

CAPTVITA CASE STUDY

AVASUN

From Pre-Launch to 300+ Amazon Units per Month

CaptVita turned a differentiated joint-support concept into a marketplace-ready brand, then launched and operated it across Amazon, Walmart and eBay.

300+ AMAZON UNITS / MONTH Reached within two years	3 MAJOR MARKETPLACES Amazon, Walmart and eBay	ESTABLISHED TRUST & VISIBILITY Visible seller history from launch
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ENGAGEMENT AREAS

INTELLIGENCE & POSITIONING	GO-TO-MARKET & LAUNCH	BRAND & CREATIVE
PLATFORMS & DIGITAL SHELF	COMMERCE OPERATIONS & LOGISTICS	EMBEDDED MARKETPLACE MANAGEMENT

THE BUSINESS CHALLENGE

AvaSun had a differentiated avocado- and soy-based joint-support concept and a defined audience, but no established marketplace presence, digital sales strategy, fulfillment infrastructure or internal platform team.

Before launch, the product needed market research, package redesign, Amazon and FBA preparation, marketplace content, inventory planning and one accountable operator to connect the parts.

THE CAPTVITA STRATEGY

CaptVita began before the product reached the market. We refined the positioning, redesigned the package, prepared Amazon and FBA, built the product presence, coordinated inventory and fulfillment, and managed launch.

After establishing Amazon, CaptVita expanded AvaSun to Walmart and eBay while continuing to manage platform communications, issue resolution and the day-to-day commerce operation.

A TRANSPARENT TIMELINE

The two-year period began when AvaSun signed with CaptVita and includes market research, package redesign, Amazon and FBA setup, marketplace launch and growth. It was not two full years of live Amazon sales.

OPERATING RESULTS

One Accountable Partner. From Concept to Consistent Sales.

AvaSun became a functioning multichannel marketplace brand without building a separate internal commerce organization. CaptVita remained responsible from pre-launch preparation through day-to-day operations.

01 FOUNDATION PRE-LAUNCH MAKE THE PRODUCT MARKET-READY Market research, positioning and package redesign created the commercial foundation before marketplace investment.	02 LAUNCH AMAZON + FBA BUILD AND OPERATE THE CHANNEL CaptVita built the product presence, completed FBA preparation, coordinated inventory and fulfillment, and managed platform communications.	03 TRACTION WITHIN 2 YEARS 300+ AMAZON UNITS / MONTH AvaSun reached consistent Amazon volume while the same operating relationship expanded the brand to Walmart and eBay.
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CAPTISCALE IN ACTION

01 RESEARCH & POSITION Market, competition, audience, offer and launch priorities.	02 BUILD THE BRAND & DIGITAL SHELF Package redesign, product story, Amazon listing and marketplace content.
03 LAUNCH & OPERATE Amazon and FBA setup, warehousing, fulfillment and platform management.	04 EXPAND & IMPROVE Walmart, eBay, reporting and ongoing operational support.

THE ESTABLISHED-ACCOUNT ADVANTAGE

AvaSun launched through CaptVita's established seller infrastructure, benefiting from visible account history, high seller ratings and an experienced operating team while still earning its own product reviews and demand.

PARTNER PERSPECTIVE

"I have been working with CaptVita for a couple of years now and I would recommend them to anyone. Highly knowledgeable and thorough and, most important of all, beyond trustworthy. They are the best in the business as far as we are concerned."

PUYA YAZDI

Founder, AvaSun

AvaSun continues to operate across Amazon, Walmart and eBay while CaptVita manages fulfillment, platform communications and the commerce infrastructure behind the brand.

BUILD THE OPERATION BEHIND YOUR NEXT PRODUCT	START HERE
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