

Business Scaling Roadmap

A Quarter-by-Quarter Growth Plan for Amazon FBA Sellers Using the P.A.T.H. Framework

Quarter 1: Foundation & First Tests

This is your build-the-engine quarter. You're not aiming for big revenue yet, you're building capacity. That means systems, habits, tools, and confidence through repeated, structured testing.

Objectives

Focus Area	Description
Setup	Complete all account, tool, and tracking setup
Practice	Run Pre-Flight Inspections and 3-Step Checks to identify viable test candidates
Test	Ship in at least 30 unique TESTABLE ASINs (3–5 units each)
Track	Maintain simple, usable systems for test tracking and ROI
Confidence	Build rhythm in sourcing, ordering, and learning from results

Weekly Rhythm Example

Day	Task
Monday	Source and evaluate 5 new TESTABLE ASINs using 3-Step Check
Tuesday	Place orders for Monday's test ASINs
Wednesday	Pack & ship test items received from prior week; order REPLENISHABLE ASINs
Thursday	Continue building VIABLE ASIN database (Pre-Flight Inspections)
Friday	Update test/replenishment trackers, check account health, reprice test ASINs

Minimum Output Targets for Q1

- 30 unique TESTABLE ASINs shipped in (3–5 units each)
- 10–20 REPLENISHABLE ASINs identified
- ROI tracking established for each tested ASIN
- Documented learnings for each failed and successful test

Metrics to Track

Metric	Target by End of Q1
Total TESTABLE ASINs shipped in	30+
ROI on best ASIN	_____%
REPLENISHABLE ASINs found	10–20
Cumulative test spend	\$_____
Avg ROI across all tests	_____%
Avg ROI across REPLENISHABLE ASINs	_____%

Quarter 2: Stabilize & Strengthen

By now, your systems are in motion. You've shipped in a solid batch of tests and are beginning to see which ASINs perform consistently. This quarter is about building stability: refining what works, pruning what doesn't, and turning your test wins into a replenishment engine.

Objectives

Focus Area	Description
Evaluate	Review results from Q1 tests with a clear retention process
Replenish	Establish weekly rhythm for reordering top-performing ASINs
Expand	Continue sourcing and testing 5 new TESTABLE ASINs/week
Refine	Begin removing poor performers and weak suppliers from your system
Prepare	Strengthen systems to handle higher volume (bookkeeping, prep, capital tracking)

Minimum Output Targets for Q2

- 60 new TESTABLE ASINs shipped in (5 per week across 12 weeks)
- 20–40 REPLENISHABLE ASINs identified from Q2 testing
- Weekly shipment rhythm sustained throughout quarter
- Archive or eliminate low-performing ASINs from Q1 and Q2
- Maintain and update ROI tracker for all tests and replenishments

Metrics to Track

Metric	Target by End of Q2
Total TESTABLE ASINs shipped (Q2)	60
REPLENISHABLE ASINs added (Q2)	20–40
Avg ROI across all tests	_____%
Avg ROI across REPLENISHABLES	_____%
Weekly shipment consistency	Yes / No
Capital turns this quarter	_____ (goal: 1 full cycle)

Quarter 3: Diversify & Delegate

By this point, your business should feel less like a startup experiment and more like a system with momentum. Q3 is about building depth and durability, across your catalog, your workflows, and eventually your team.

Objectives

Focus Area	Description
Diversify	Expand sourcing methods, product categories, and price points
Delegate	Begin outsourcing repeatable tasks (e.g. prep, admin, sourcing)
Solidify	Strengthen internal systems for tracking, replenishment, and decision-making
Protect	Begin minimizing risk by reducing dependency on any single ASIN, supplier, or tactic
Maintain	Keep weekly testing, replenishment, and capital allocation rhythms steady

Minimum Output Targets for Q3

- 60 new TESTABLE ASINs shipped in (5 per week across 12 weeks)
- 20–40 REPLENISHABLE ASINs added from Q3 testing
- At least 1 delegated or outsourced role established
- Revenue from top 5 ASINs <20% of total sales
- Replenishment + test rhythm maintained weekly
- Catalog cleanup (remove any ASINs discontinued or underperforming)

Metrics to Track

Metric	Target by End of Q3
Total TESTABLE ASINs shipped (Q3)	60
REPLENISHABLE ASINs added (Q3)	20–40
% of revenue from top 5 ASINs	< 20%
Tasks delegated or outsourced	_____
Avg ROI across full catalog	_____%
Weekly order & ship rhythm held?	Yes / No

Quarter 4: Systemize & Scale

You've built a catalog. You've proven a system. Now it's time to design for sustainability. Q4 is about systemizing what works, identifying levers for growth, and preparing your business for the next chapter, whether that's expansion, automation, or strategic reinvestment.

Objectives

Focus Area	Description
Document	Finalize SOPs for every repeating task (sourcing, prep, test tracking, reorder, etc.)
Forecast	Use past ROI and inventory velocity to project capital needs and reorder volume
Automate	Offload or automate repetitive admin and tracking tasks
Strengthen	Improve decision-making systems (dashboards, KPIs, thresholds)
Sustain	Maintain 5 new tests/week while refining the quality of your REPLENISHABLES

Minimum Output Targets for Q4

- 60 new TESTABLE ASINs shipped (5/week minimum)
- 20–40 REPLENISHABLE ASINs added from Q4 testing
- All core processes documented in SOP form
- Weekly shipments, orders, and reviews continue on autopilot
- Q1 of next year planned and resourced

Metrics to Track

Metric	Target by End of Q4
Total TESTABLE ASINs shipped (Q4)	60
REPLENISHABLE ASINs added (Q4)	20–40
% of catalog with documented SOP	100%
Tasks handled without you daily	_____
Avg ROI across full catalog	_____ %
Weekly rhythm: uninterrupted?	Yes / No
Q1 capital plan & sourcing map complete?	Yes / No

Year at a Glance: The First 12 Months on P.A.T.H.

This capstone view gives you the cumulative perspective of how your consistent weekly rhythm compounds into a high-leverage, scalable business. The snowball effect becomes visible, and measurable, when you zoom out over four quarters.

ASIN Growth Tracker

Quarter	New TESTABLE ASINs Shipped	New REPLENISHABLE ASINs Identified
Q1	30	10–20
Q2	60	20–40
Q3	60	20–40
Q4	60	20–40
TOTAL	210	70–140

The Snowball in Motion

This isn't just about sending in boxes, it's about building real momentum. Over time, your business generates:

- Data: You learn which price points, brands, and categories fit your strategy
- Confidence: You shift from reactive to proactive sourcing
- Stability: No single ASIN defines your success
- Leverage: Your systems and capital start working harder than you do

💡 Based on the Initial Investment Planning Worksheet:

If you begin with \$4,000 in capital and add \$164 each week, you could be spending around \$4,500/week by the end of the year. This level of activity positions you to generate approximately \$45,000/month in revenue, driven entirely by tested, replenishable inventory.

End-of-Year Reflection

Category	Your Answer
Cumulative test spend	\$_____
Highest-performing ASIN ROI	_____%
Total REPLENISHABLES live	_____
Catalog diversity score	✅ / ❌ (no ASIN >20% of revenue)
Top area to optimize next	_____
Big goal for Year 2	_____