THE BUYER'S CHECKLIST, FROM THE INSIDE

AMP RETAIL *Standard.*

Great products get noticed. Ready brands get chosen. These ten criteria come from AMP's own sales data and our work with 250+ independent brands across retailers like Target and Macy's. It's the same bar we use to decide which brands we take to retail.

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