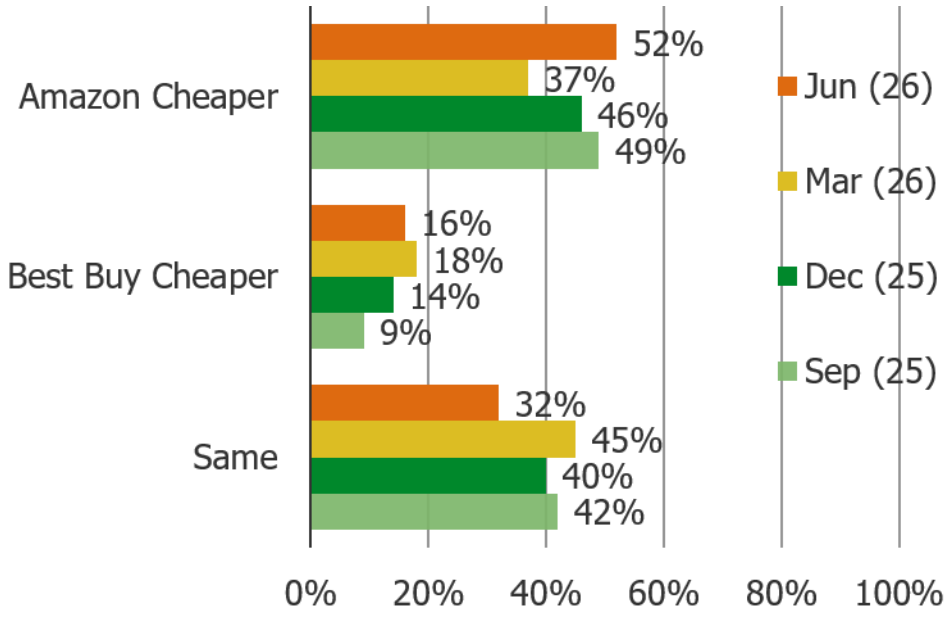
BACKGROUND

- We collected pricing data for 100 identical items found on both Amazon and Best Buy.

FINDINGS: PRICING ANALYSIS

% of items out of the total that were cheaper on Amazon vs. Best Buy



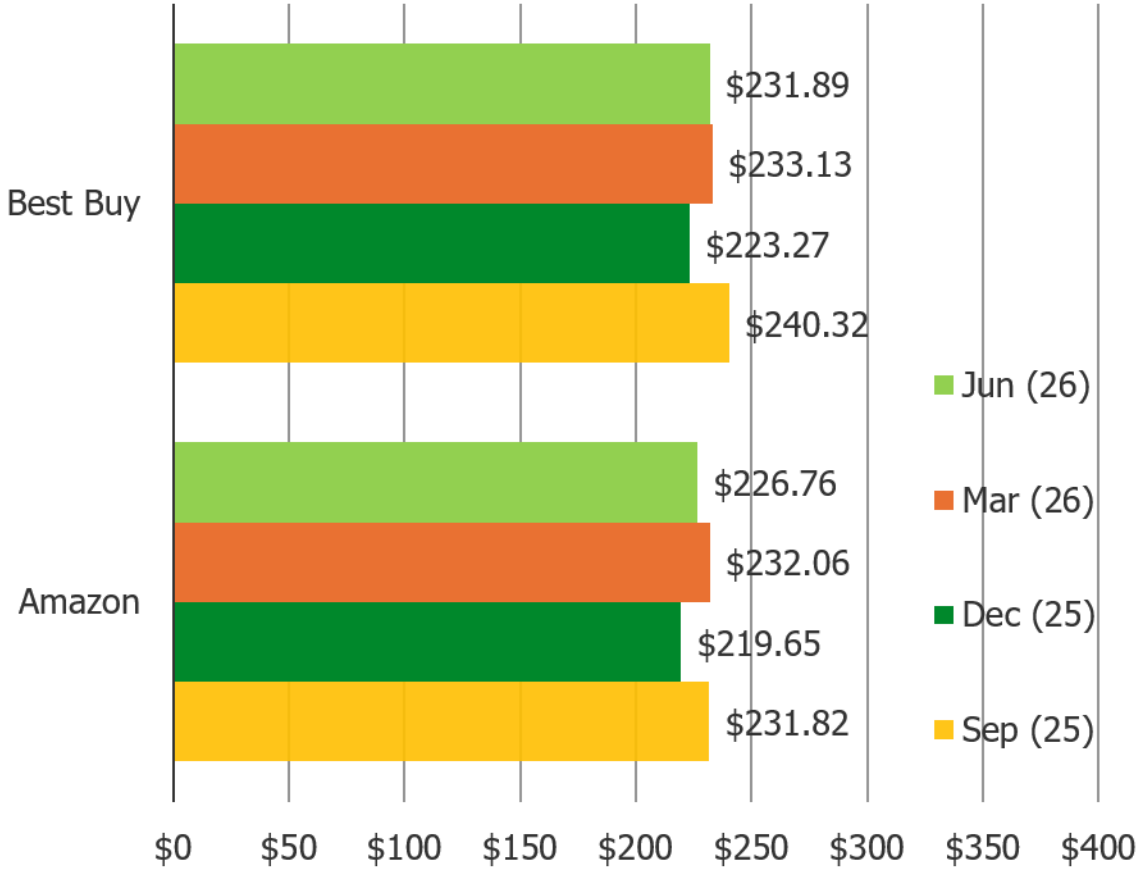
914-630-0512 | research@bespokeintel.com

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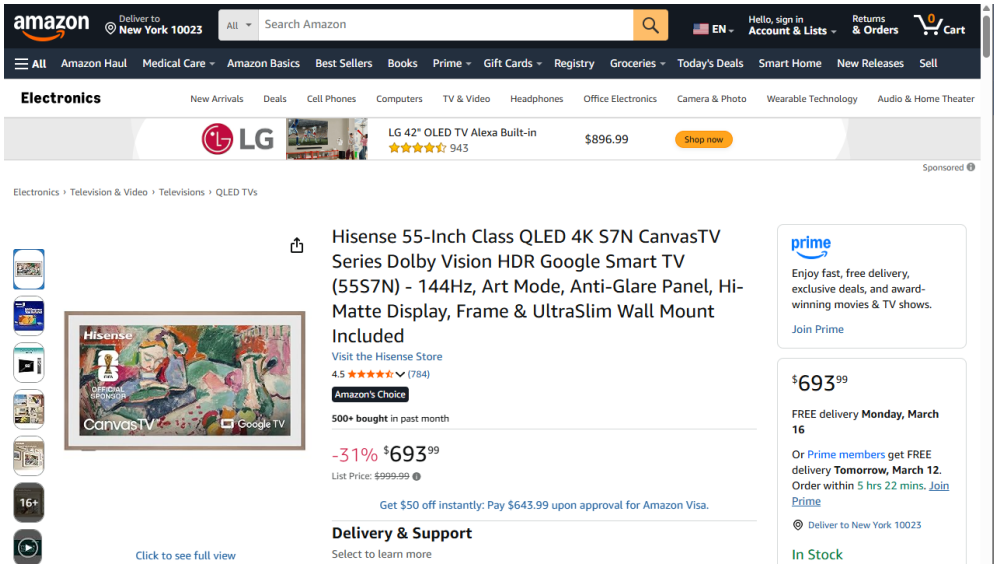
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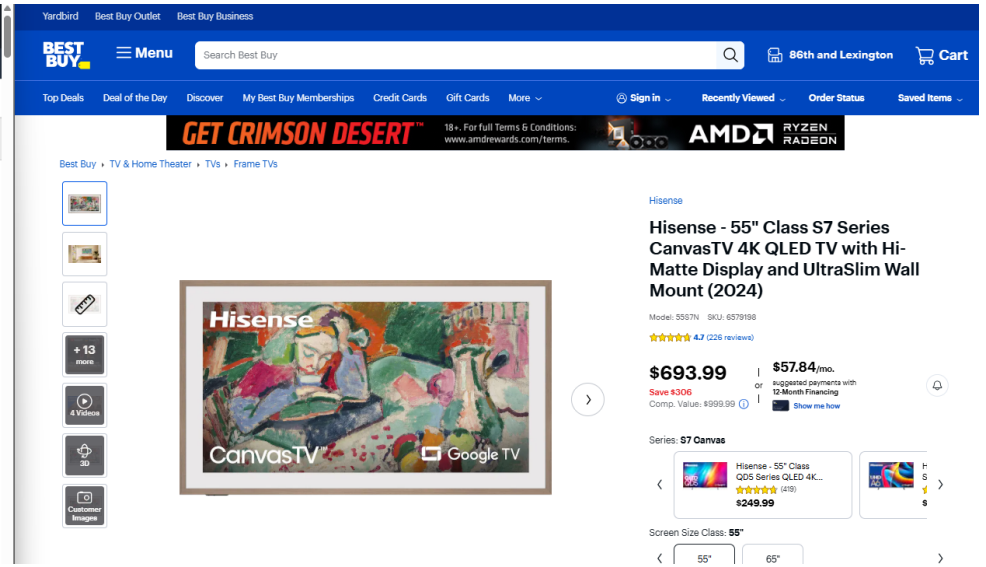
Average price across 100+ identical items found on both Amazon and Best Buy…



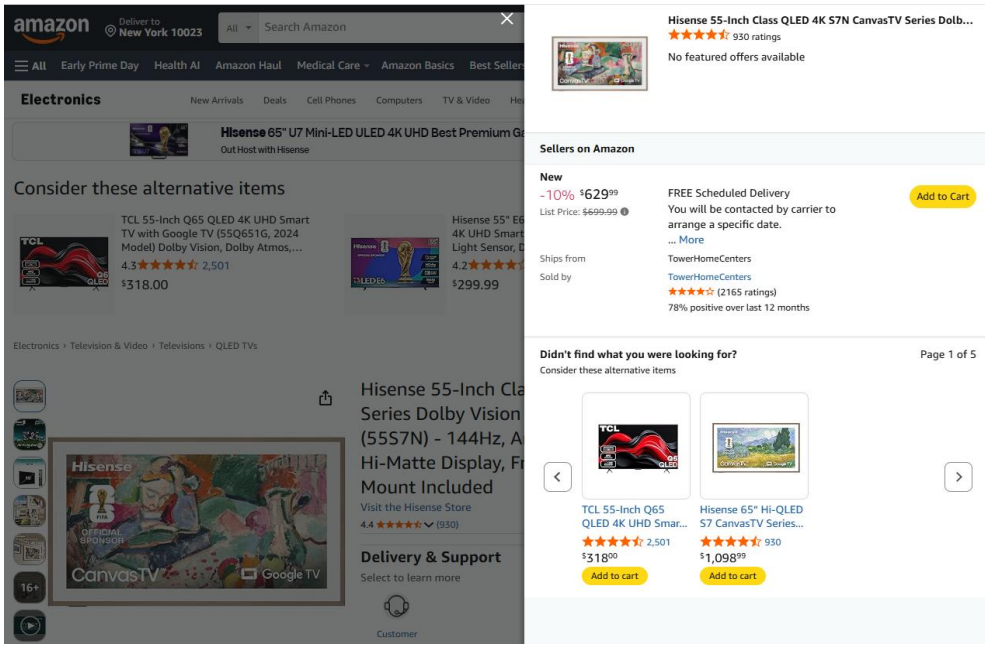
Bespoke – Amazon and Best Buy Identical Items

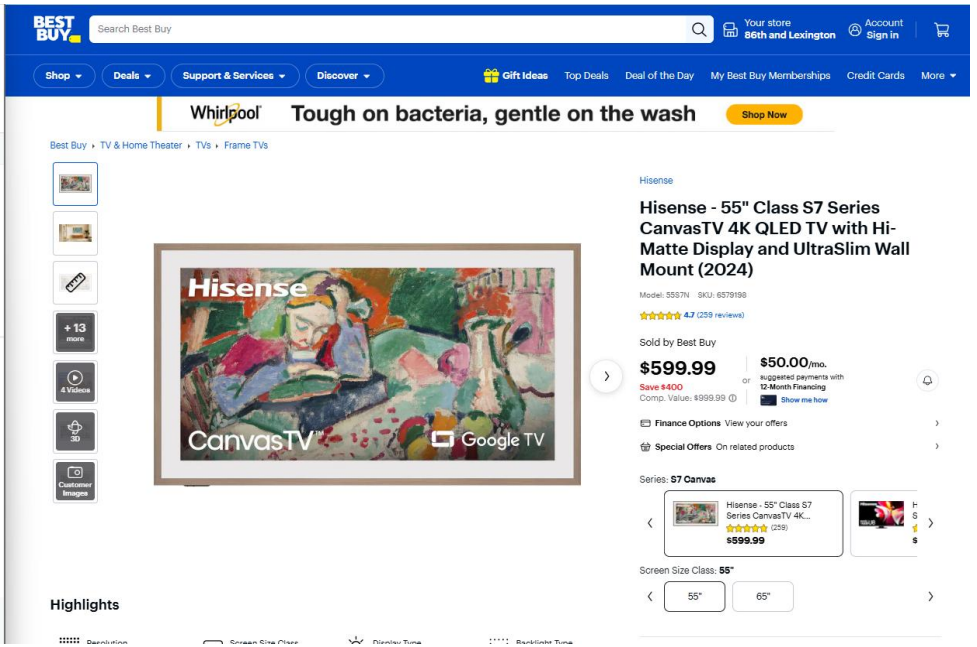
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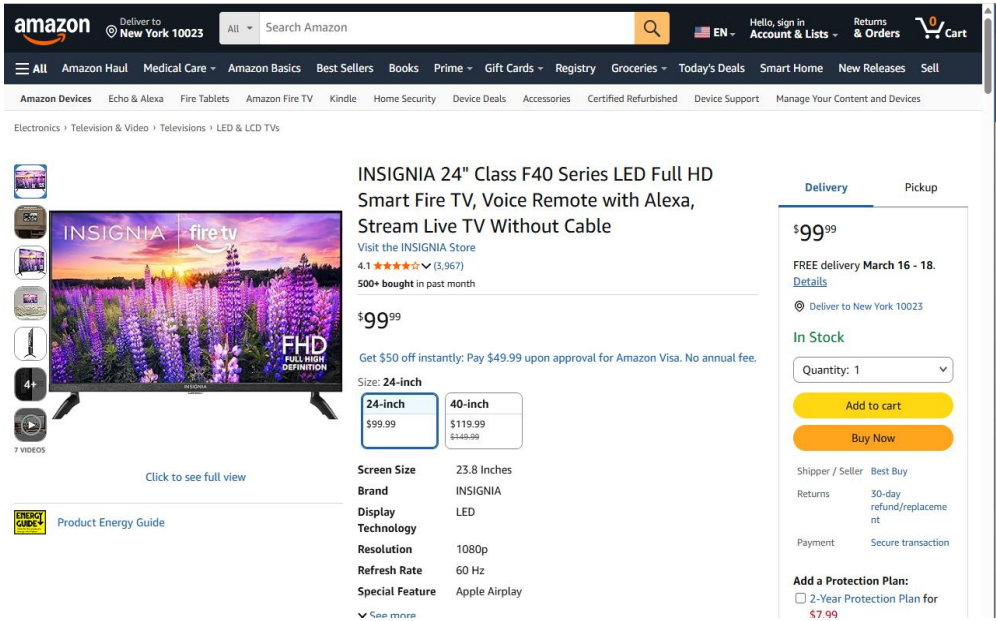


