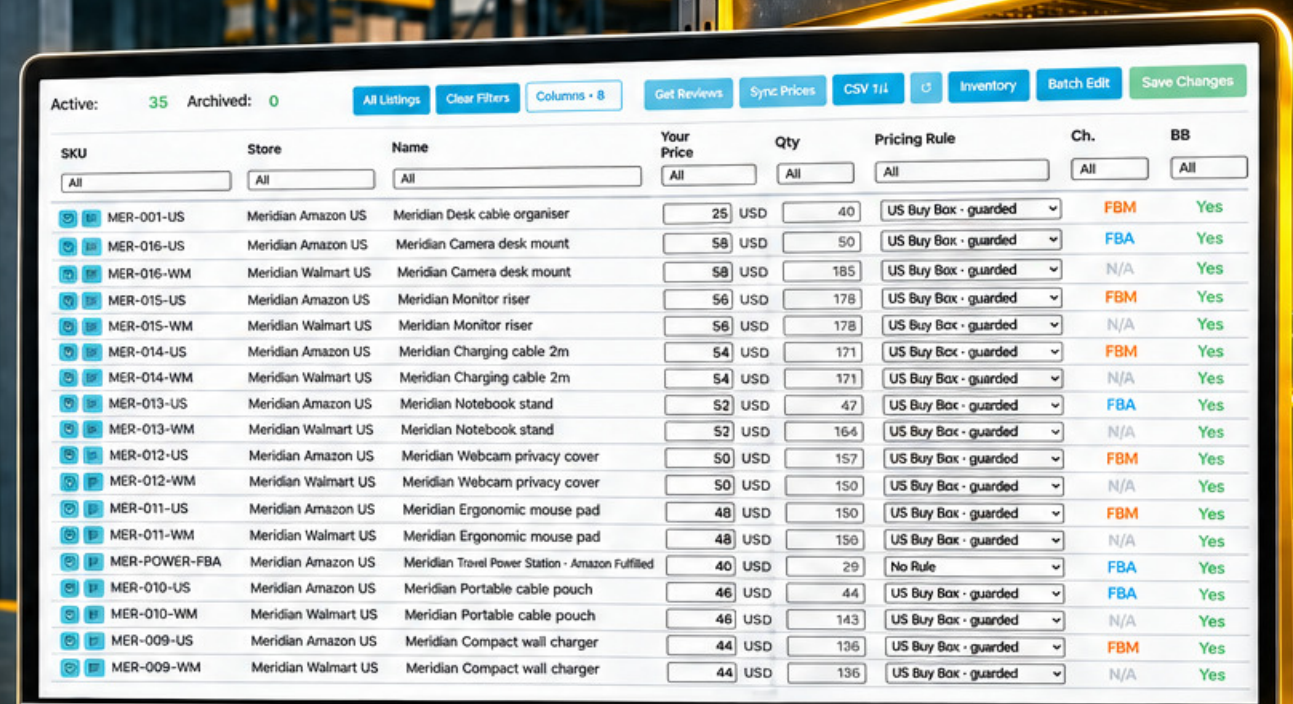
APPFORHUMANS

Amazon & Walmart operations platform

1M+ LISTINGS. ONE WINNING PLATFORM.

$50K+ MRR





Emilian Manolache

Software Architect & Full-Stack Developer | End-to-End

End-to-End: SaaS architecture / Pricing & inventory engineering / Marketplace integrations / Production support

2021-2025

A MILLION-RECORD MARKETPLACE PLATFORM

1M+

marketplace listing records

managed. synced and repriced in real-time
across stores, for a single tenant

$50K+

MRR at peak

for the client's own
Amazon and Walmart operations

Built and evolved from 2021 to 2025

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CATALOG OPERATIONS

MANY STORES.
ONE CATALOG WORKBENCH.

An operational view of listings, prices, availability, pricing rules and BuyBox status.

