

DKHOUN — Amazon International Expansion Proposal

Prepared by Boyd Digital

This proposal is written as a careful starting point following the discovery conversation. It is intended to outline a practical route for DKHOUN to assess and prepare for Amazon international expansion without overpromising results or assuming that every marketplace should be launched immediately.

1. Why DKHOUN is a strong fit

DKHOUN has the ingredients that make international Amazon expansion worth exploring: a premium fragrance position, a clear Middle Eastern brand story, a product category with growing international interest, and the potential to reach customers searching for oud, bakhoor, musk and Arabian fragrance products outside the GCC.

The opportunity is not simply to place products on Amazon. The opportunity is to present DKHOUN properly in markets where customers are already discovering niche and premium fragrance brands online.

2. Relevant Boyd Digital experience

Boyd Digital has experience supporting premium Middle Eastern fragrance brands with Amazon marketplace expansion, including work involving Atyab Al Marshoud.

Our expertise includes marketplace onboarding, complex international registrations, compliance, account setup, and preparing brands for successful launches across Amazon USA, UK, and Europe.

We are also currently engaged in discussions with other leading GCC fragrance brands regarding their international Amazon expansion.

3. Recommended approach

For DKHOUN, we would recommend a staged approach rather than trying to launch every product into every marketplace at once.

The first stage should focus on readiness:

- Confirm the most suitable Amazon marketplaces
- Review the product range and identify best launch candidates
- Check trademark and Brand Registry readiness
- Review documentation and compliance requirements
- Assess VAT, EORI and marketplace registration needs
- Review logistics and FBA feasibility
- Map the content needed for premium presentation

Only after this stage should the launch scope be finalised.

4. Proposed scope

Discovery and readiness audit

We begin with a discovery call with the DKHOUN team so we can understand the direction the company wants to take. We then review DKHOUN's current digital presence, product catalogue, trademarks, documentation, operational setup and international objectives.

Marketplace roadmap

We prepare a recommended launch sequence across Amazon USA, UK and Europe, with practical reasoning for each market.

Account and registration support

We support the setup and verification process, including Seller Central preparation, Brand Registry readiness and coordination of required documents.

Compliance coordination

We help identify and coordinate the compliance requirements likely to affect fragrance expansion, including tax, VAT, EORI, marketplace documentation, product information and local requirements where relevant.

Listing and content preparation

We prepare Amazon listing structures, keyword-led copy, image guidance, A+ Content planning and Brand Store direction so DKHOUN is positioned as a premium brand, not a commodity seller.

Launch planning

We plan inventory, FBA preparation, listing QA, launch sequencing, advertising considerations and early-stage operational checks.

Ongoing optimisation

After launch, we can support listing performance, account health, content improvements, PPC, marketplace issue resolution and future expansion.

5. What success should look like

A good first phase would not be measured only by sales. It should be measured by whether DKHOUN has the correct international Amazon foundation:

- Account structure set up correctly
- Brand Registry pathway clear
- Compliance requirements understood
- Priority products selected
- Content and listings prepared to a premium standard
- Launch risks identified before they become delays
- Marketplace sequence agreed
- Operational responsibilities clear

6. Suggested next step

The next step is to complete a structured discovery and readiness review. After that, Boyd Digital can provide a tighter scope, timeline and cost for the first Amazon marketplace launch phase.

Related overview:

<https://boyddigital.es/amazon-fragrance/>