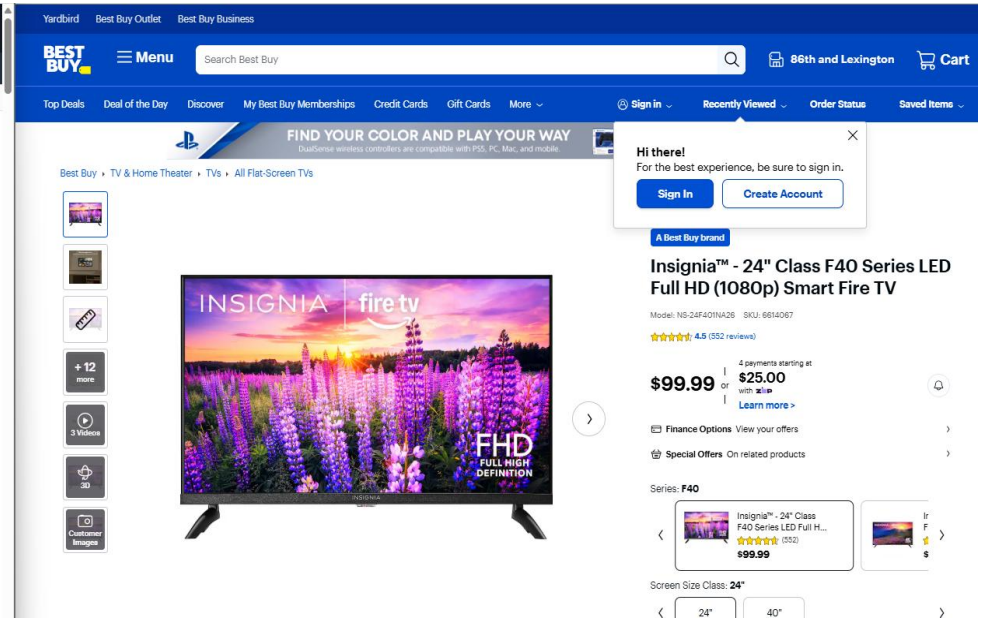


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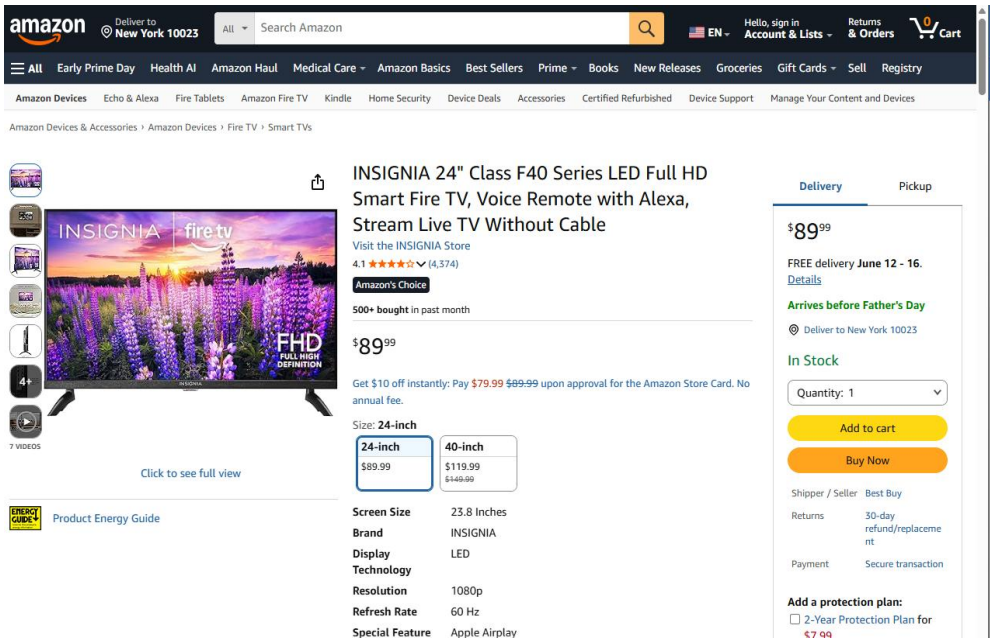
Bespoke – Amazon and Best Buy Identical Items

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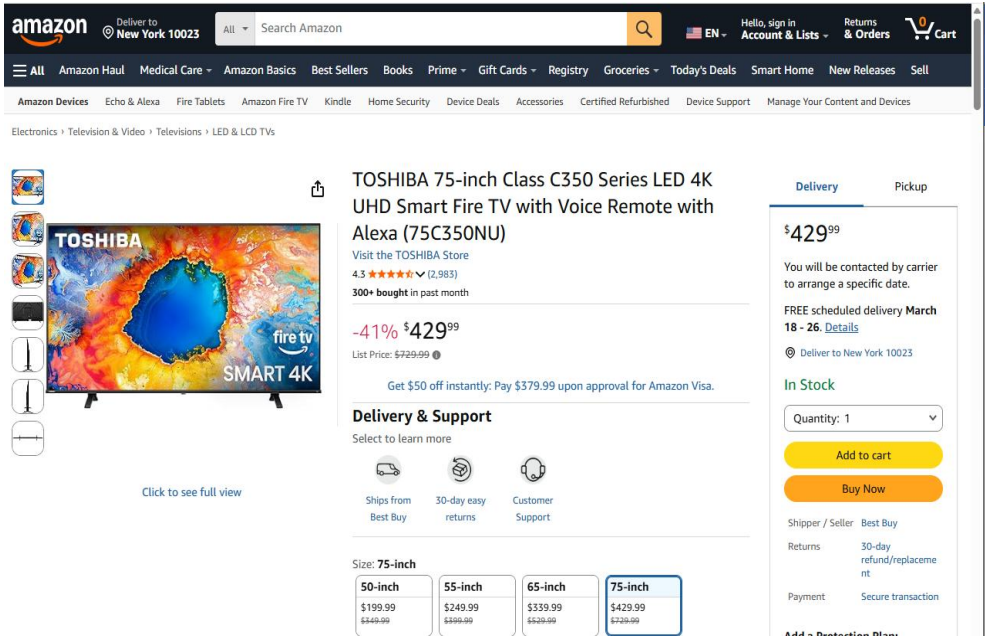


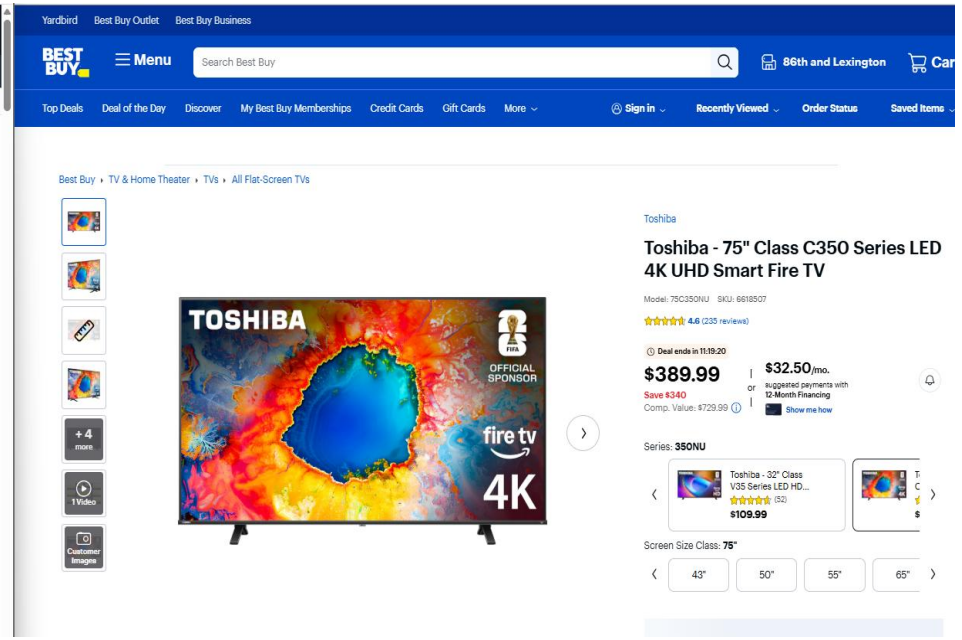


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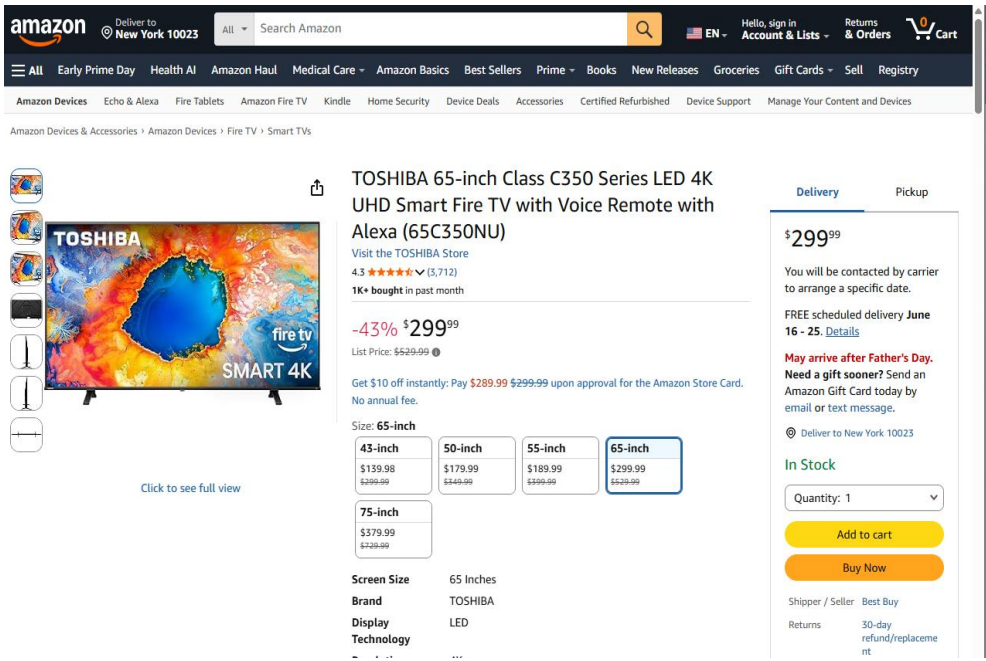
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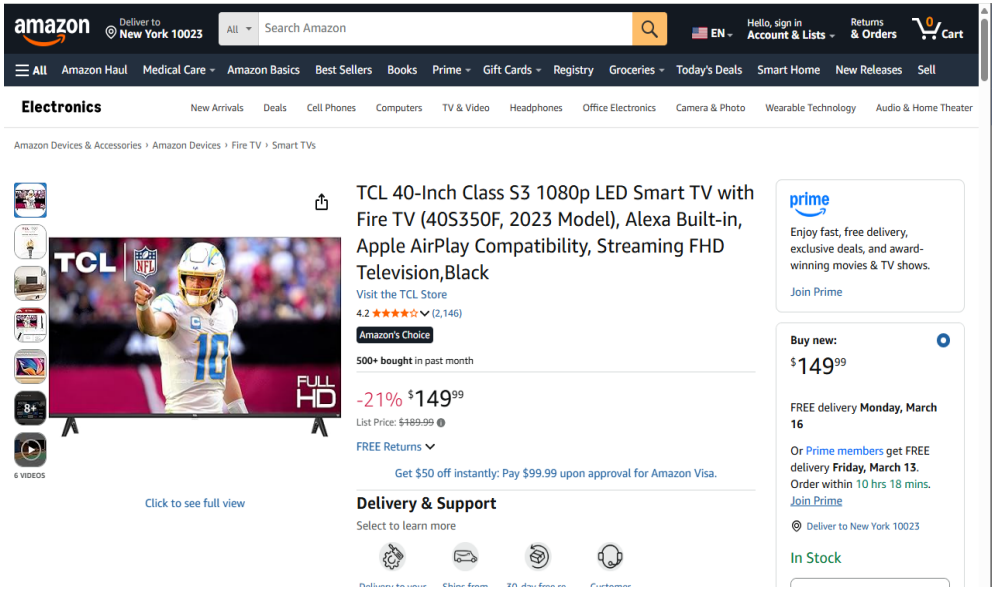