Active: 35 Archived: 0 | All Listings | Clear Filters | Columns • 8 | Get Reviews | Sync Prices | CSV ↑/↓ | ↺ | Inventory | Batch Edit | Save Changes

SKU	Store	Name	Your Price	Qty	Pricing Rule	Ch.	BB
All	All	All	All	All	All	All	All
MER-001-US	Meridian Amazon US	Meridian Desk cable organiser	25 USD	40	US Buy Box · guarded	FBM	Yes
MER-016-US	Meridian Amazon US	Meridian Camera desk mount	58 USD	50	US Buy Box · guarded	FBA	Yes
MER-016-WM	Meridian Walmart US	Meridian Camera desk mount	58 USD	185	US Buy Box · guarded	N/A	Yes
MER-015-US	Meridian Amazon US	Meridian Monitor riser	56 USD	178	US Buy Box · guarded	FBM	Yes
MER-015-WM	Meridian Walmart US	Meridian Monitor riser	56 USD	178	US Buy Box · guarded	N/A	Yes
MER-014-US	Meridian Amazon US	Meridian Charging cable 2m	54 USD	171	US Buy Box · guarded	FBM	Yes
MER-014-WM	Meridian Walmart US	Meridian Charging cable 2m	54 USD	171	US Buy Box · guarded	N/A	Yes
MER-013-US	Meridian Amazon US	Meridian Notebook stand	52 USD	47	US Buy Box · guarded	FBA	Yes

Compound filters

Find the right listings across stores.

Configurable columns

Keep the relevant fields in view.

Bulk changes

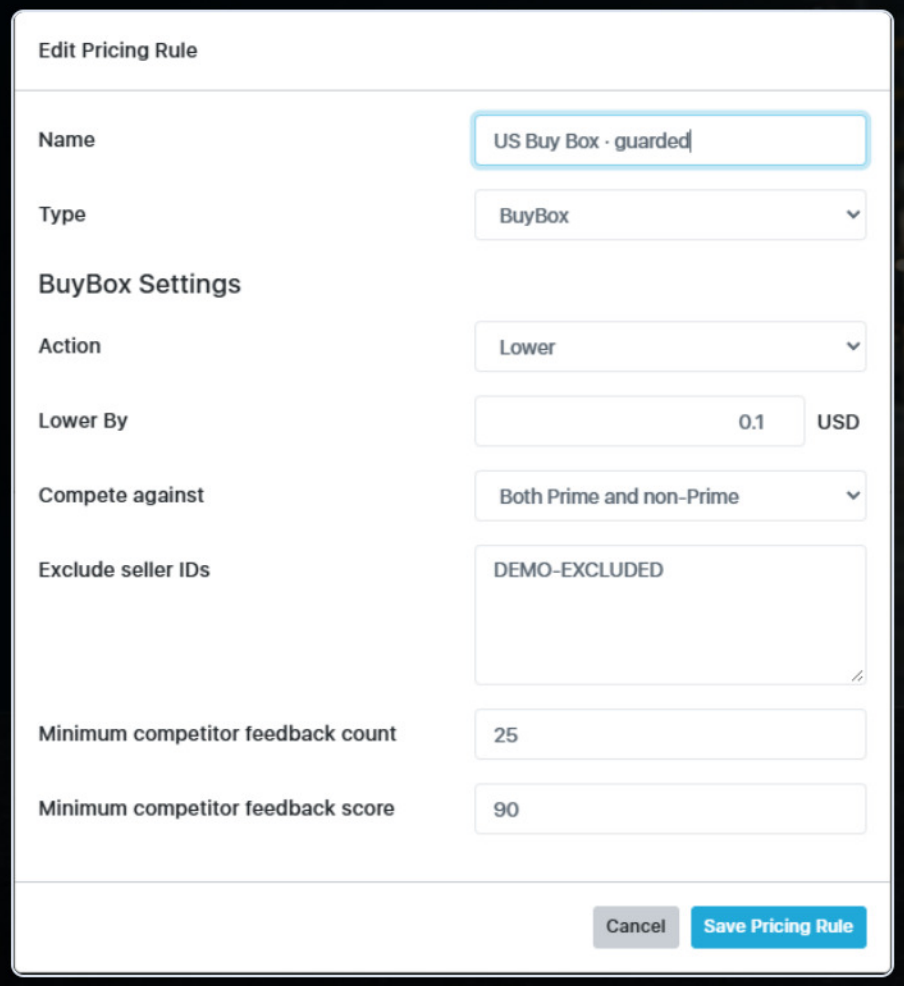
Edit and validate catalog updates.

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PRICING ENGINEERING

REPRICING WITH COMMERCIAL JUDGMENT

I built BuyBox and sales-velocity strategies with cost-based limits and competitor controls.



OPTIMIZED BUYBOX

Test higher winning prices and hold a successful price point.

SALES VELOCITY

Respond to sales pace over configurable periods.

