiple places.
- Branded content - Cultivate brand trust with custom branded content that communicates your brand values and history.

Includes links to your brand store and a mobile-friendly carousel display.



OMNICHANNEL MODEL

Omnichannel commerce helps your products get in front of more customers, which means more sales. The problem is that an omnichannel model can be complicated to manage. The good news is that we make it easy!

Make our multi-channel services ensure that you deliver a seamless experience across multiple channels. Handle multiple platforms easily. Bring all of your channels together and sell wherever your customers are. Plus, manage everything quickly and easily.

Current marketplaces that we support include:

amazon.com Walmart

ebay Google Shopping LOUISIANA PANTRY

Launching soon:

amazon.ca

Etsy

Facebook Marketplace

EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE

Buyer's Journey

Understanding and mapping your buyer's journey is the key to understanding how your customers make purchasing decisions, as well as making it easier for them to purchase. The problem is that it can be quite a time-consuming process to do so. That is where we come in.

We first gain an understanding of the buyer's journey, and then we take steps to make it easy for them to purchase. Here are some of the ways that we can do that:

For example, helping your product attain eligibility for the Prime badge and Buy Box.

1. Maximizing average cart value.
2. Use forecasting to ensure there is always FBA-intended inventory available.
3. Ship larger bulk quantities (using seller fulfilled FBM).
4. Create custom listings that allow for unique buying opportunities.
5. Create a proper shopper experience using the latest UX/UI designs, tools, and methodologies.



AMAZON ADS

Optimize Your Amazon PPC Advertising

Amazon is quickly becoming a “Pay-to-Play” marketplace. Businesses that want to succeed in this crowded marketplace must include a budget for ad spend. Grow faster with strategic PPC advertising management. We’ll help you get your product in front of the right customers using a variety of advertising strategies, including:

- **Sponsored Products** - Improve the visibility of your individual products. Feature products that are relevant to your customers’ shopping inquiries.
- **Sponsored Brands** - Boost your brand awareness and visibility. Appear in shopping results. Feature branded headlines, product descriptions, and more.
- **Sponsored Displays** - Engage potential customers both on and off Amazon who are searching for your products.
- **Brand Stores** - Enhance your brand image with a custom brand store. Tells your brand story and features your product portfolio. - Based on eligibility.

Each ad is optimized for Amazon. We monitor ads continuously for effectiveness.

Digital Marketing

Having a solid digital marketing strategy has only become more critical in recent years. Digital marketing is critical in building brand recognition and driving customers to your website. It's even more critical for e-commerce retailers. Even brick and mortar stores need a solid digital marketing strategy.

Our Digital Marketing Services

- **Social media advertising (coming in 2022)** - Social media is critical for businesses of all sizes. Find and engage your customers where they are most likely to spend their time. Let us help you maximize your social presence.
- **Content marketing and writing** - Boost sales with expertly written product descriptions.
- **Email marketing** - Increase repeat purchases through email marketing.
- **Paid advertising services** - Let us do the heavy lifting when it comes to managing your Facebook Ads or Google Shopping campaigns. We use Facebook Pixel to help track and improve your traffic and conversions.

Our digital marketing services include your very own dedicated account management team:

- **Account manager** - Monitors your campaigns and presents progress reports weekly. Suggests tweaks to your campaigns based on analytics.
- **Technical development manager** - Manages the technical aspects of your advertising and digital marketing campaigns.

CUSTOM PACKAGING SOLUTIONS



Your packaging is one of the critical factors that keep your customers coming back for more. Customers love to share cute packaging on social media. It gets noticed and builds brand reputation. Our packaging solutions are customized based on your brand. One of the most important jobs of your packaging is to ensure that your product arrives safely and undamaged. We employ a variety of solutions to ensure that your products arrive safe and undamaged, including:

- **Packaging Peanuts** - These offer the ultimate protection against breakage and damage.
- **Bubble Wrap** - We use bubble wrap to ensure that your items are protected from vibrations and shocks during transport.
- **PackTiger Paper** - Not satisfied with peanuts and bubble wrap alone, we use this paper as additional protection against damage.
- **Custom Boxes** - Your product is custom boxed to ensure that the dimensions and characteristics of the packaging will provide the most protection for your products.
- **Automated Carton Sealers** - This technology helps manage the amount of time and materials used to seal a box. Additionally, it provides a uniform seal across your carton, ensuring that it arrives safely at its destination.
- **Pulp Trays** - Finally, we use pulp trays to provide additional shock and water protection. Shipping glass or fragile products? No problem! Garmon Distributors has years of experience creating custom packaging solutions for glass products. Your product will arrive safely and be packaged in a way that gets attention.