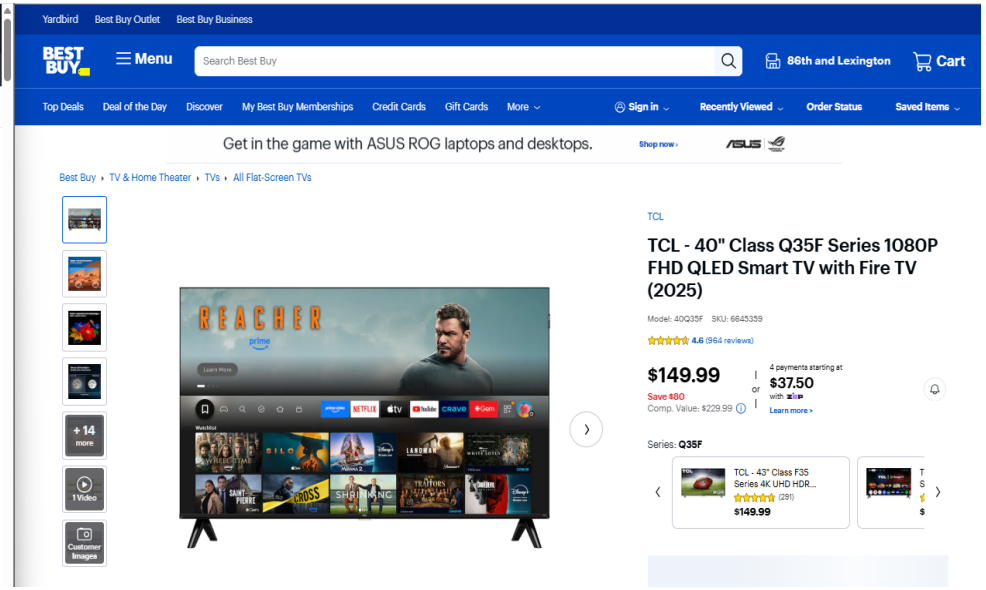


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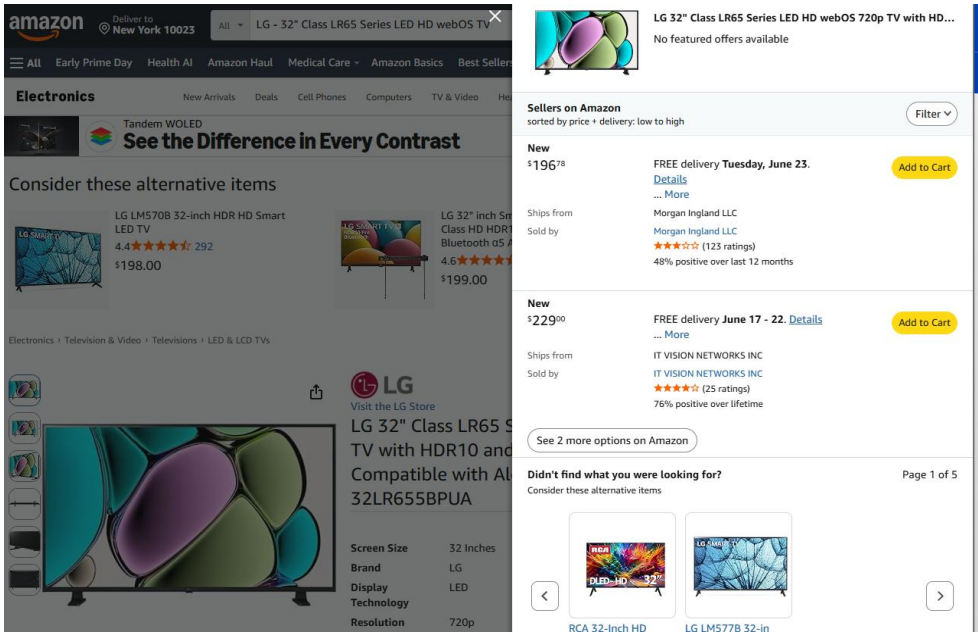
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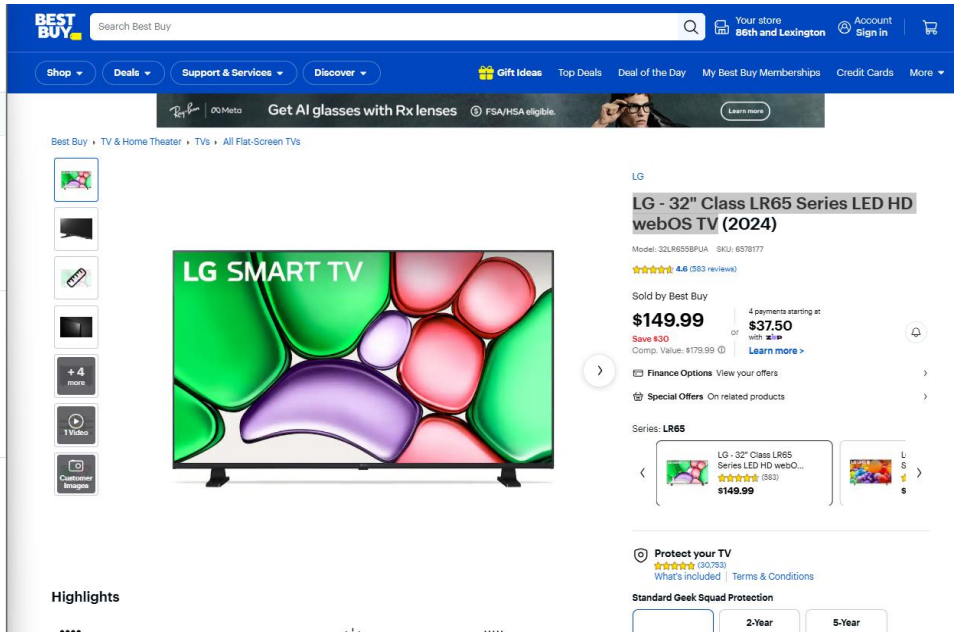
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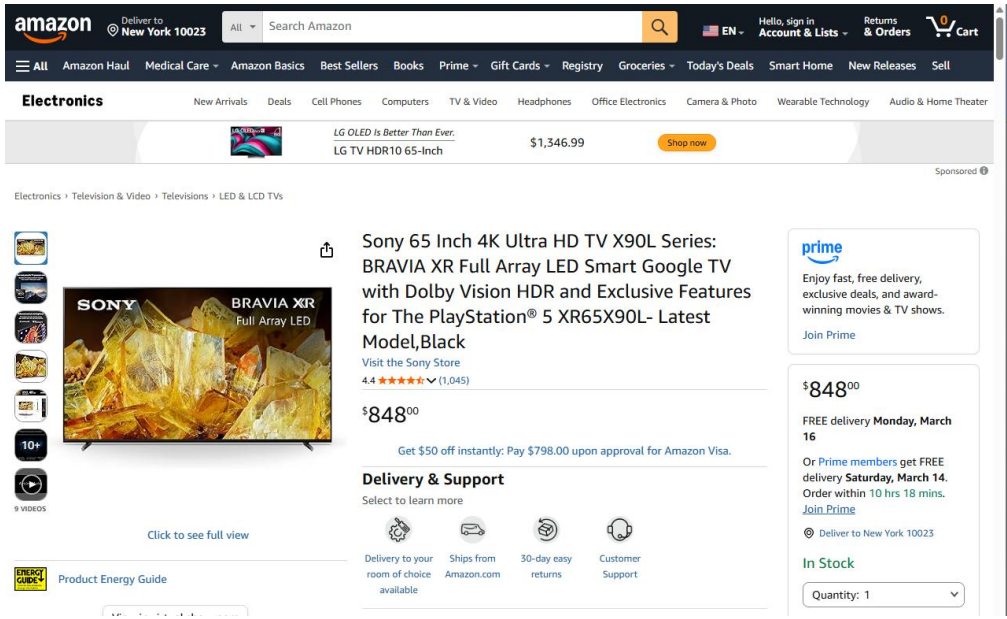


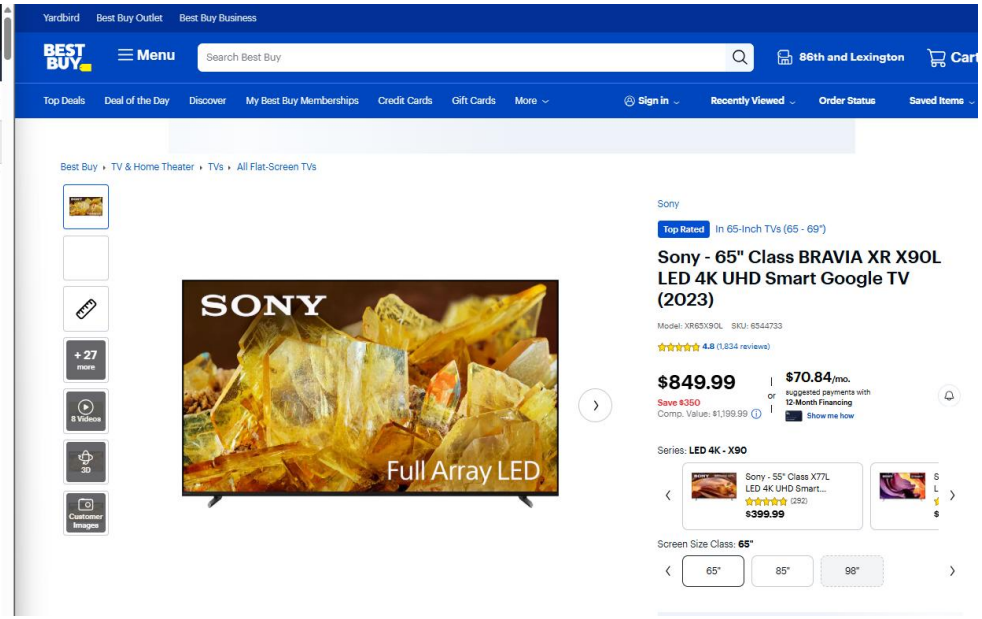


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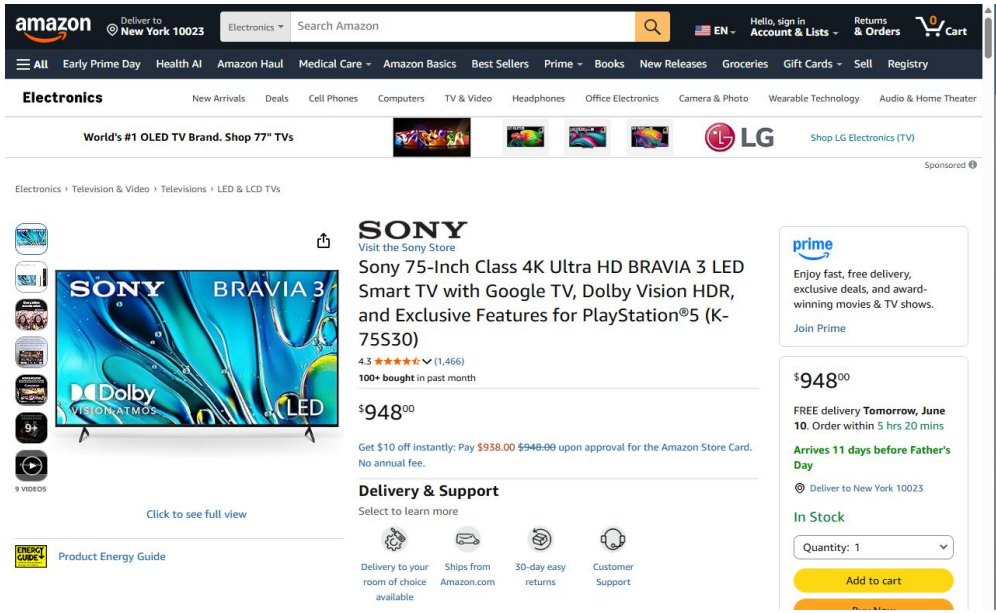
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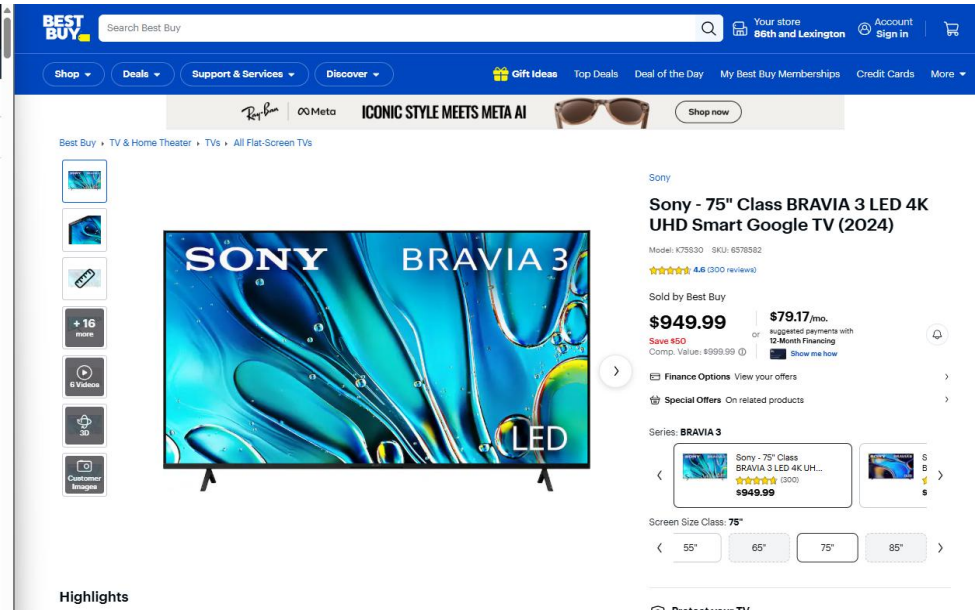
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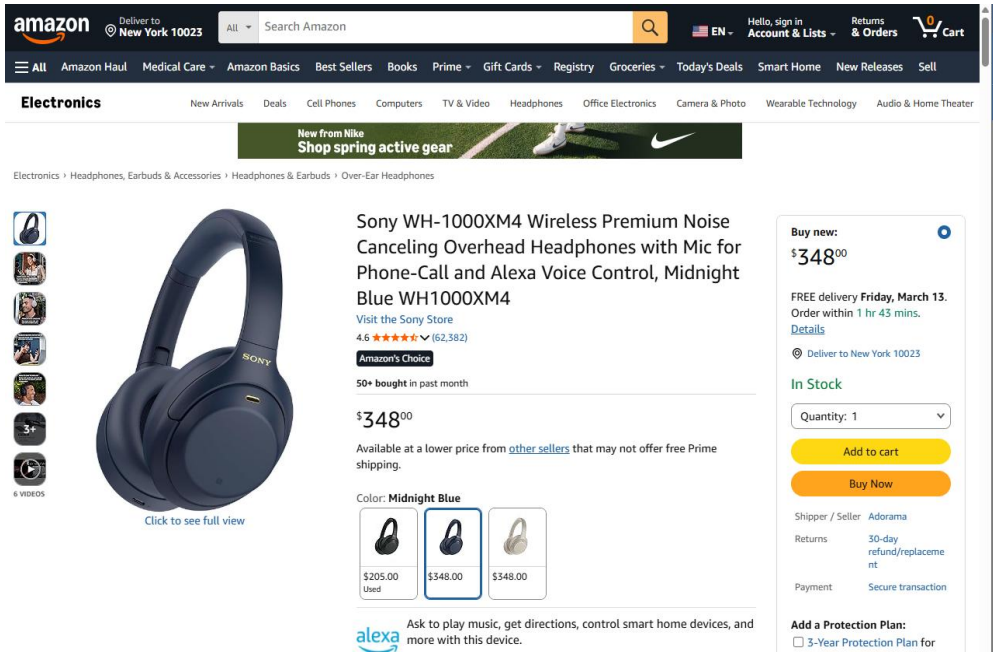


