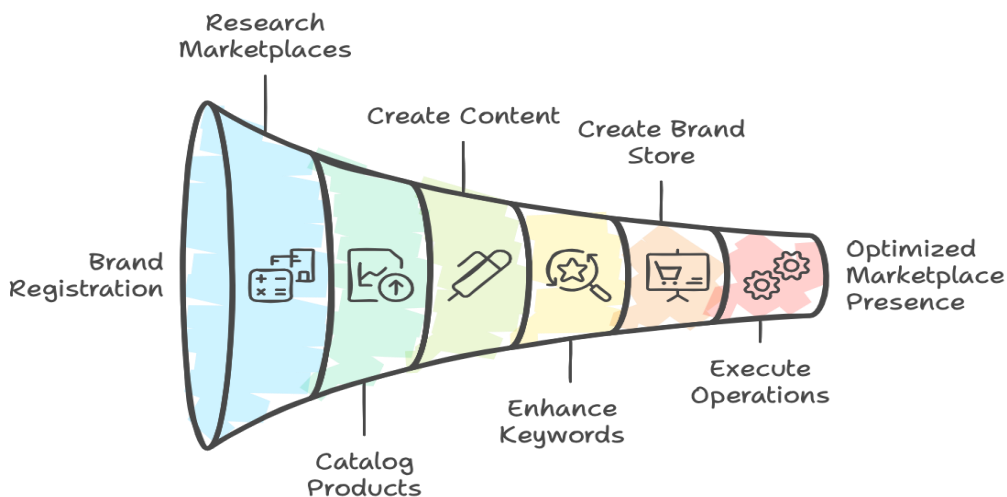


These detailed tasks and AI tool suggestions (wip) should provide a comprehensive guide to running efficient operations across D2C workstreams. Each sub-action is designed to be actionable, helping streamline operations, enhance productivity, and leverage AI for automation and optimization.

## 1. D2C & Marketplaces (Amazon, Flipkart, Myntra, Ajo, Nyaaka +++) Execution Register

### Marketplace Onboarding and Management Funnel



- **Onboarding on Marketplaces**

- Sub-Actions:

- Research and select the appropriate marketplaces.
    - Register the brand and set up seller accounts.
    - Verify and complete all necessary documentation and compliance.

- AI Tools:

- **Jungle Scout:** To research market trends and identify suitable marketplaces.
    - **Helium 10:** For tracking and optimizing listing performance on Amazon.

- **Cataloguing on Marketplaces**

- Sub-Actions:

- Gather product data including descriptions, images, and specifications.
    - Upload and maintain accurate product listings.
    - Time-to-time updates required for product details, pricing, etc.

- AI Tools:

- **Feedonomics:** To automate product feed management across multiple marketplaces.
  - **Canva:** For creating visually appealing product images and graphics.
- **Content Creation**
  - Sub-Actions:
    - Develop product descriptions and metadata (titles, tags, bullet points).
    - Create rich content like videos, infographics, etc.
  - AI Tools:
    - **ChatGPT:** For generating content and writing product descriptions.
    - **Lumen5:** For turning product descriptions into engaging videos.
- **Keywords Enhancement**
  - Sub-Actions:
    - Conduct keyword research to identify high-performing keywords.
    - Regularly update keywords in product listings for better visibility.
  - AI Tools:
    - **Ahrefs:** For detailed keyword analysis and competitor keyword tracking.
    - **Semrush:** To monitor and enhance keyword strategies.
- **Brand Store Creation**
  - Sub-Actions:
    - Design and set up a brand store on Amazon.
    - Ensure consistency with the brand's overall look and feel.
  - AI Tools:
    - **Amazon Brand Store Creator:** Integrated tool on Amazon to set up a brand store.
    - **Adobe XD:** For designing the layout and user experience of the store.
- **A+ Listings**
  - Sub-Actions:
    - Create enhanced brand content to improve the presentation of listings.
  - AI Tools:
    - **Amazon A+ Content Manager:** In-built Amazon tool for adding A+ content.
    - **Canva:** For creating custom images and layouts.
- **Engagements with MP Managers**
  - Sub-Actions:

- Regular communication with marketplace account managers.
  - Plan and discuss promotional activities, growth strategies, and problem resolutions.
- AI Tools:
  - **Slack**: For direct communication and project tracking.
  - **HubSpot CRM**: To manage communications and relationships.
- **Strategies/Planning**
  - Sub-Actions:
    - Develop go-to-market strategies.
    - Plan seasonal promotions and discount strategies.
  - AI Tools:
    - **Trello**: For planning and tracking marketplace strategies.
    - **Monday.com**: To manage marketing projects and timelines.
- **Pricing**
  - Sub-Actions:
    - Competitive price analysis.
    - Implement dynamic pricing strategies.
  - AI Tools:
    - **Prisync**: For competitive price tracking and optimization.
    - **RepricerExpress**: For automatic repricing based on competitor activity.
- **Execution on Marketplaces**
  - Sub-Actions:
    - Oversee and execute daily operations.
    - Coordinate with internal teams for smooth workflow.
  - AI Tools:
    - **Zapier**: To automate workflows between different tools and marketplaces.
    - **Shopify**: For managing product listings, orders, and customer information.

### Marketing Action Cycle



- **MP Marketing (Ads) Execution/Optimization**

- Sub-Actions:

- Plan and create marketplace-specific ad campaigns.
- Regularly monitor, optimize, and report on ad performance.

- AI Tools:

- **Google Ads:** For running and managing PPC campaigns.
- **AdEspresso:** For Facebook and Instagram ad optimization.

- **Promotions, Coupons, Deals**

- Sub-Actions:

- Develop and implement promotions, coupons, and deals.
- Track the performance and effectiveness of promotions.

- AI Tools:

- **Voucherify:** For creating and managing promotional campaigns.
- **Refersion:** To track the effectiveness of promotional codes and deals.