GUARDRAILS

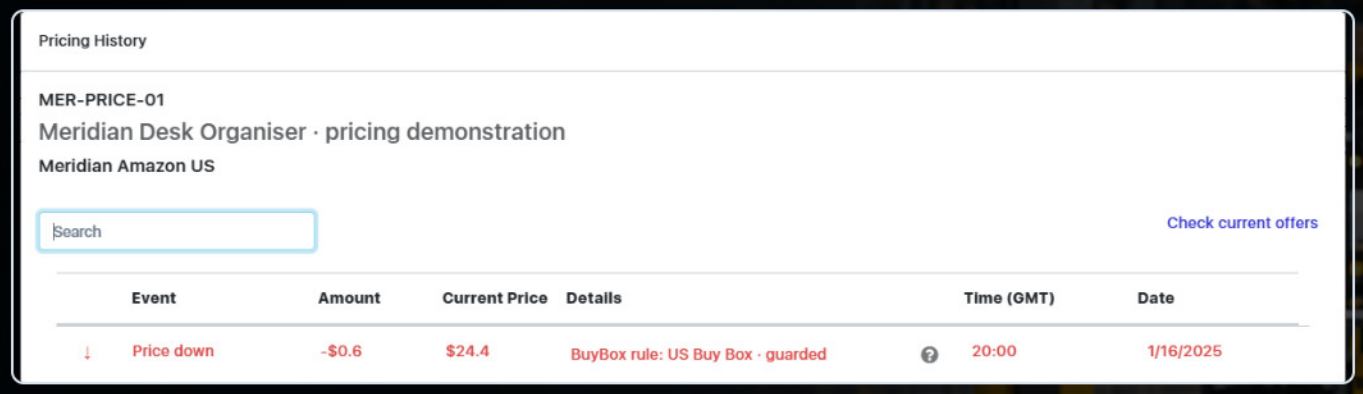
Apply price bounds and filters for Prime status, seller quality and owned stores.

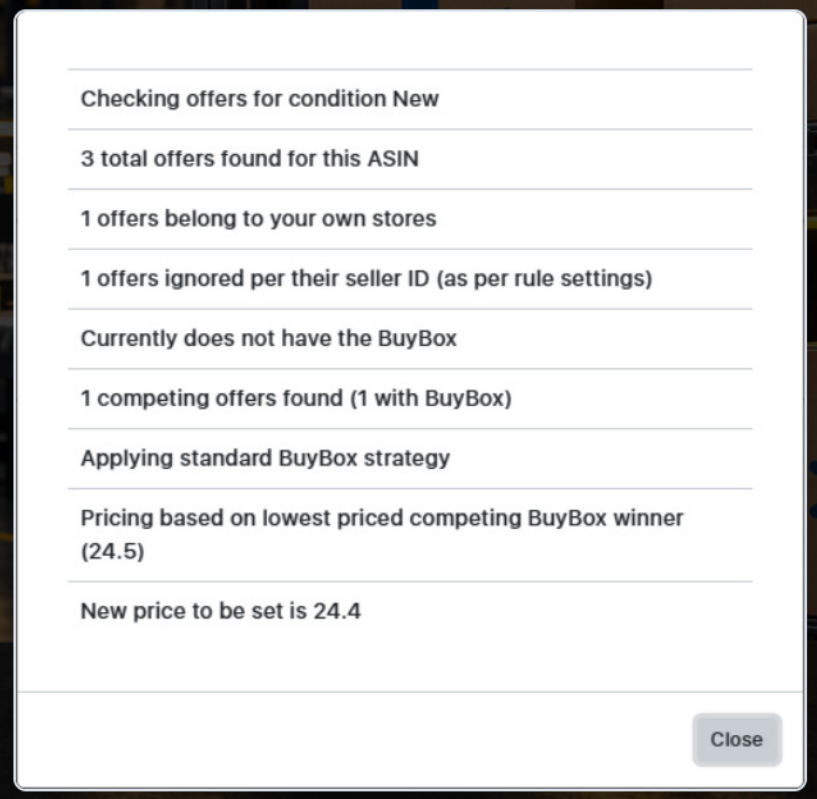
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PRICING TRANSPARENCY

A PRICE CHANGE YOU CAN EXPLAIN

Pricing history exposes the offers, exclusions and rule behind a decision.