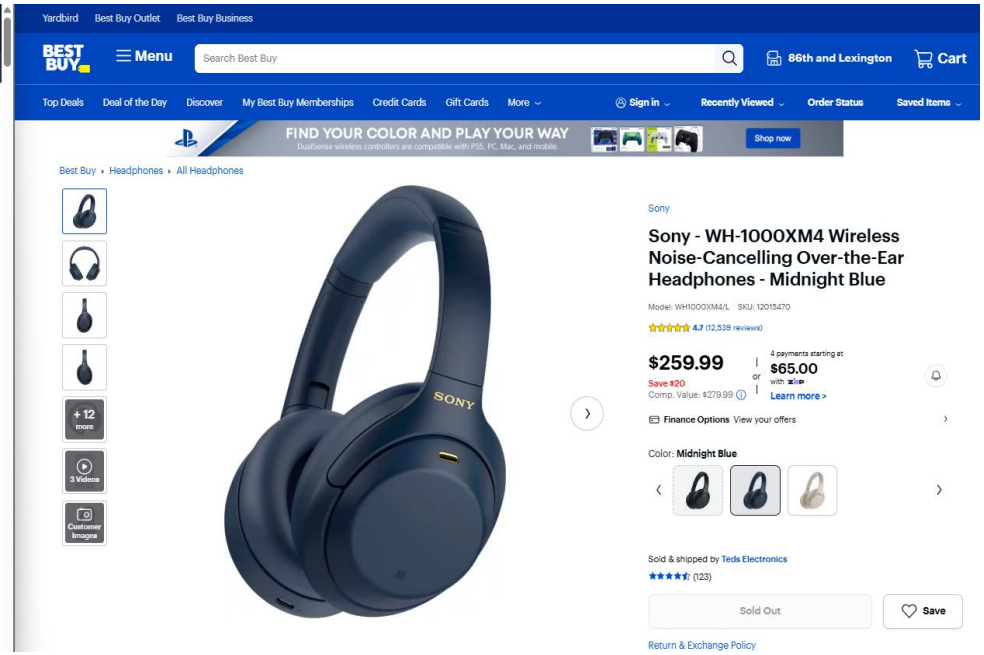


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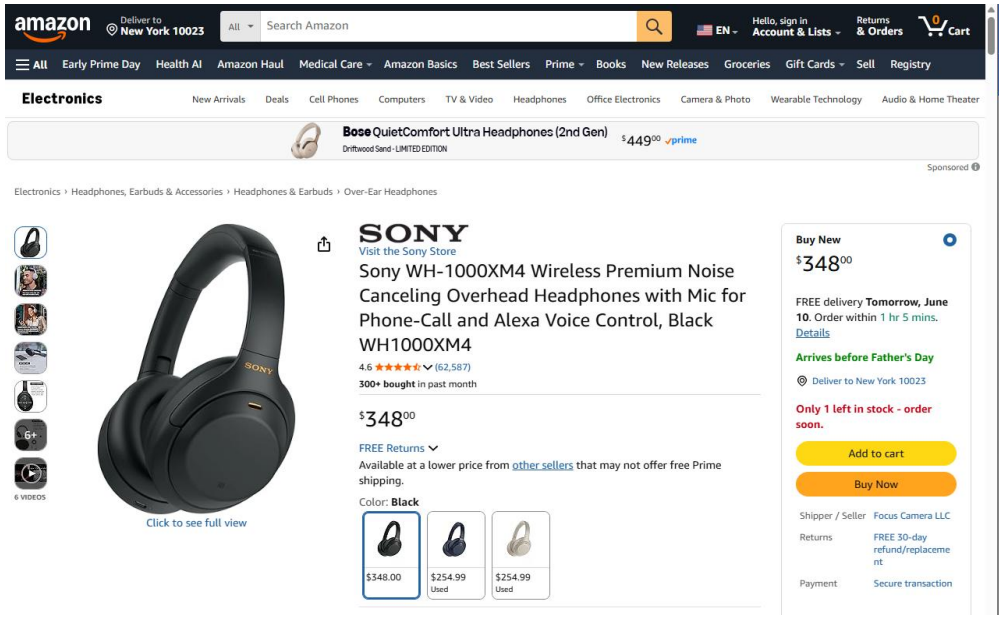
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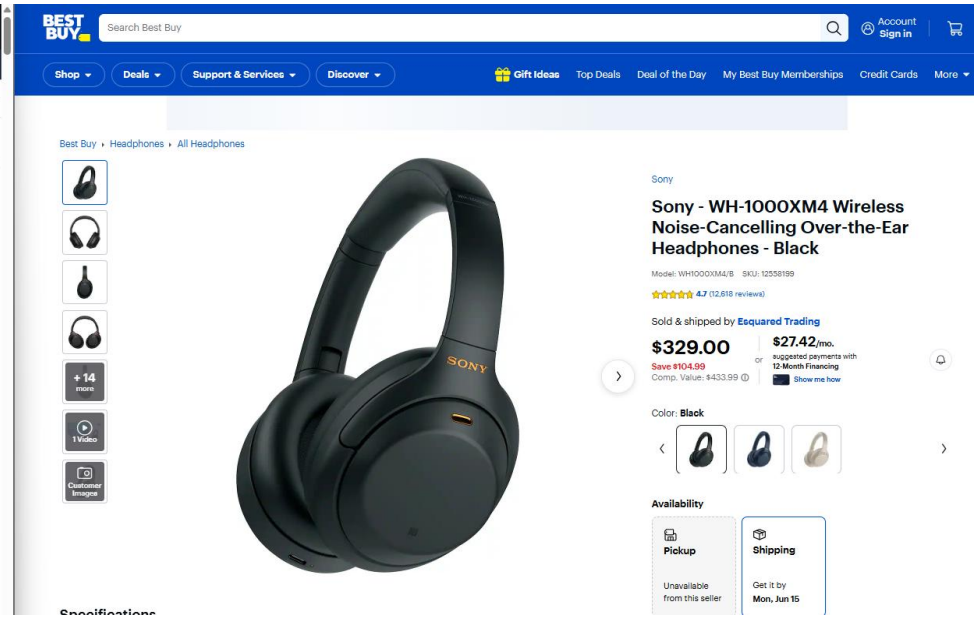
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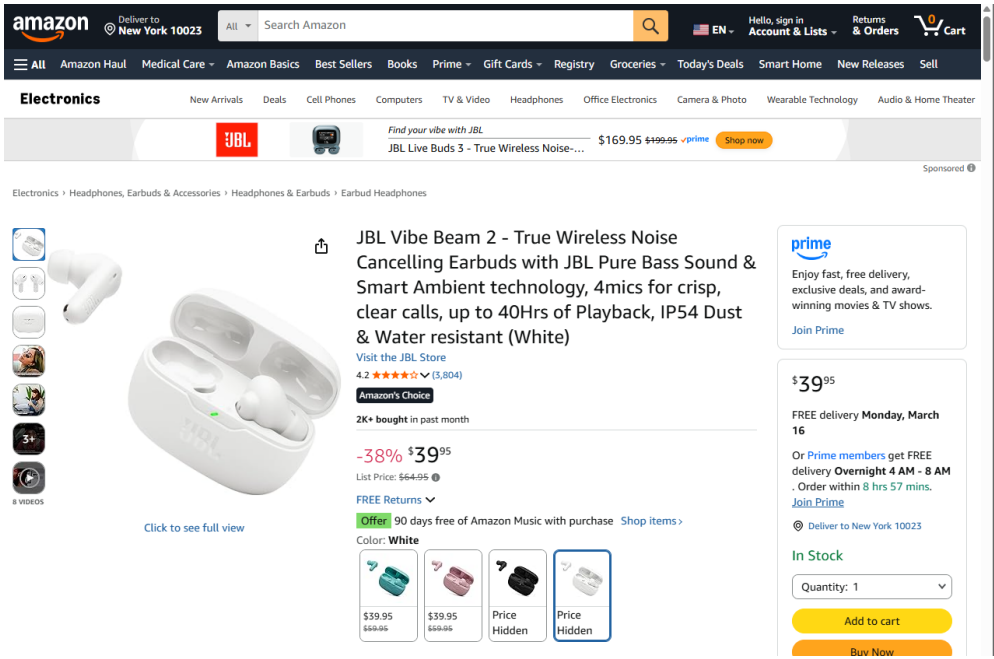
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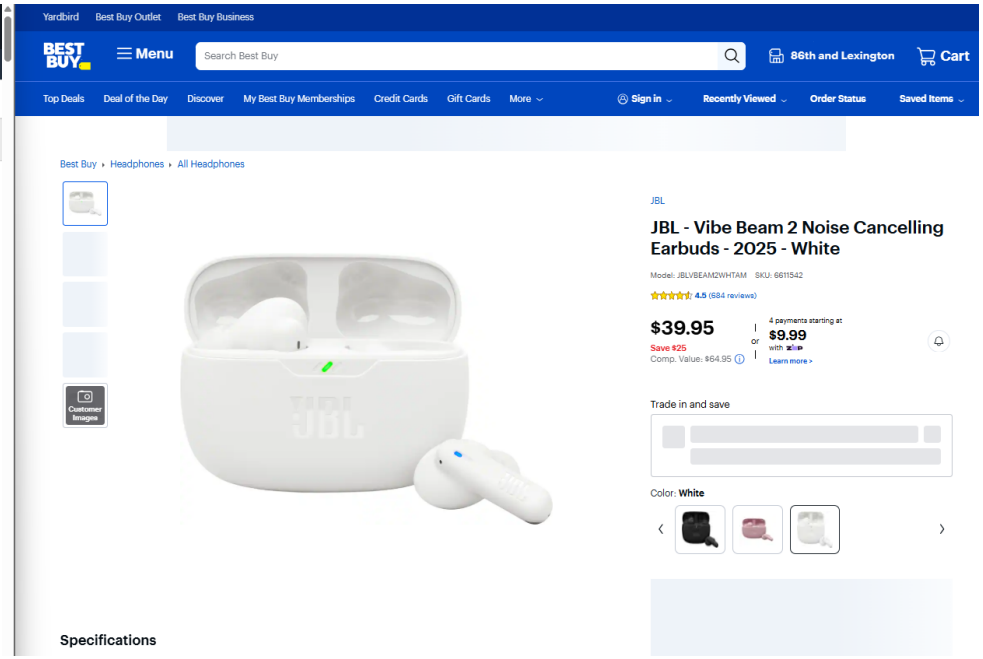