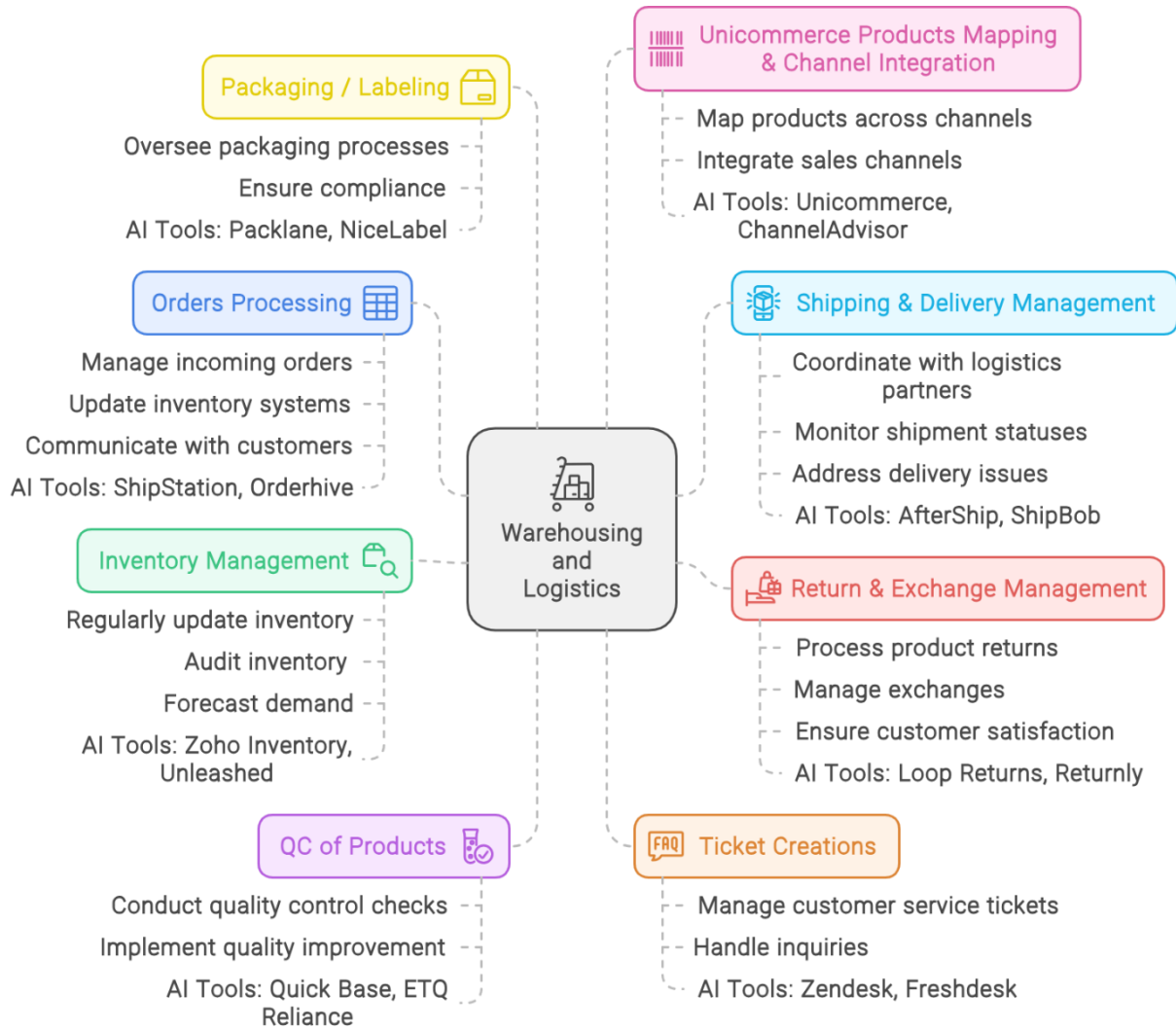
- **Social Media Campaigns**

- Sub-Actions:

- Create and execute social media strategies.

- Monitor social media engagement and campaign performance.
- AI Tools:
  - **Buffer**: For social media scheduling and analytics.
  - **Hootsuite**: To manage multiple social media platforms.
- **Graphics**
  - Sub-Actions:
    - Design graphics for ads, social media, and website content.
  - AI Tools:
    - **Canva**: For creating quick and easy graphics.
    - **Adobe Photoshop**: For advanced graphic design.
- **Competition Market Research**
  - Sub-Actions:
    - Conduct regular research to identify market trends and competitor strategies.
  - AI Tools:
    - **SimilarWeb**: For analyzing competitor's traffic sources.
    - **BuzzSumo**: To track competitor content and social media performance.

### 3. Warehousing and Logistics Execution Register



- **Orders Processing**

- Sub-Actions:
  - Manage incoming orders and ensure timely processing.
  - Update inventory systems and communicate with customers.
- AI Tools:
  - **ShipStation**: To automate order processing and shipping.
  - **Orderhive**: For centralized inventory and order management.