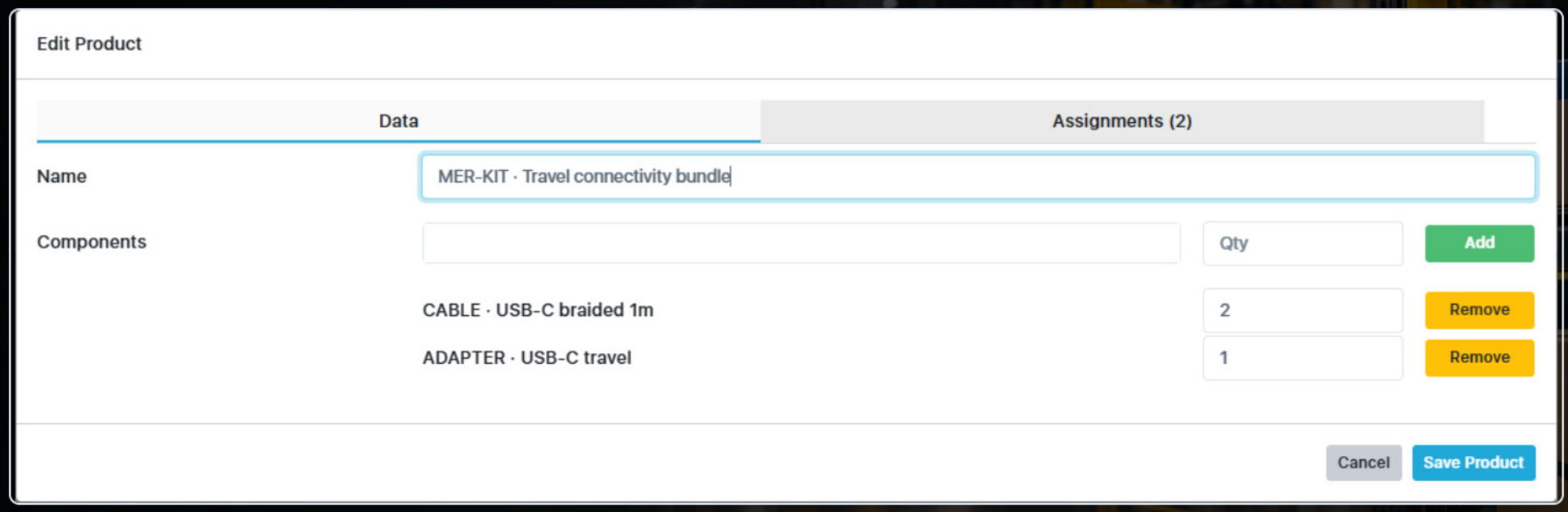
BUYBOX RULE EXAMPLE

$24.50 - $0.10

$24.40 new price

ONE STOCK MODEL ACROSS AMAZON AND WALMART

Components define physical inventory. Product recipes connect it to multiple marketplace listings.



2× cable

1× adapter

THE SAME PRODUCT, LINKED TO TWO STORES

SKU	Store	Assigned To	Max Qty	Qty	Ch.
1 Condition	All	All	All	All	All
MER-KIT-01	Meridian Amazon US	MER-KIT · Travel connectivity bundle	8	60	FBM
MER-KIT-WM	Meridian Walmart US	MER-KIT · Travel connectivity bundle	8	60	N/A

A BUNDLE ORDER UPDATES THE COMPONENTS

Three bundles sold. Each requires two cables and one adapter.

CABLES

120 → 114

6 components consumed

ADAPTERS

60 → 57

3 components consumed

BUNDLE AVAILABILITY

60 → 57

Derived from the remaining stock

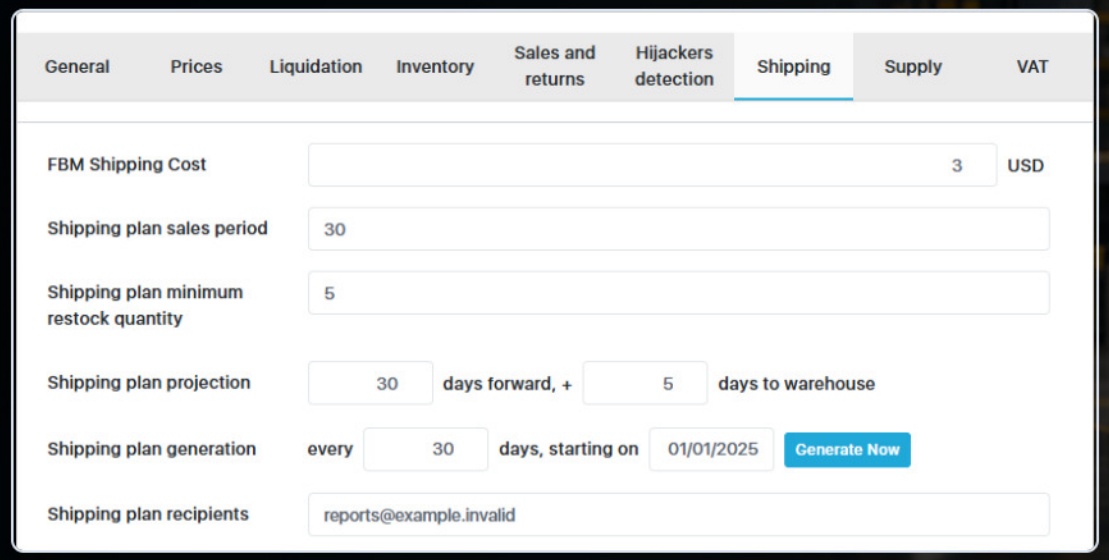
Component	Qty FBM	Cost	Ordered	Shipped	Tracking numbers	Supplier	Stock value
1 Condition	All	All	All	All	All	All	All
CABLE · USB-C braided 1m	114	4	0	40	DEMO-TRACK-001	Northstar Supply · Demo	456 USD
ADAPTER · USB-C travel	57	6	0	20	DEMO-TRACK-001	Northstar Supply · Demo	342 USD
USB-C hub 6-port	115	11	0	0		Northstar Supply · Demo	1,265 USD

