



4 FOX
BUSINESS SOLUTIONS PVT. LTD.
INSPIRING GROWTH



CASE STUDY

CATEGORY - URN





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"Our Journey with Immortal-Memories Turning Vision into Reality."

In **June 2020**, we started our business from scratch, identifying a unique market gap for urns that connect emotionally with loved ones. In the competitive world of online shopping, our adventure with Immortal-Memories began with a dream: to provide more than just urns, but to create a lasting tribute of memories and respect.



Our Vision and Mission

Our Vision



Our vision began with a simple idea: crafting beautiful urns to honor life's journey. We faced challenges at the start. Spending heavily on ads ate into our profits, and being profitable felt like a distant goal. But we remained hopeful.

Our Mission



we're dedicated to helping businesses thrive. We combine creativity, strategy, and innovation to craft impactful campaigns that connect brands with their audience. Our goal is to empower businesses of all sizes to reach their full potential in the digital age, driving growth and success."





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Overcoming Challenges:

Gradually, our hard work began to yield results. Sellers recognized the lasting advantages. Our message of honoring legacies resonated deeply, resulting in higher sales and, crucially, sustainable profitability.





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Turning Challenges into Opportunities:

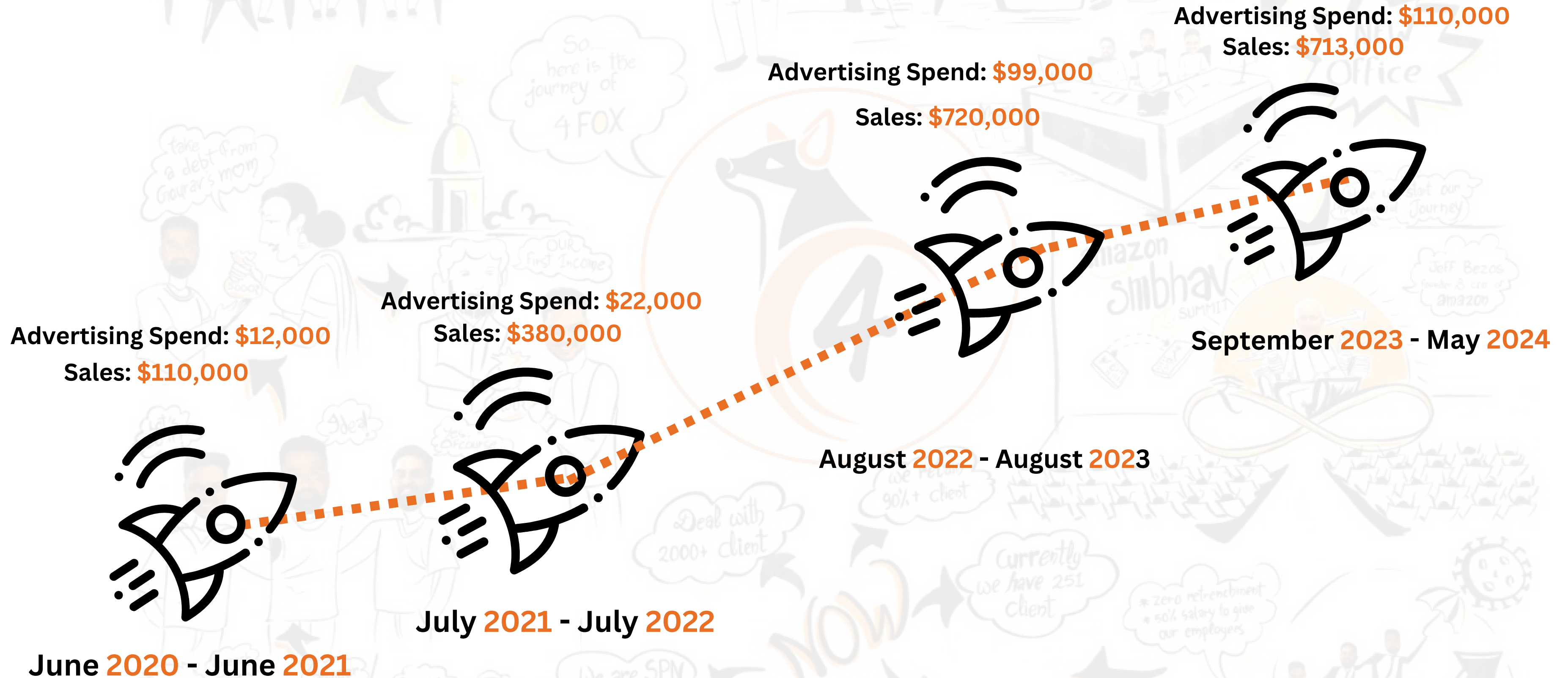
"Making the Most of Challenges: Instead of just chasing quick wins, we took a different route. We worked closely with our sellers, showing them why our urns are so special and lasting. We made it clear that these urns aren't just containers; they're emotional tributes that will hold meaning for generations to come."