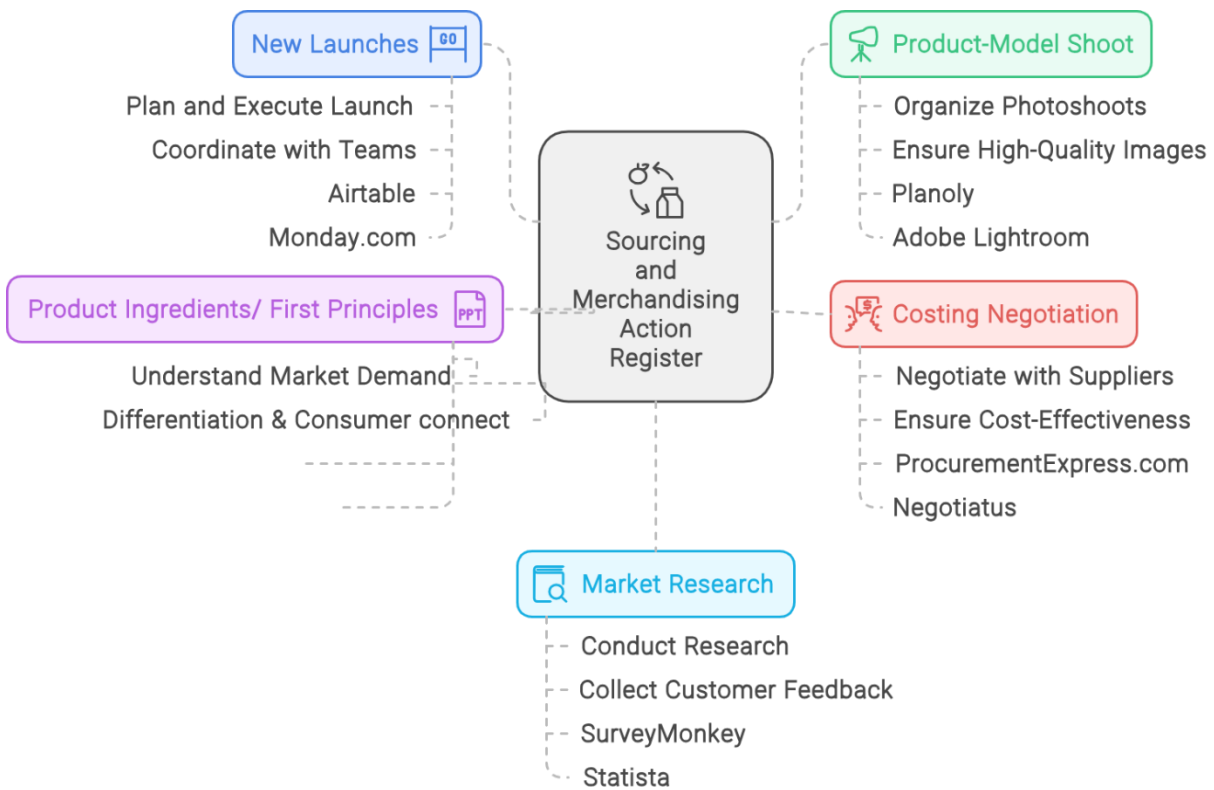
- **Shipping & Delivery Management**

- Sub-Actions:
  - Coordinate with logistics partners for shipping and delivery.
  - Monitor shipment statuses and address delivery issues.
- AI Tools:
  - **AfterShip**: For tracking shipments and delivery notifications.

- **ShipBob:** A fulfillment service to manage shipping and logistics.
- **Return & Exchange Management**
  - Sub-Actions:
    - Process and manage product returns and exchanges.
    - Ensure customer satisfaction and handle disputes efficiently.
  - AI Tools:
    - **Loop Returns:** To automate and manage returns and exchanges.
    - **Returnly:** For seamless return management.
- **Inventory Management**
  - Sub-Actions:
    - Regularly update and audit inventory.
    - Forecast demand to ensure stock availability.
  - AI Tools:
    - **Zoho Inventory:** For comprehensive inventory tracking.
    - **Unleashed:** For advanced inventory management.
- **QC of Products**
  - Sub-Actions:
    - Conduct quality control checks on products before shipping.
    - Implement quality improvement processes.
  - AI Tools:
    - **Quick Base:** To create custom QC workflows.
    - **ETQ Reliance:** For quality management and compliance.
- **Ticket Creations**
  - Sub-Actions:
    - Manage customer service tickets related to orders, returns, and other queries.
  - AI Tools:
    - **Zendesk:** For customer support ticket management.
    - **Freshdesk:** For handling customer inquiries and tickets.
- **Packaging / Labeling**
  - Sub-Actions:
    - Oversee packaging and labeling processes.
    - Ensure compliance with marketplace and logistics partner requirements.

- AI Tools:
  - **Packlane**: For custom packaging solutions.
  - **NiceLabel**: For labeling software.
- **Unicommerce Products Mapping & Channel Integration**
  - Sub-Actions:
    - Map products across multiple sales channels for synchronization.
    - Integrate and manage sales channels within a single platform.
  - AI Tools:
    - **Unicommerce**: For multichannel integration and order management.
    - **ChannelAdvisor**: For managing product listings and orders across channels.