Marketplace quantity caps limit exposed stock without changing physical component quantities.

REPLENISHMENT THAT FOLLOWS THE OPERATION

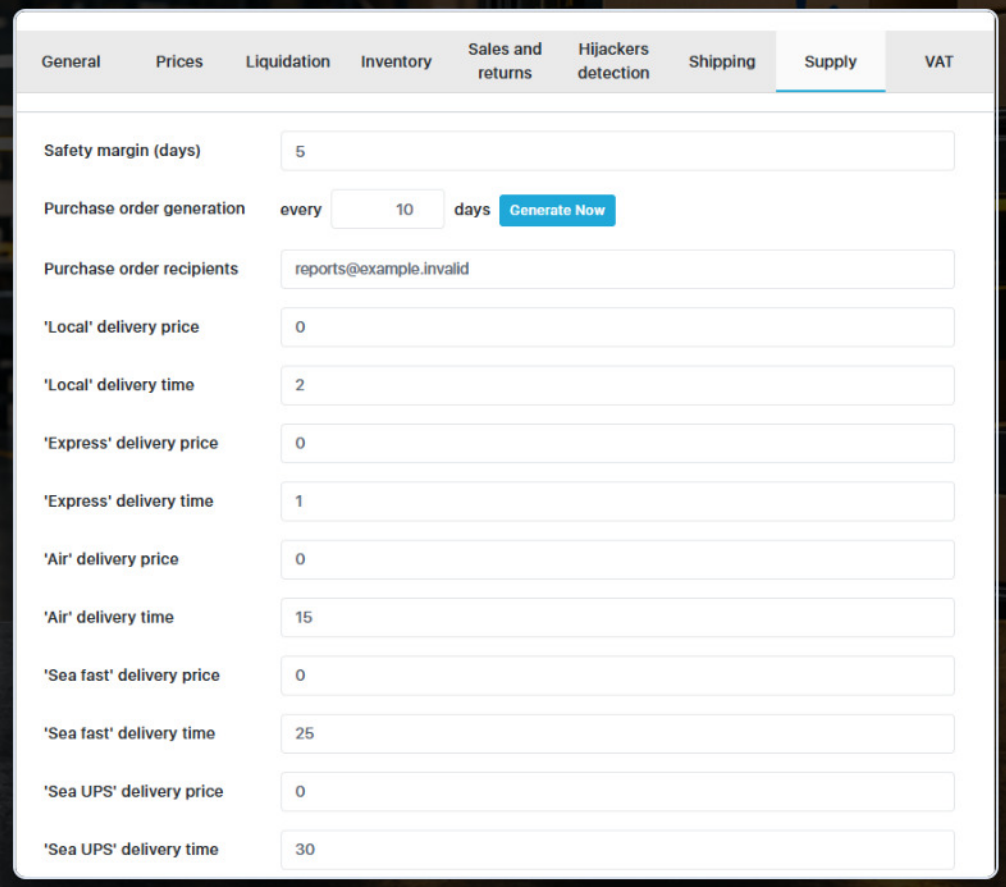
Stock cover, sales periods and supply lead times inform replenishment needs.

SHIPPING PLAN CONTROLS



Configure projection windows,
minimum quantities and generation schedules.