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The Journey of Our Campaign Growth



Advertising Spend: **\$110,000**
Sales: **\$713,000**

Advertising Spend: **\$99,000**
Sales: **\$720,000**

Advertising Spend: **\$22,000**
Sales: **\$380,000**

Advertising Spend: **\$12,000**
Sales: **\$110,000**

September 2023 - May 2024

August 2022 - August 2023

July 2021 - July 2022

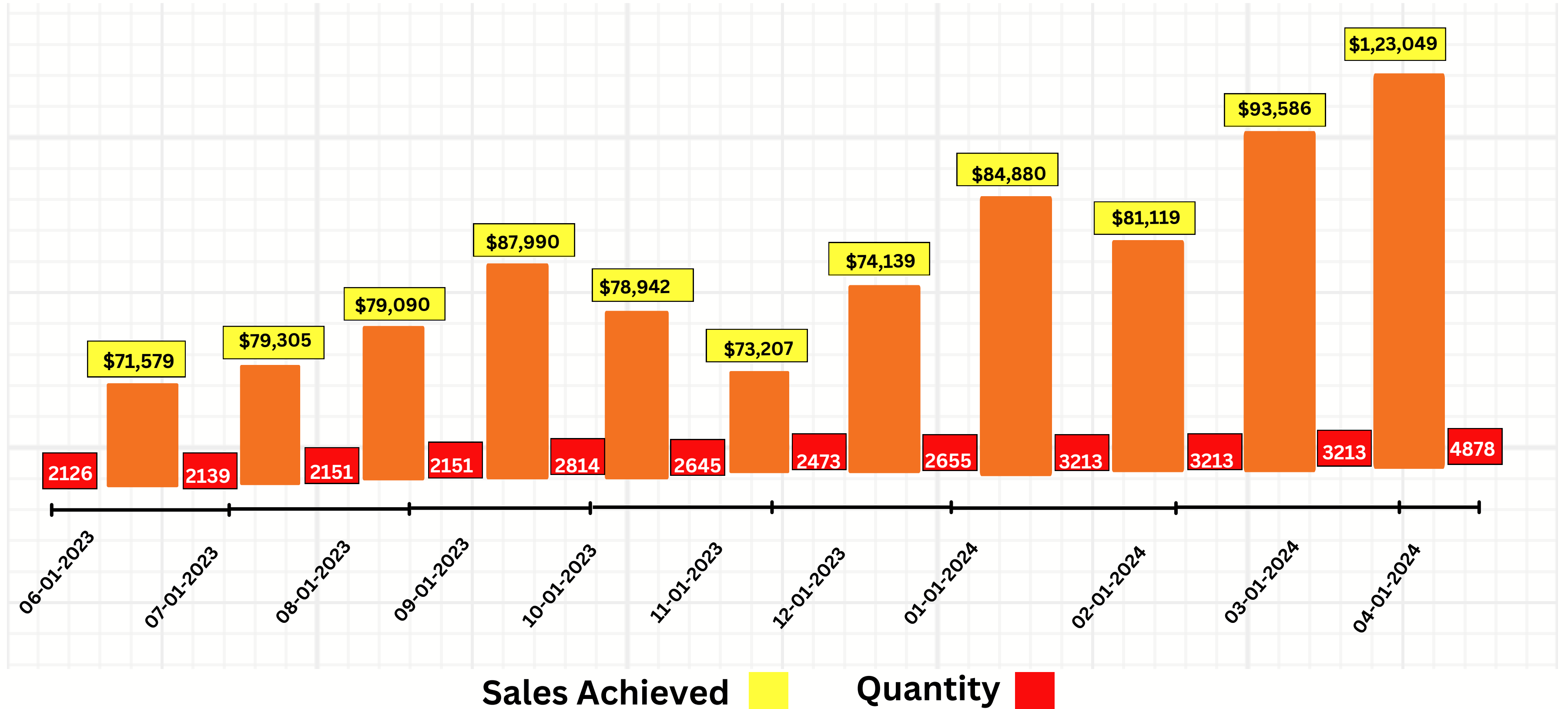
June 2020 - June 2021

Now Achieving the \$80,000 Milestone in Just **One** Month

Today, Immortal-Memories isn't just another seller on Amazon; it's a flourishing brand. Our **monthly** revenue of **\$80,000** speaks volumes about the trust we've earned and the narratives we've woven. Every sale isn't just a transaction; it's a meaningful chapter in someone's life story.



We have reached 10 million in this category.



Key Performance Indicator

01

Strategy

- Vision: Offer urns as legacies of remembrance
- Approach: Build a compelling brand story, educate sellers, and focus on long-term sustainability.

02

Objectives

1. Increase brand awareness.
2. Achieve sustainable profitability.
3. Build customer trust through emotional connection.

03

Evaluation

- Challenges: High ad costs impacting margins.
- Adjustments: Emphasized emotional value and storytelling.
- Outcomes: Increased sales and profitability, achieving **\$80,000** monthly revenue.

04

Performance

- Revenue Growth: Achieved **\$80,000 monthly**.
- Brand Strength: Recognized for emotional and legacy value.
- Profitability: Sustainable profits through brand loyalty.



We took training from amazon

TRAINING
LEARNING
DEVELOPMENT
SUPPORT
TRANSFORMATION

So... here is the journey of 4 FOX

take a debt from Gaurav's mom

OUR first Income

Let's do it!

9 dead

Yes, Of course

We are SPN in 16 countries...
India, USA, UK, Europe, Japan, AUS

Deal with 2000+ client

we retain 90%+ client

Currently we have 251 client

* zero retrenchment
* 50% salary to give our employees

NOW

TO Be Continued....

OUR company survived covid period in good situation

our Key term
The Inspiring Growth

Covid time

THANK YOU