#### 4. Sourcing and Merchandising Execution Register

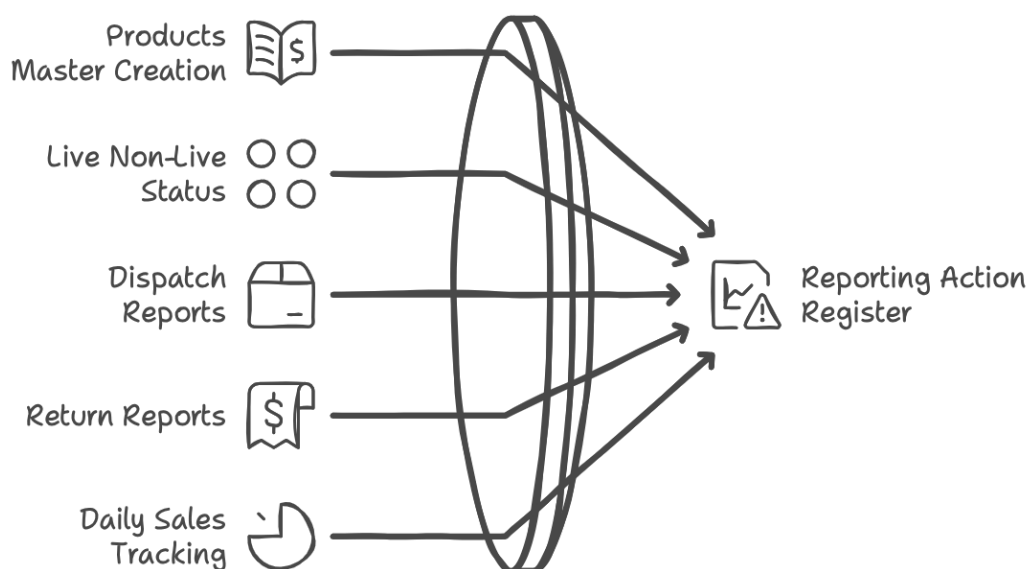


- **New Launches**
  - Sub-Actions:
    - Plan and execute the launch of new products.
    - Coordinate with teams for production, marketing, and distribution.
  - AI Tools:
    - **Airtable**: For product launch planning and coordination.



- **Monday.com:** To manage launch timelines and tasks.
- **Product-Model Shoot**
  - Sub-Actions:
    - Organize photoshoots for new products and models.
    - Ensure high-quality images for marketing and listing purposes.
  - AI Tools:
    - **Planoly:** To plan and schedule photoshoots.
    - **Adobe Lightroom:** For photo editing and enhancement.
- **Costing Negotiation**
  - Sub-Actions:
    - Negotiate with suppliers to get the best rates for products and materials.
    - Ensure cost-effectiveness while maintaining quality.
  - AI Tools:
    - **ProcurementExpress.com:** For managing supplier relationships and negotiations.
    - **Negotiatus:** To streamline and manage purchasing processes.
- **Fabric Details PPT**
  - Sub-Actions:
    - Prepare detailed presentations on fabric choices and specifications.
    - Share fabric details with relevant teams for product development.
  - AI Tools:
    - **Microsoft PowerPoint:** For creating fabric detail presentations.
    - **Google Slides:** For collaborative presentation creation.
- **Market Research**
  - Sub-Actions:
    - Conduct research on market trends, consumer behavior, and competitor products.
  - AI Tools:
    - **SurveyMonkey:** For collecting customer feedback and insights.
    - **Statista:** For market data and research.

## Reporting Action Register



- **Products Master Creation**

- Sub-Actions:

- Compile and maintain a master list of all products including details like SKUs, descriptions, pricing, etc.

- AI Tools:

- **Excel**: For creating and managing product masters.
    - **Google Sheets**: For collaborative product master management.

- **Live Non-Live Status**

- Sub-Actions:

- Track and report the live/non-live status of products across marketplaces.
    - Update product statuses as necessary.

- AI Tools:

- **Unicommerce**: For tracking product status across multiple channels.
    - **Trello**: To manage and update product live statuses.

