

Flora Herbal Supplements Case Study



\$31⁹⁹ (\$1.88/Fl Oz)
✓prime



\$31⁴⁹ (\$0.17/Count)
✓prime



\$15⁴⁹ (\$0.91/Ounce)
✓prime



\$9⁹⁴ (\$3.01/Ounce)



\$47⁴⁹ (\$47.49/Count)
✓prime



\$19⁵⁰ (\$0.65/Count)
✓prime



\$23⁴⁹ (\$3.36/Ounce)



\$18⁹⁹ (\$0.32/Count)
✓prime

NPI Successfully Places More than 100 SKUs Product Line on Amazon — Generates Millions in Revenue for Flora

Mitch Gould, founder and CEO of NPI, led a team of retail professionals who placed more than 100 SKUs of Flora's herbal supplements on Amazon.

Executive Summary

Flora, an herbal supplement company started in 1916, turned to Mitch Gould and his NPI team when it wanted to bring its entire herbal supplement product line — more than 100 SKUs — on Amazon and generates millions in revenue for Flora. NPI's "speed to market" dedication put Flora in a great position for another 100 years.

Gould targets Amazon distribution for Flora Herbal Supplements