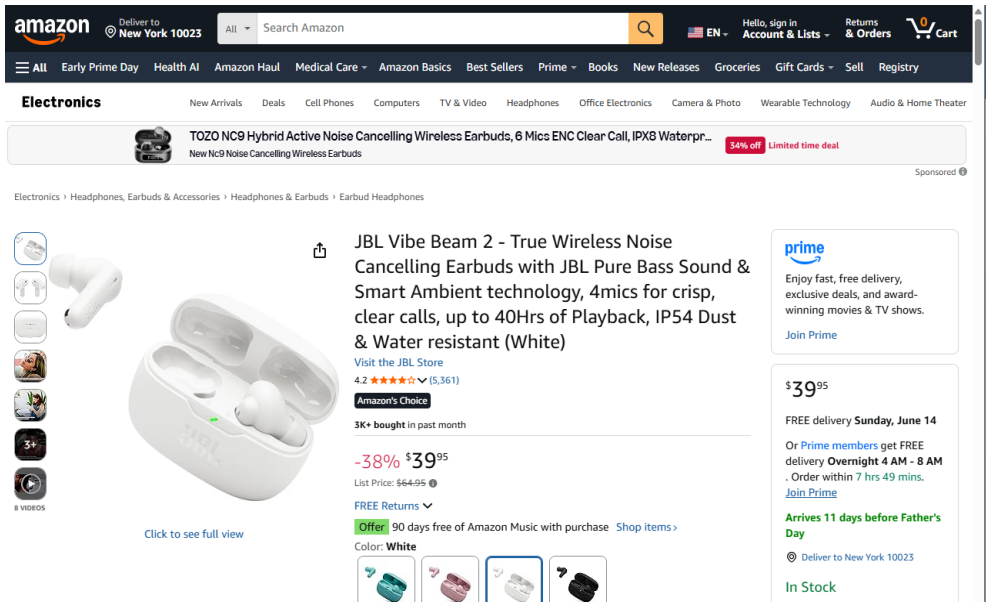
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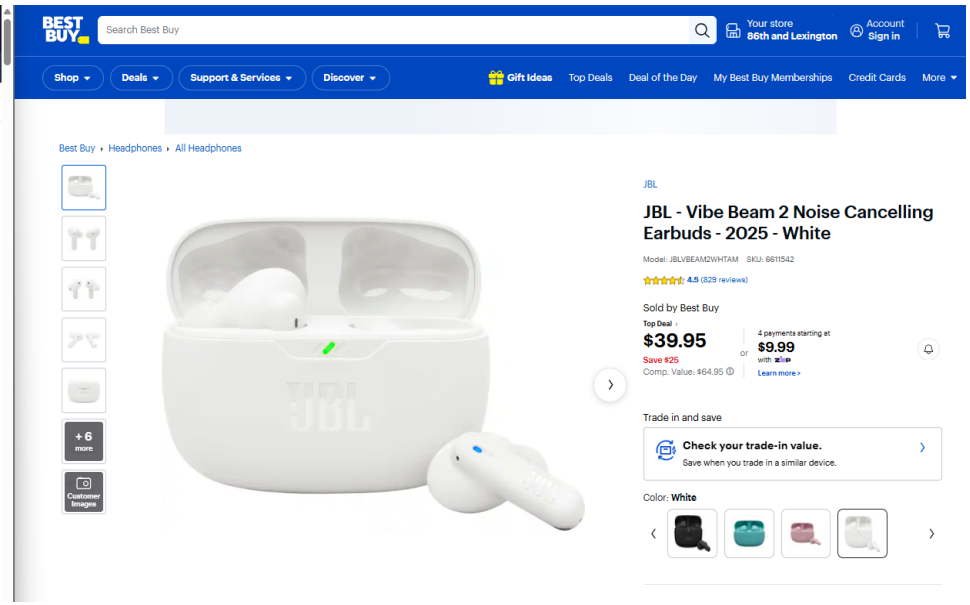
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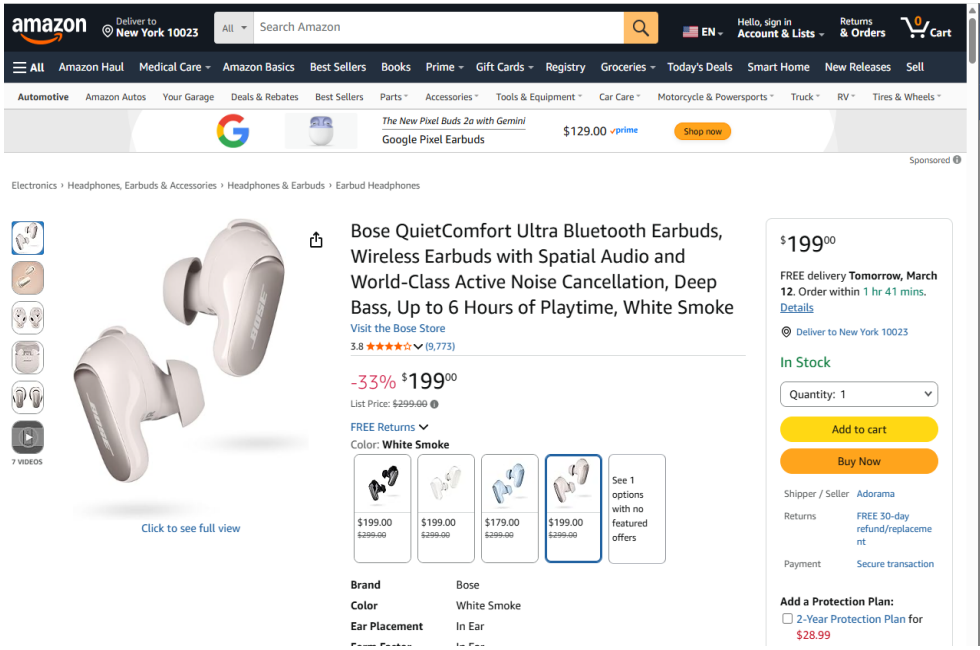


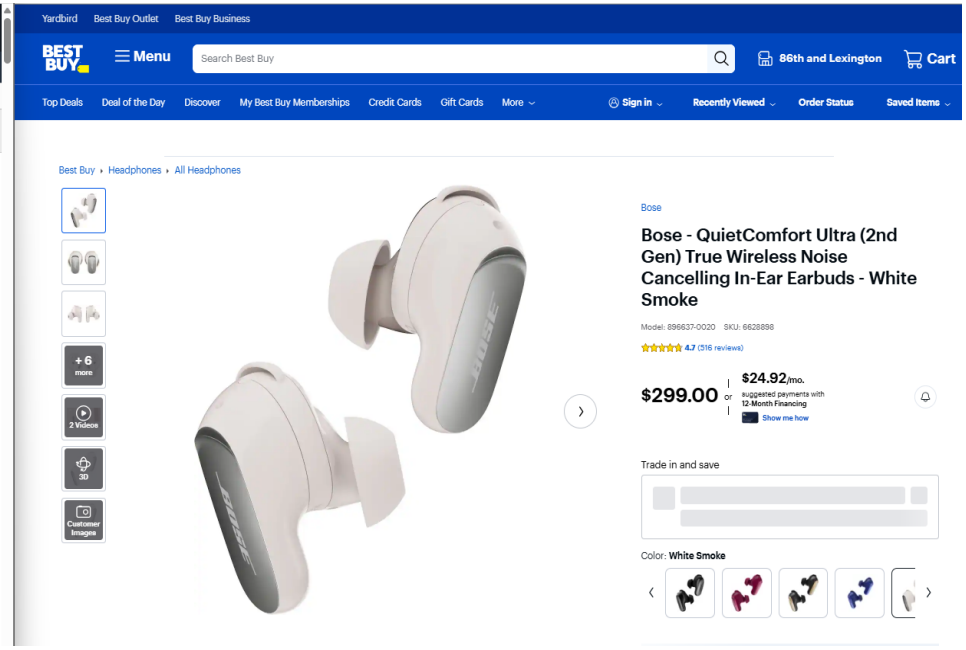


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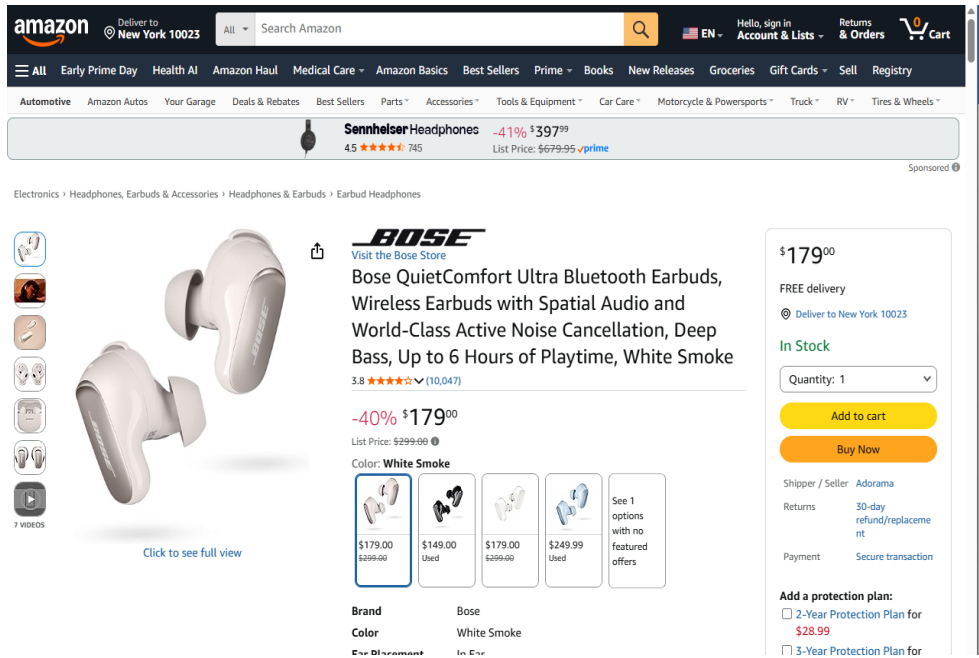
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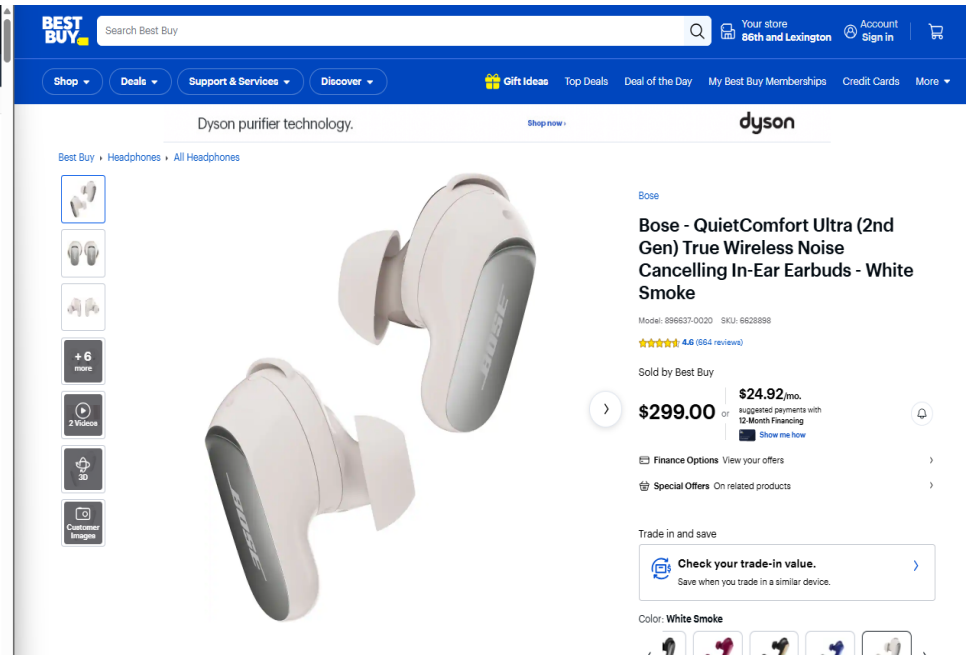
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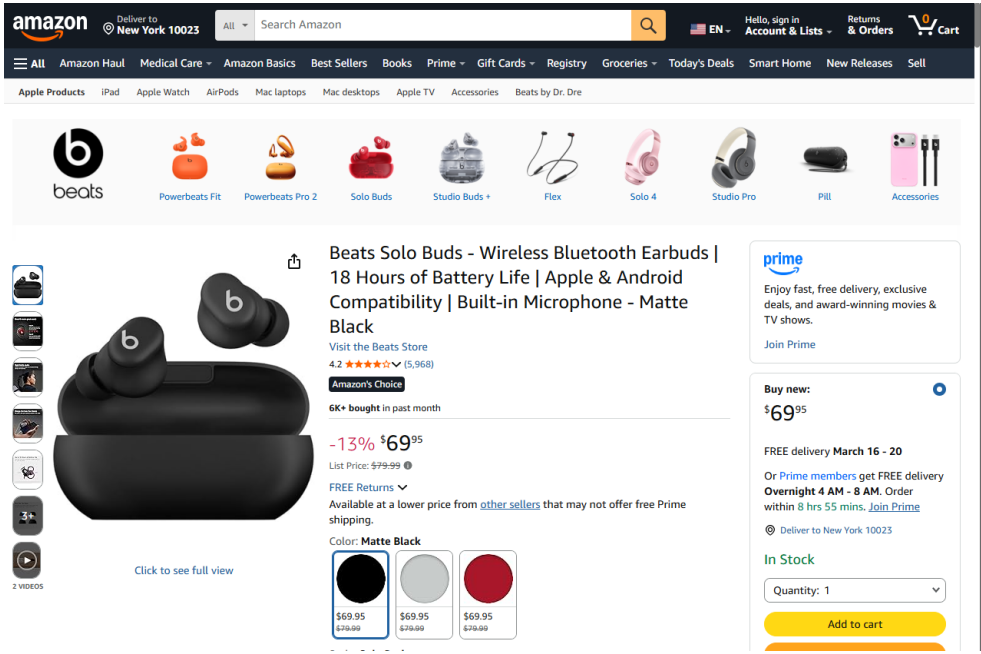