SUPPLY PLANNING CONTROLS



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PROCUREMENT OPERATIONS

PURCHASING CONNECTED TO PHYSICAL INVENTORY

Supplier orders retain quantities, costs, shipping dates and tracking references.

Supplier Order History

CABLE · USB-C braided 1m

Date Ordered	Units Ordered	Price Ordered	Date Shipped	Shipping Service	Shipping Cost/Unit	Date Arrived
2025-01-01	40	$160.00	2025-01-11	Air	$0.00	

Ordered

Record units, price and supplier details.

→

Shipped

Track dispatch and the delivery reference.

→

Arrived

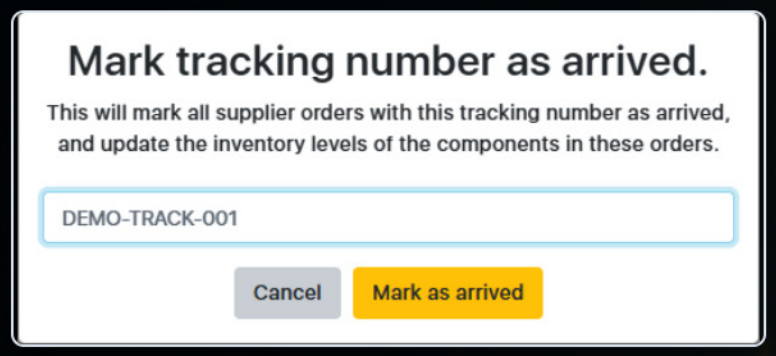
Receive the shipment into component stock.

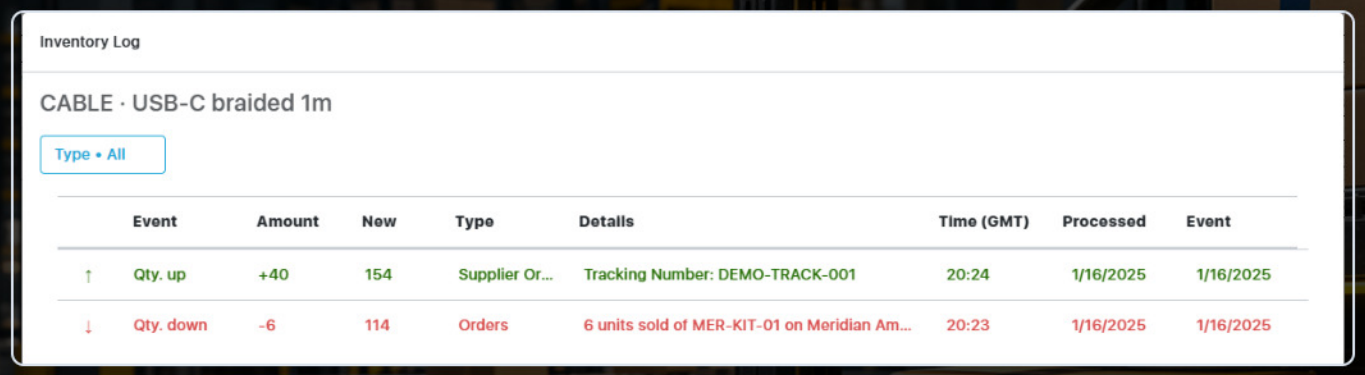
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RECEIVING AND AUDITABILITY

ONE SHIPMENT.
CONNECTED STOCK UPDATES.

Group supplier orders by tracking number, then record the arrival and resulting inventory changes.





+40 cables +20 adapters

77 available bundles

Component	Qty FBM	Cost	Ordered	Shipped	Tracking numbers	Supplier	Stock value
1 Condition	All	All	All	All	All	All	All
CABLE · USB-C braided 1m	154	4	0	0		Northstar Supply · Demo	616 USD
ADAPTER · USB-C travel	77	6	0	0		Northstar Supply · Demo	462 USD
USB-C hub 6-port	115	11	0	0		Northstar Supply · Demo	1,265 USD