▶ Fulfillment Timeline

Our fulfillment process is quick, thanks to our efficient and quick fulfillment timeline. Here's how it works for non-FBA orders:



01

We offer same-day fulfillment for orders placed before 1:30 PM CST.



02

We continually monitor our fulfillment process and ensure that manpower is allocated accordingly.



03

We monitor shipments using FedEx InSight to ensure that packages arrive to your customers on time.



04

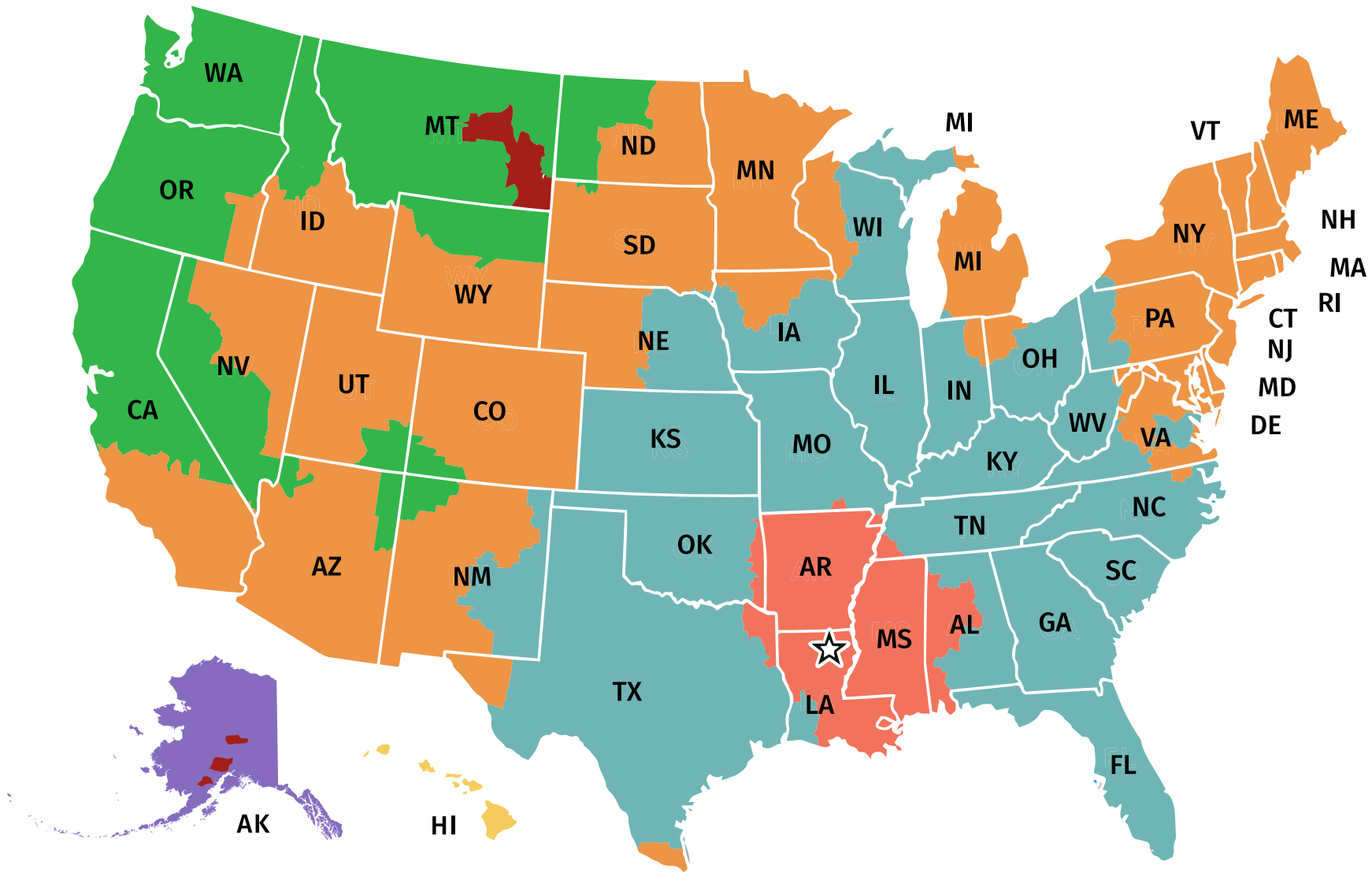
When order volume increases or new products are added, we are able to proactively scale fulfillment.