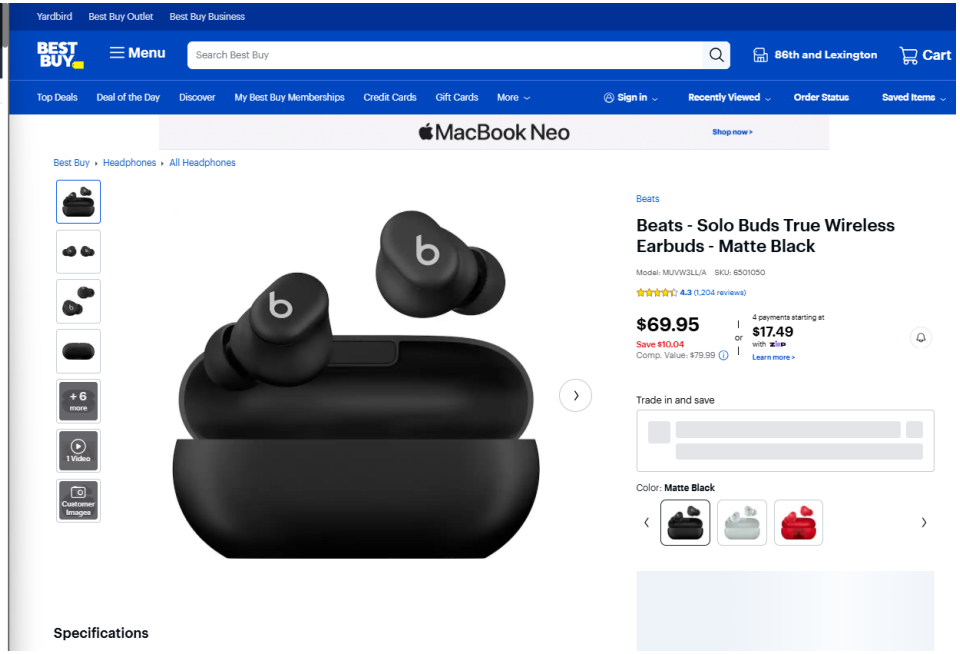


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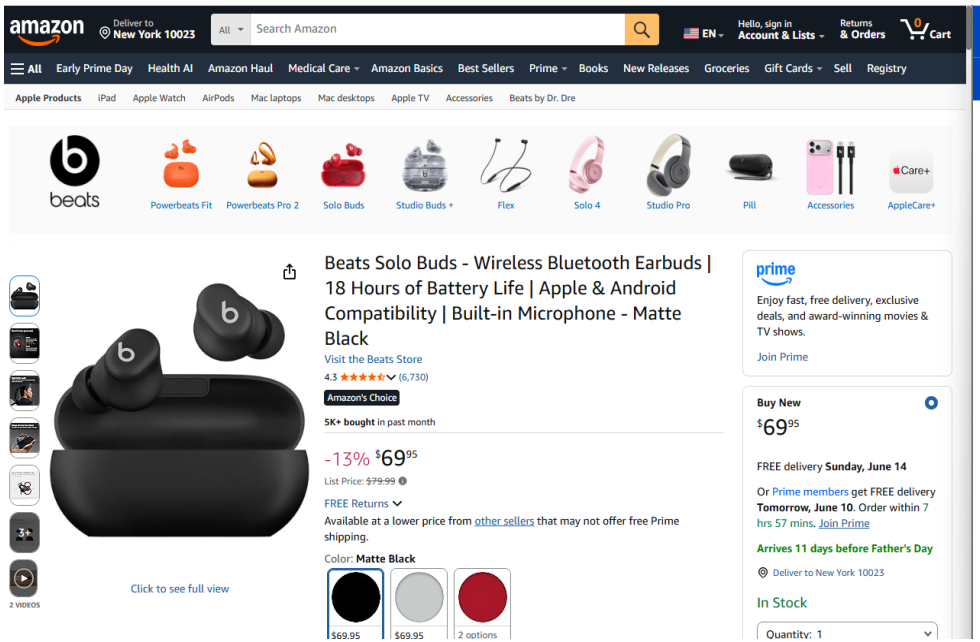
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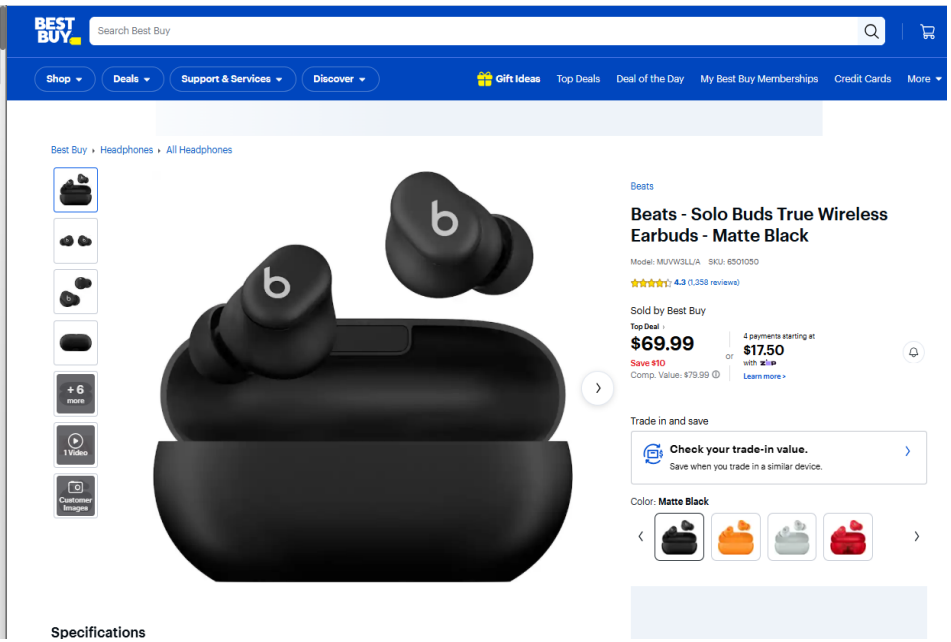
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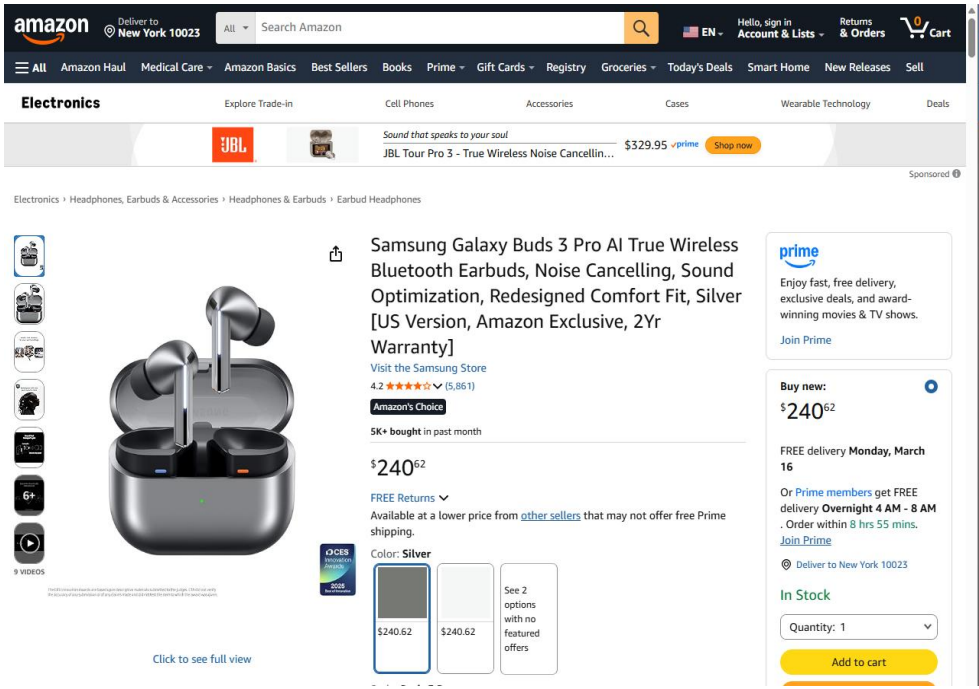