- **Dispatch Reports**

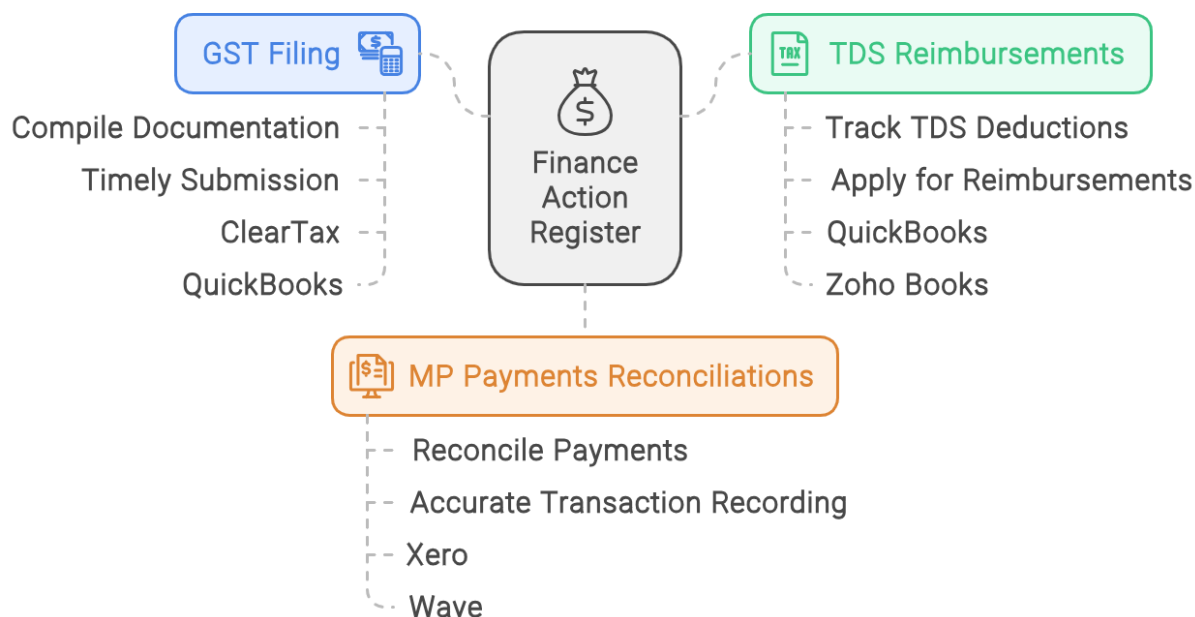
- Sub-Actions:

- Generate reports on dispatched orders and delivery status.

- AI Tools:

- **Excel:** For creating dispatch and delivery reports.
- **Google Data Studio:** For creating visualized dispatch reports.
- **Return Reports**
  - Sub-Actions:
    - Generate reports on returned items and reasons for returns.
    - Analyze return data to improve product and service quality.
  - AI Tools:
    - **Excel:** For creating return reports.
    - **Tableau:** For advanced data visualization of return reports.
- **Daily Sales Tracking**
  - Sub-Actions:
    - Monitor and track daily sales across all marketplaces.
    - Prepare daily sales reports for analysis and forecasting.
  - AI Tools:
    - **Google Sheets:** For daily sales tracking and reporting.
    - **Salesforce:** For comprehensive sales tracking and CRM.

## 6. Finance Execution Register



- **GST Filing**

- Sub-Actions:

- Compile and prepare all necessary documentation for GST filing.
    - Ensure timely submission of GST returns.

- AI Tools:

- **ClearTax**: For GST filing and tax compliance.
    - **QuickBooks**: For financial management and GST filing.

- **TDS Reimbursements**

- Sub-Actions:

- Track TDS deductions and apply for reimbursements as necessary.

- AI Tools:

- **QuickBooks**: For tracking TDS and applying for reimbursements.
    - **Zoho Books**: For managing finances and TDS claims.

- **MP Payments Reconciliations**

- Sub-Actions:

- Reconcile payments received from marketplaces.
    - Ensure all transactions are accurately recorded and discrepancies are resolved.

- AI Tools:

- **Xero**: For managing financial transactions and reconciliation.
    - **Wave**: For payment reconciliation and financial management.

