

THE AMP RETAIL READINESS STANDARD™

THE 10 RETAIL READINESS *Standards.*

Retail isn't about a great product. Decision makers invest in brands that prove demand, operational excellence, and the ability to scale. This is the framework we hold every AMP Academy founder to — and the bar buyers use before they say yes.

MARKET DEMAND

✓ **Clear consumer problem & differentiation**

A value proposition buyers grasp in seconds — and a reason consumers choose you.

✓ **Validated consumer demand**

Reviews, repeat purchase, sell-through, community — evidence, not hope.

BRAND STRENGTH

✓ **Distinct brand positioning**

A compelling story, a defined customer, a clear competitive edge.

✓ **Brand equity & community**

Loyalty, creator advocacy, retention — an audience that converts.

FINANCIAL HEALTH

✓ **Healthy unit economics**

Gross margin, wholesale pricing, and contribution margin that scale.

✓ **Retail pricing strategy**

Architecture that works across DTC, wholesale, and national retail.

OPERATIONAL
READINESS✓ **Scalable operations**

Manufacturing, fulfillment, and inventory built for retail growth.

✓ **Supply chain & compliance**

FDA/GMP, QA, traceability, and retailer documentation.

RETAIL EXECUTION

✓ **Retail-ready sales assets**

Pitch deck, line sheets, merchandising, and sales materials.

✓ **Retail growth mindset**

Coachability, execution discipline, readiness for the long game.

**READY TO MEASURE YOUR BRAND AGAINST THE
STANDARD?**

Apply for the January cohort — academy.ampbeauty.com

**APPLY
NOW**