For our FBM (seller fulfilled) orders, we are well within shipping standards.

- Pre-fulfillment cancel rate is less than 1 percent.
- Our late shipment rate is less than 1 percent.
- We are at a 99 percent valid tracking rate.
- Our order defect rate is less than 1 percent.

The above stats are all well within the current standards. Our fulfillment process runs smoothly due to the strong relationships that we have with UPS, FedEx and other carriers. This results in improved customer satisfaction and loyalty.

SELLER FULFILLED **ORDERS**



	1 day	2 days	3 days	4 days	5 days	6 days	7+ days
<i>If picked up on...</i>	<i>Will be delivered by...</i>						
Monday	Tue	Wed	Thu	Fri	Mon@	Tue@	Wed=
Tuesday	Wed	Thu	Fri	Mon	Tue@	Wed@	Thu=
Wednesday	Thu	Fri	Sat	Tue	Wed@	Thu@	Fri=
Thursday	Fri	Sat	Sun^	Wed	Thu@	Fri@	Mon=
Friday	Sat	Sun^	Mon	Thu	Fri@	Mon@	Tue=
Saturday	Tue*	Wed	Thu	Fri	Mon@	Tue@	Wed=
Sunday	Tue**	Wed	Thu	Fri	Mon@	Tue@	Wed=