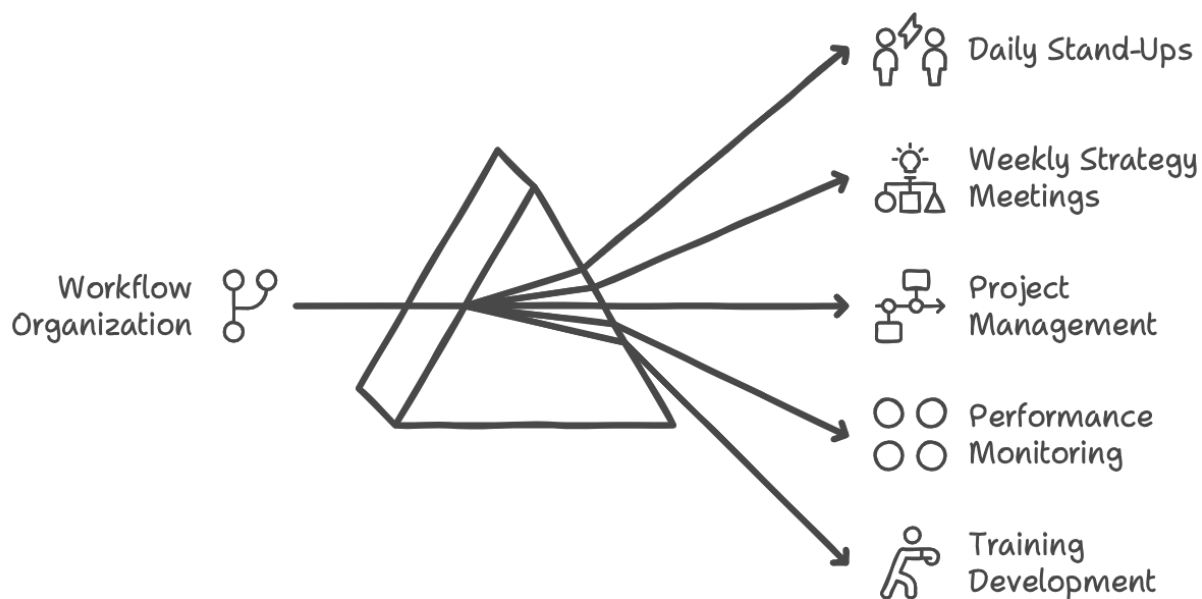


Empowering Talent for  
Tomorrow

a. **Responsibilities:**

- i. Manage recruitment, onboarding, and continuous development of talent within the organization.
- ii. Use AI-driven tools to identify and recruit top talent, especially those with experience in e-commerce and AI technologies.

b. **AI Tools:** **Lever** for AI-driven recruitment, **BambooHR** for HR management, and **Lattice** for performance management.



### Daily Stand-Ups:

- Conduct daily stand-up meetings for each department/ outsourced team members to ensure alignment on priorities and address any bottlenecks.
- **AI Tool: Standuply** can be used to automate and track daily stand-ups, ensuring that meetings are efficient and actionable.

### Weekly Strategy Meetings:

- Hold weekly strategy meetings involving all department leads/ outsourced team members to discuss performance, share insights from AI tools, and plan for the upcoming week.
- **AI Tool: Lucidchart** for visualizing workflows and strategic plans during meetings.

### Project Management and Collaboration:

- Use a central project management tool that integrates with all AI-driven tools to streamline collaboration, track progress, and ensure that all tasks are aligned with company goals.
- **AI Tool: Monday.com** or **Asana** with AI enhancements can be used to manage projects across multiple workstreams, automate task assignments, and generate reports.

### Performance Monitoring and Optimization:

- Continuously monitor KPIs across all workstreams using AI-driven dashboards that provide real-time insights and suggest optimizations.
- **AI Tool: Tableau** or **Looker** can be used to integrate data from different sources and provide comprehensive performance insights.

### Training and Development:

- Implement ongoing training programs for staff to keep them updated on the latest AI tools, e-commerce trends, and operational best practices.
- **AI Tool: Coursera** for company-wide training programs and **Gong** for AI-driven sales and operations coaching