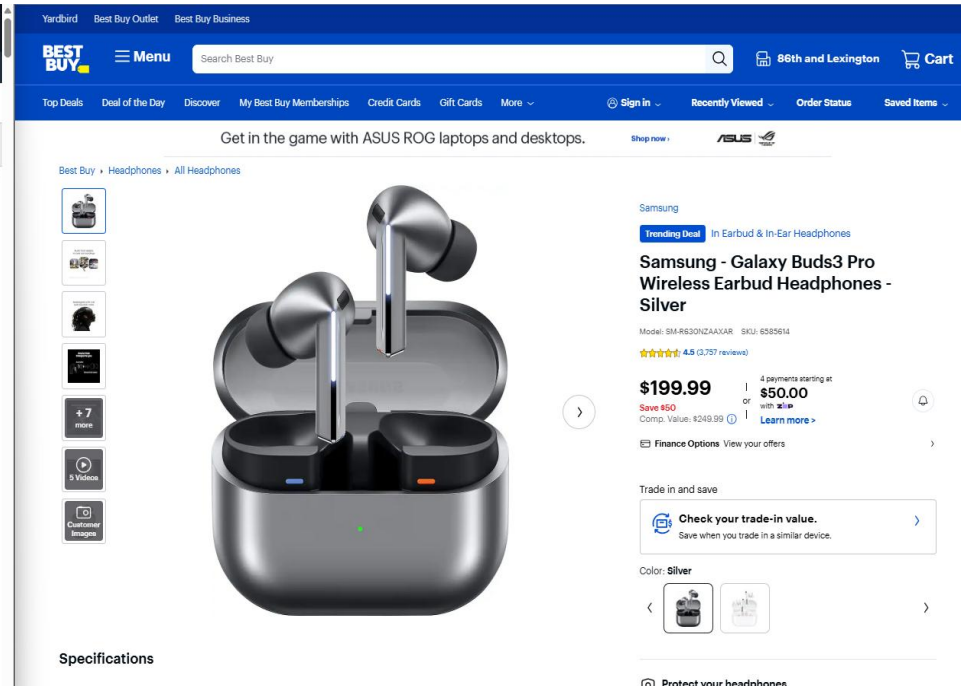


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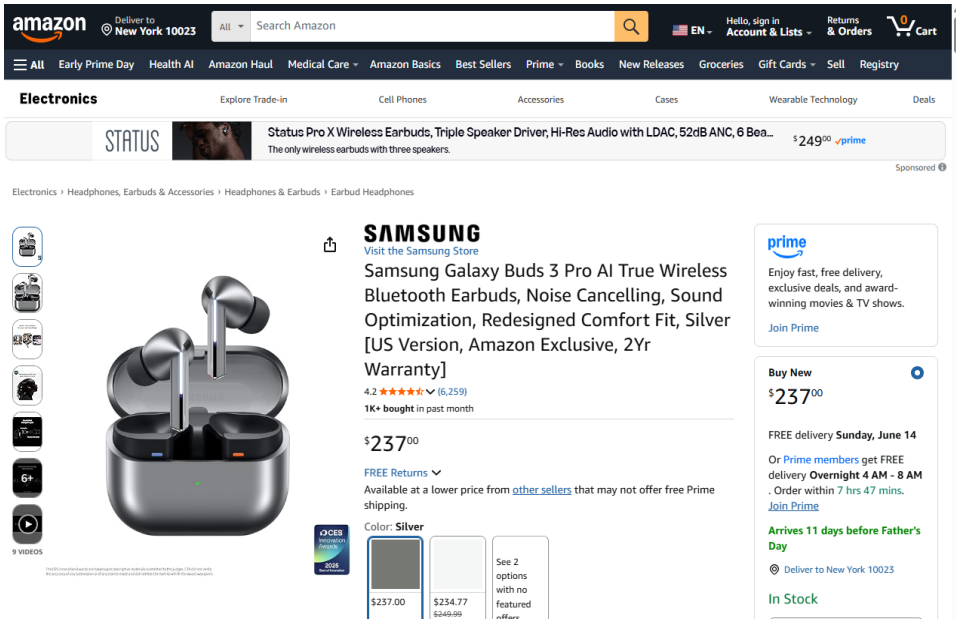
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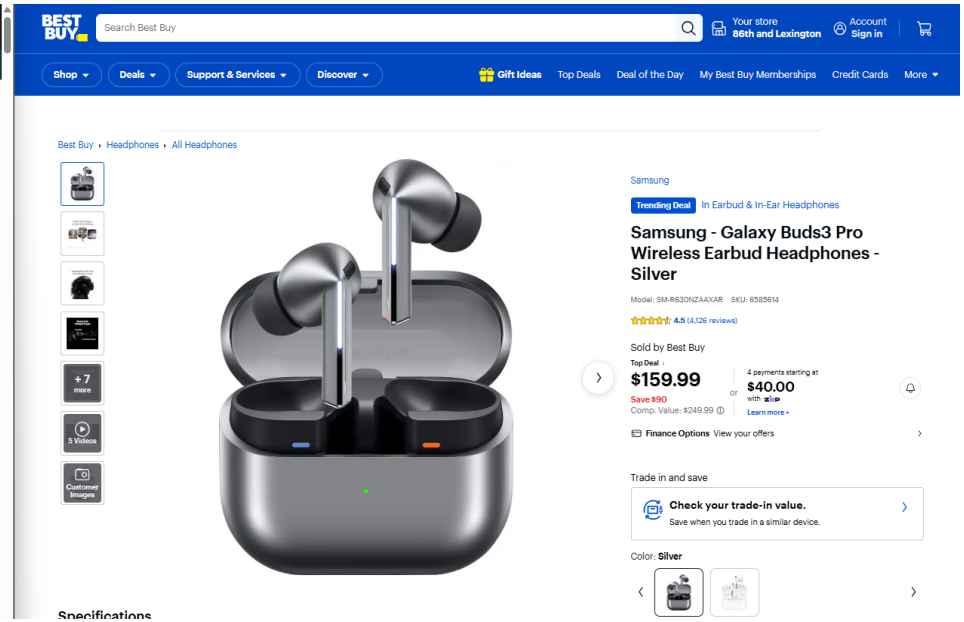
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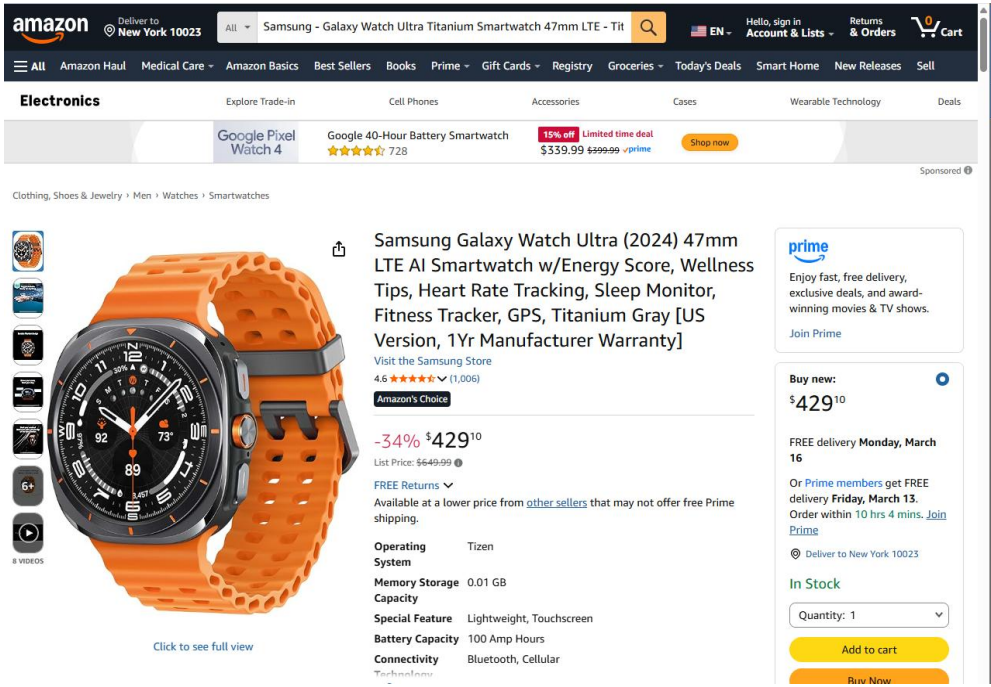
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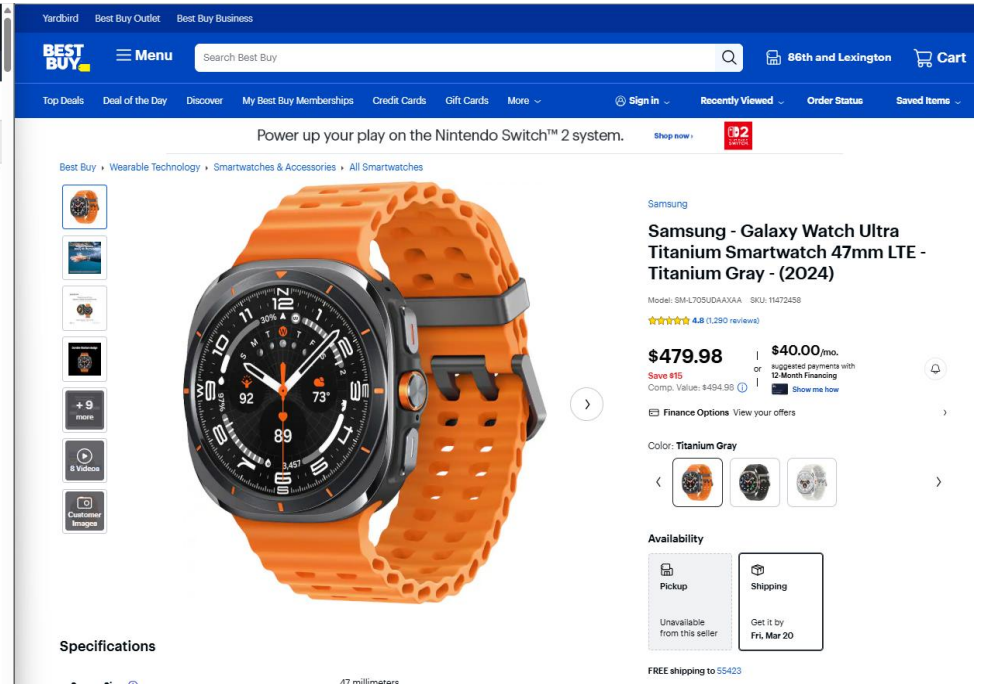




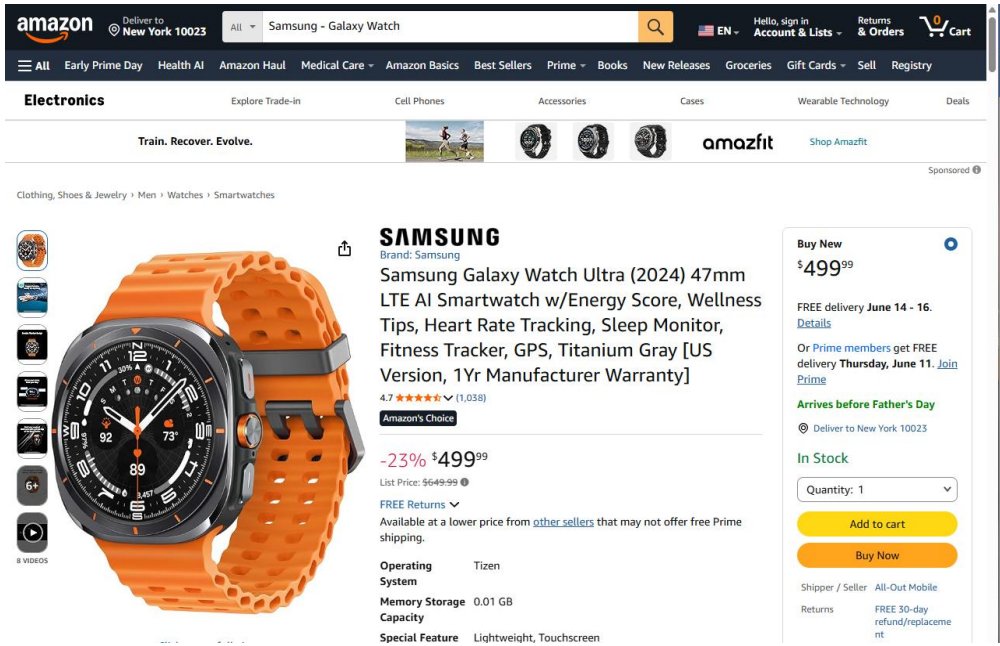
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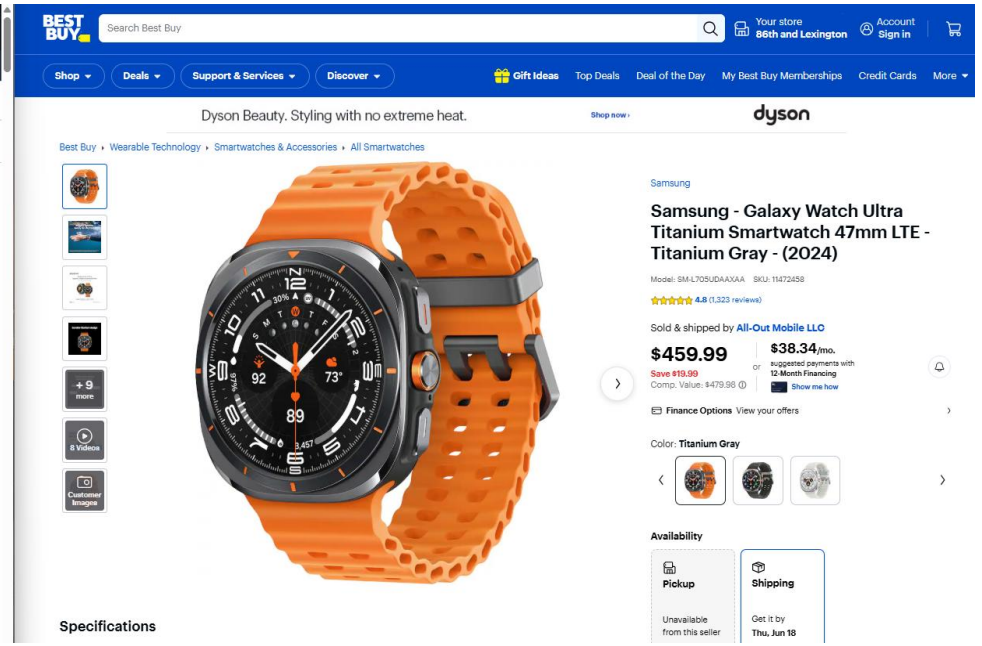
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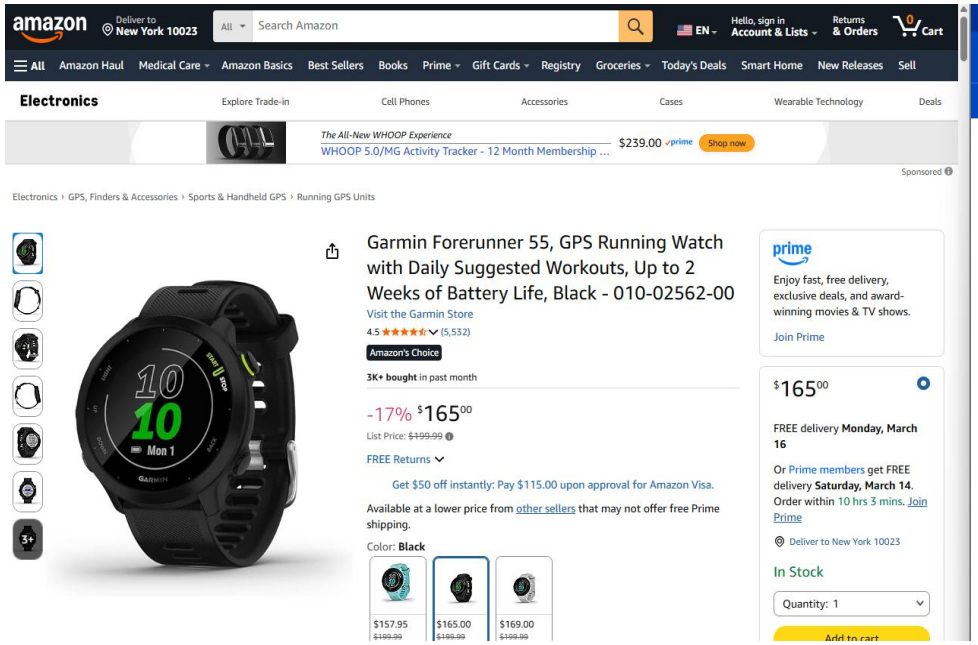
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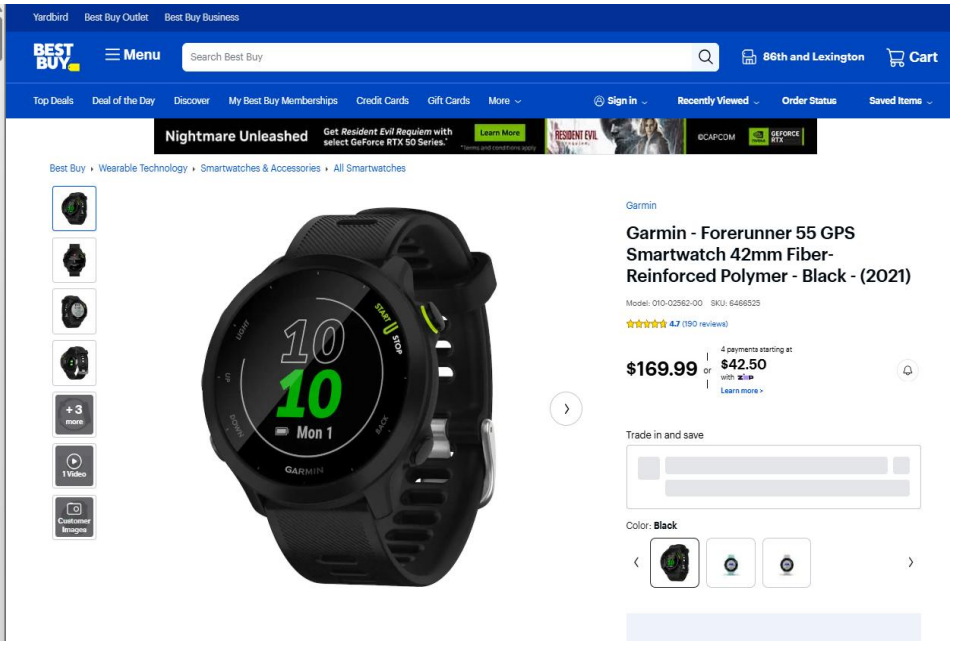