* Sunday^ delivery if the shipper is enrolled in weekend spotted trailer pickups

** Monday delivery if the shipper is enrolled in weekend spotted trailer pickups

^Monday if not a Sunday eligible ZIP code

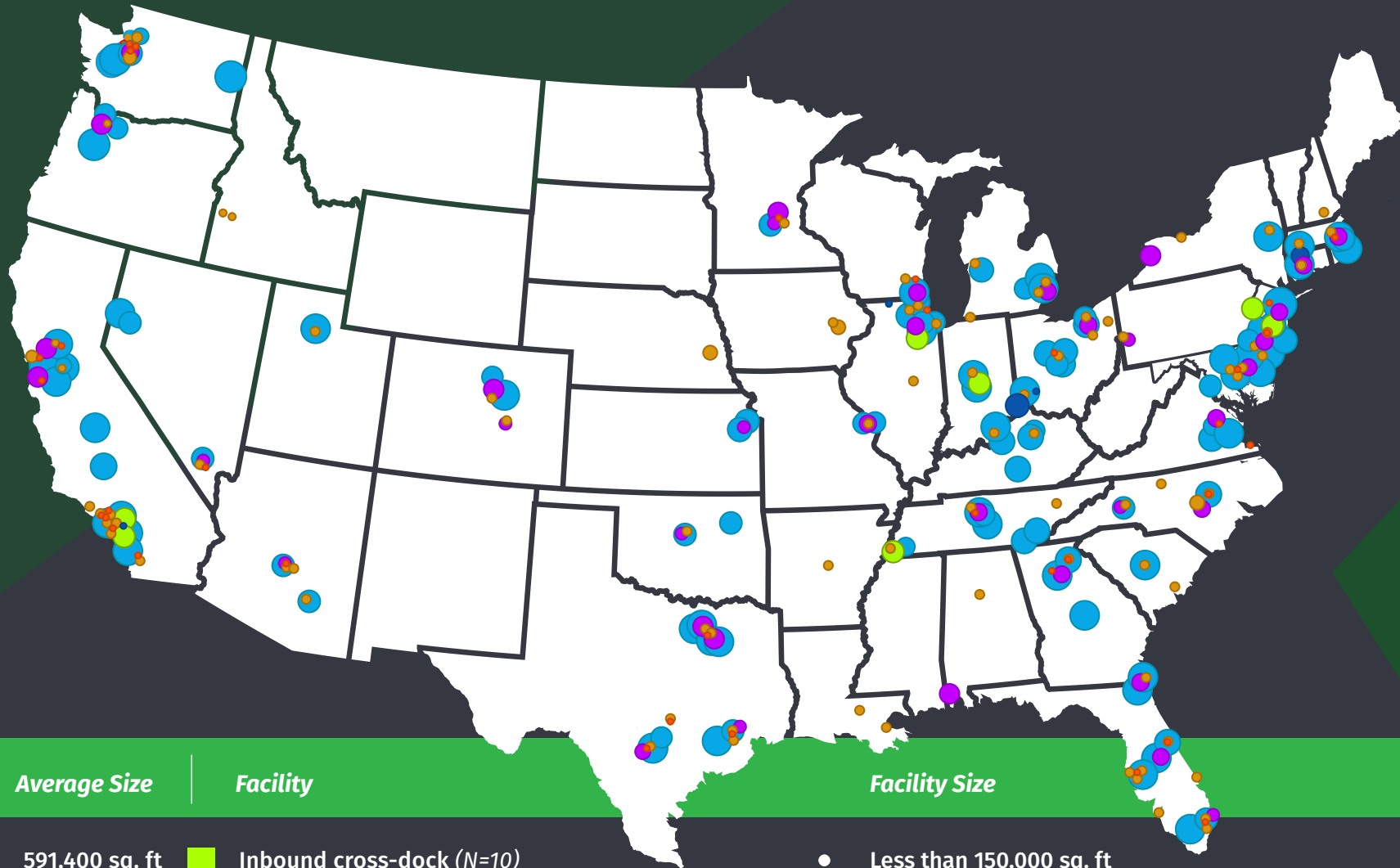
@ The following week

FULFILLED BY **AMAZON**

Products that we have shipped to Amazon will be fulfilled by Amazon and should arrive within 2 days if they are Amazon Prime eligible or between 2-5 days if shipped via UPS Ground.



Fulfilled by Amazon Distribution Center Map



Average Size

- 591,400 sq. ft
- 762,900 sq. ft
- 330,600 sq. ft
- 89,700 sq. ft
- 43,100 sq. ft
- 148,600 sq. ft

Facility

- Inbound cross-dock (N=10)
- Fulfillment Center (N=180)
- Sortation Center (N=46)
- Delivery Station (N=130)
- Prime Hub (N=52)
- Air Hub (N=4)

Facility Size

- Less than 150,000 sq. ft
- 150,000 to 300,000 sq. ft
- 300,000 to 600,000 sq. ft
- 600,000 to 900,000 sq. ft
- More than 900,000 sq. ft

REPUTATION MANAGEMENT

Reviews are critical when it comes to the success of your e-commerce store. Nine out of every ten customers read reviews before buying a product. Let us help you manage your e-commerce reputation.

Our reputation management services will improve customer loyalty and brand reputation and skyrocket your brand's profitability.



Review Management

We use special software that automates the process of gathering reviews. This makes it simple for your customers to leave reviews. We then analyze feedback to help you improve product listings and fulfillment.

Customer Service Management

You know that timeliness is the key when it comes to converting sales. It can be hard to keep up with customer inquiries when you are busy running your business. You have to respond to your customers in a quick and friendly manner.

We can handle all aspects of your customer service, from answering customer questions to responding to complaints. This helps you get more sales by providing quick and efficient customer service. It also helps you handle complaints in a way that will build brand loyalty.



Vendor Relationships

Vendor relationships can make or break an online business. Strong vendor relationships directly impact your bottom line, whether you realize it or not. Ongoing communication with vendors is key as it builds trust and helps you maintain product inventory.

At Garmon Distributors, we have over 90 combined years of experience selling goods and services online. We know how to build strong vendor relationships. In fact, this is one of the main reasons for our success. Let us build the same relationships on behalf of your e-commerce business.