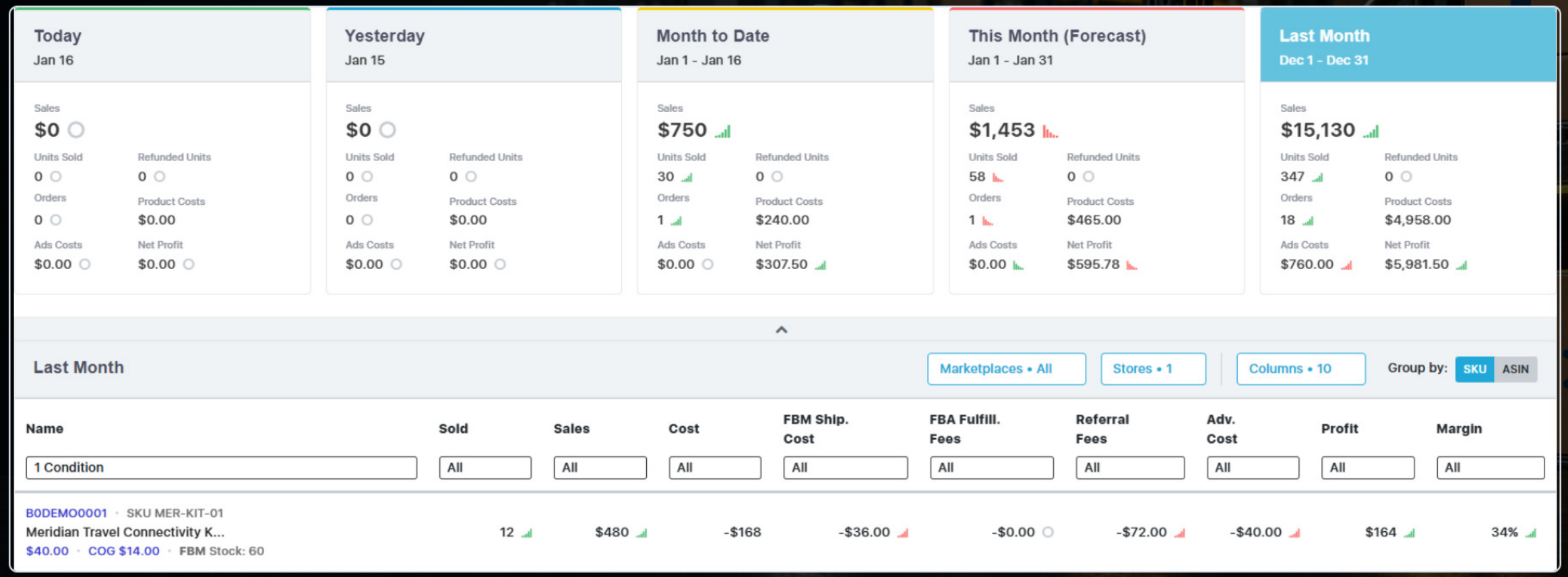
Linked listings reflect the available stock while retaining their marketplace quantity cap of 8.

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PROFIT VISIBILITY

SALES, FEES AND AD SPEND IN ONE PROFIT VIEW

I connected marketplace financial data and Amazon Ads with product, fulfillment and shipping costs.



Store and marketplace filters

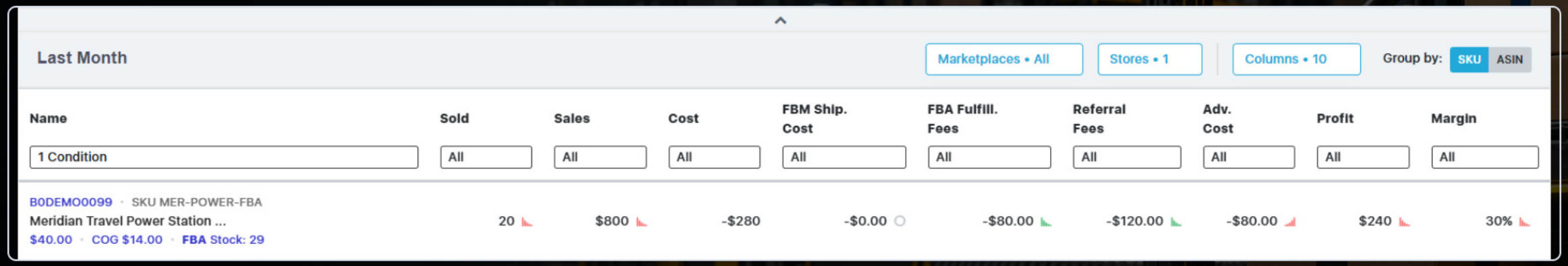
SKU / ASIN drilldowns

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COST CALCULATION

A SKU'S PROFIT, EXPLAINED

Amazon FBA example: 20 units sold at $40 per unit.



$800
Sales

-$280
Product cost

-$80
FBA fulfillment

-$120
Referral fees

-$80
Ad spend

$240
Profit

30% margin

The inputs remain visible beside the result.