OUR PARTNERS



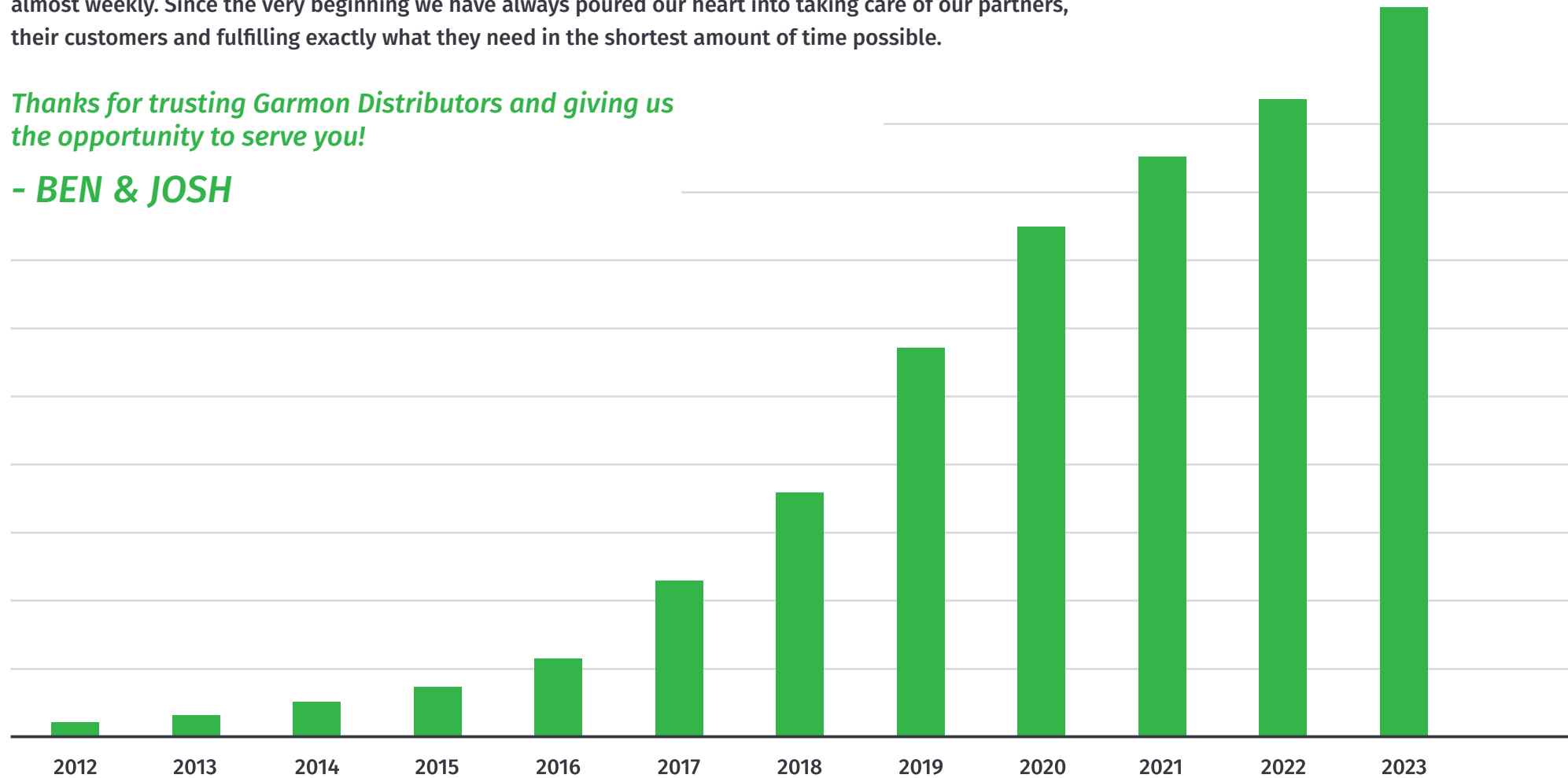
We partner with over 300 brands and fulfill over 5000 unique SKUs and add more every week.

CONSISTENT **GROWTH**

We are a family owned business that started out small and we have grown out of the garage into an 35,000 sq ft warehouse. We personally ship well over 1000 orders per day and add infrastructure to expand almost weekly. Since the very beginning we have always poured our heart into taking care of our partners, their customers and fulfilling exactly what they need in the shortest amount of time possible.

Thanks for trusting Garmon Distributors and giving us the opportunity to serve you!

- BEN & JOSH





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