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INTERNAL PLATFORM ARCHITECTURE

SEPARATE RESPONSIBILITIES. SHARED MARKETPLACE DATA.

The high-volume internal deployment used Web, API and Operations roles with MongoDB Atlas.

Web

Angular workspace and application access

API

Marketplace adapters and repricing work

Operations

Queued and scheduled jobs with worker threads

MongoDB Atlas

Tenants, stores, listings, components, products and supplier orders

Amazon S3

Compressed catalog data

Angular / TypeScript · Node.js / Sails / Waterline

Amazon SP-API · Amazon Ads API · Walmart Marketplace APIs · Walmart Connect Ads APIs

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LARGE-CATALOG DATA DELIVERY

COMPACT DATA. INCREMENTAL UPDATES.

I evolved the transport path to handle large, changing marketplace catalogs.

Compact rows

Header-indexed arrays
and short-ID maps

→

Compressed parts

GZIP datasets on S3
with chunked delivery

→

Browser workbench

Cached catalog data
and virtualized rows

WEBSOCKET UPDATES

Send progress and changed records
without a full catalog reload
for supported incremental updates.

BACKGROUND PROCESSING

Persistent queues, worker threads,
bounded batches and retries
support large operations.

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SAAS COMMERCIALIZATION

AN INTERNAL PLATFORM BECOMES A SAAS PRODUCT

I extended the merchant operation into tenant onboarding, marketplace authorization and subscriptions.

Create a tenant

Tenant administration
and user access

→

Connect stores

Amazon / Walmart
OAuth authorization

→

Subscribe

Stripe checkout,
billing portal and lifecycle

PLANS AND TRIALS

Configurable plans,
SKU limits and user limits.

SUPPORT ADMINISTRATION

Tenant context and support tools
for operating the product.

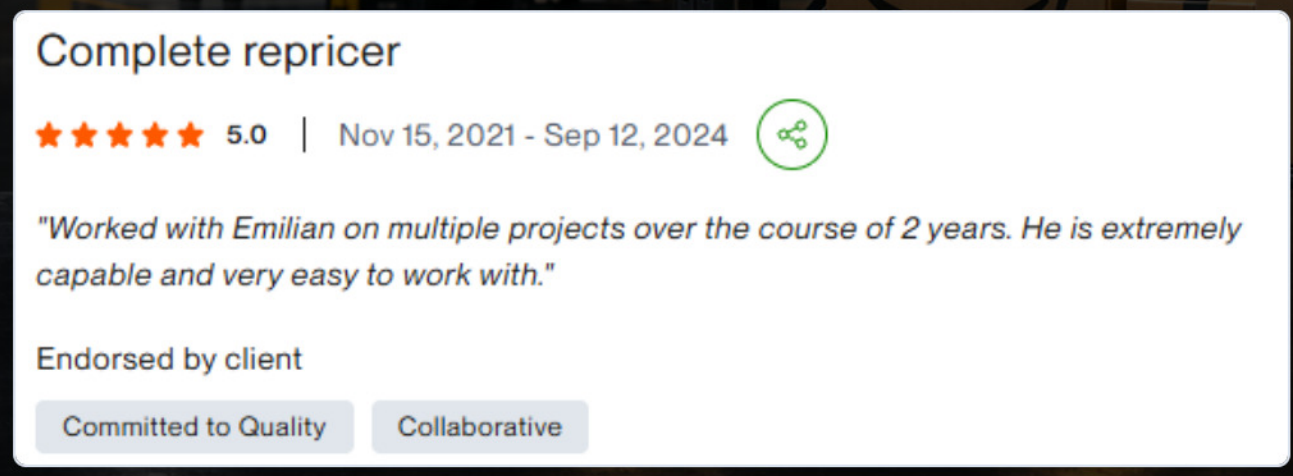
COMMERCIAL IMPACT.
A TRUSTED COLLABORATION.

> “since you modified the logic to hold at optimal price, sales have increased dramatically.”

Client feedback on repricing logic · June 2022

5.0

Upwork review



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ENGINEERING OWNERSHIP

BUILT, EVOLVED AND SUPPORTED IN PRODUCTION

My responsibilities grew with the product from the original 2021 build through 2025.

Architecture & implementation	Frontend, backend, pricing algorithms and marketplace integrations.
Production ownership	Releases, API changes, operational diagnosis and ongoing support.
Technical leadership	Implementation guidance, code review and integration as project was handed off to client's team

Software Architect & Full-Stack Developer

End-to-End · 2021–2025