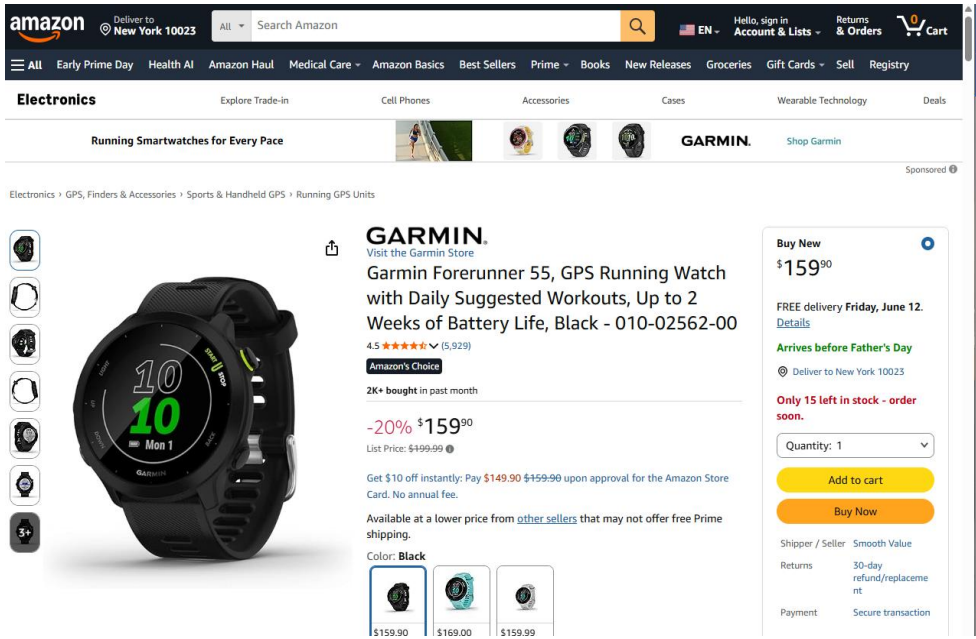
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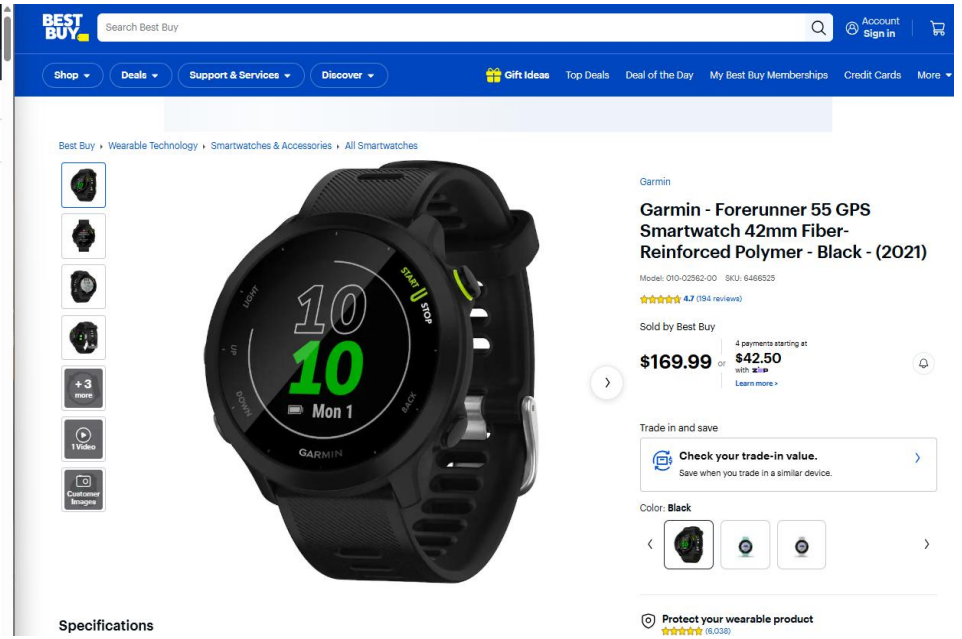
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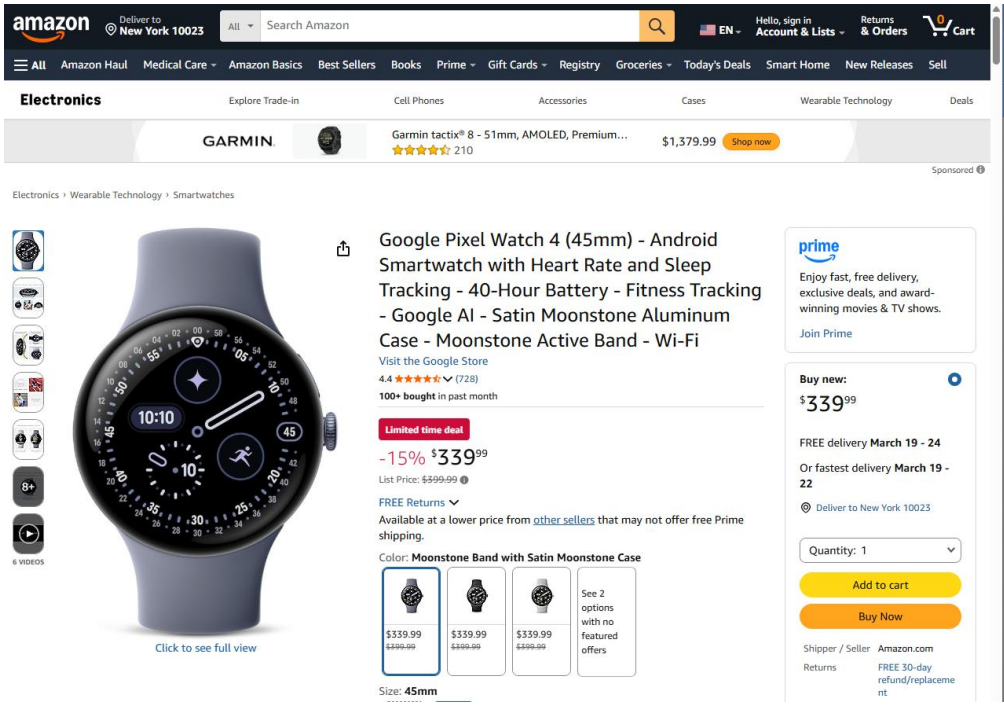


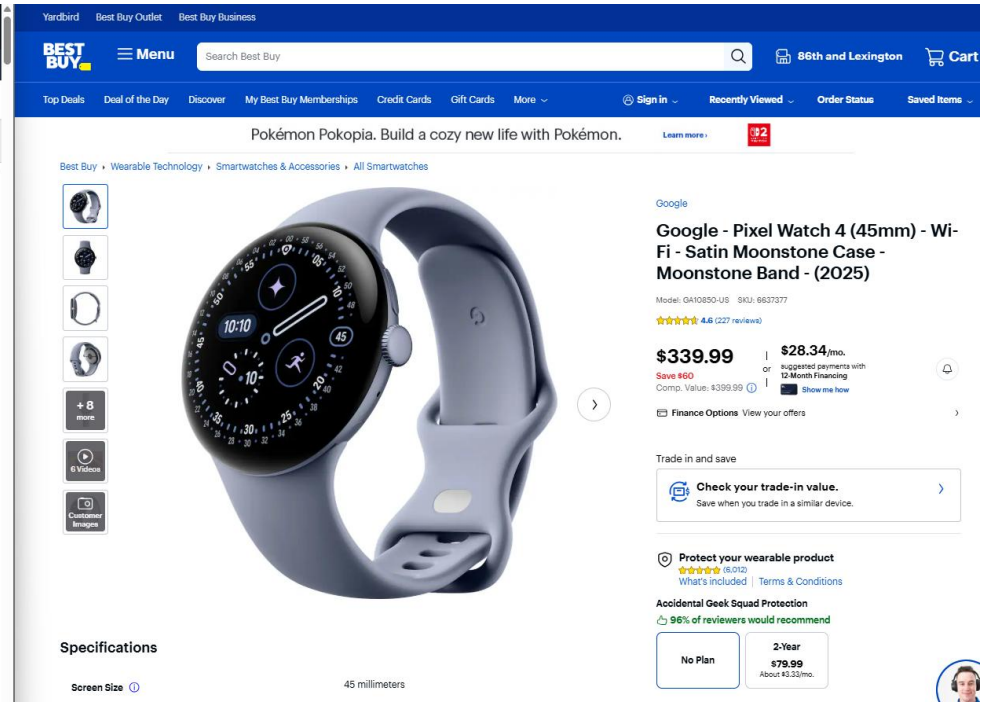
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Best Buy Primary Research

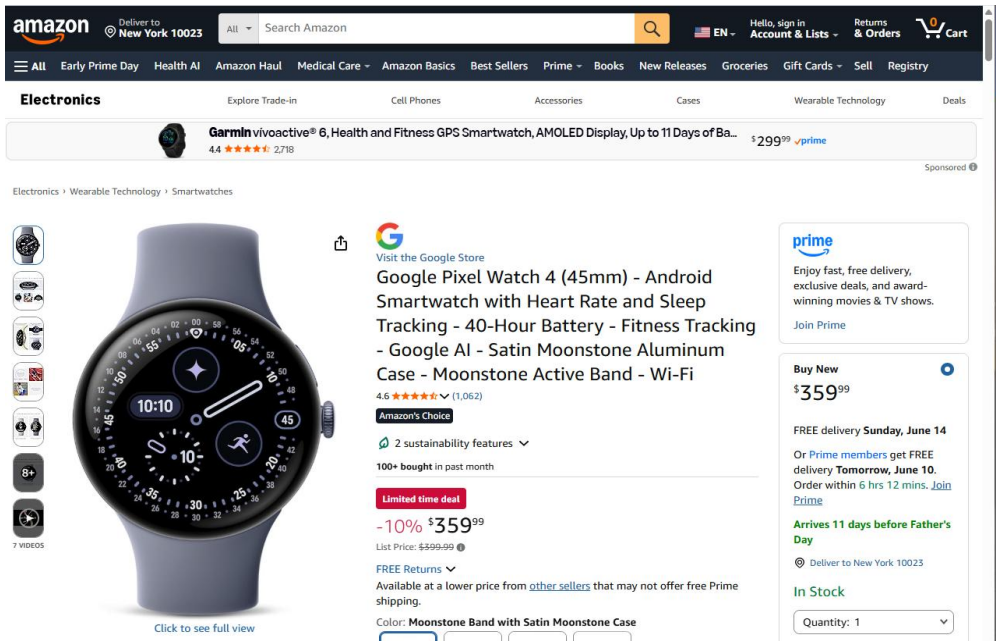
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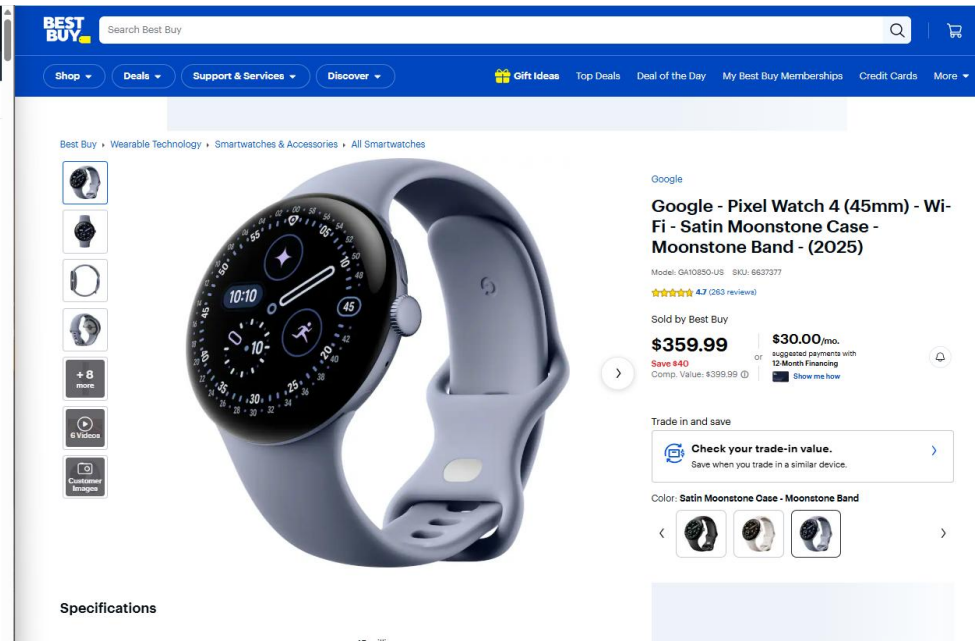
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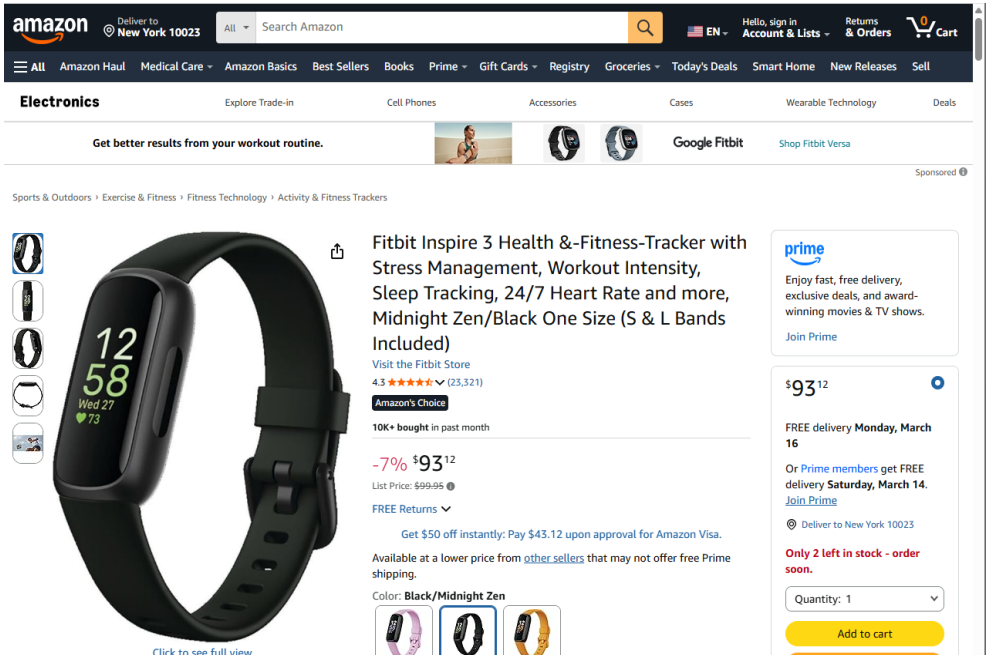


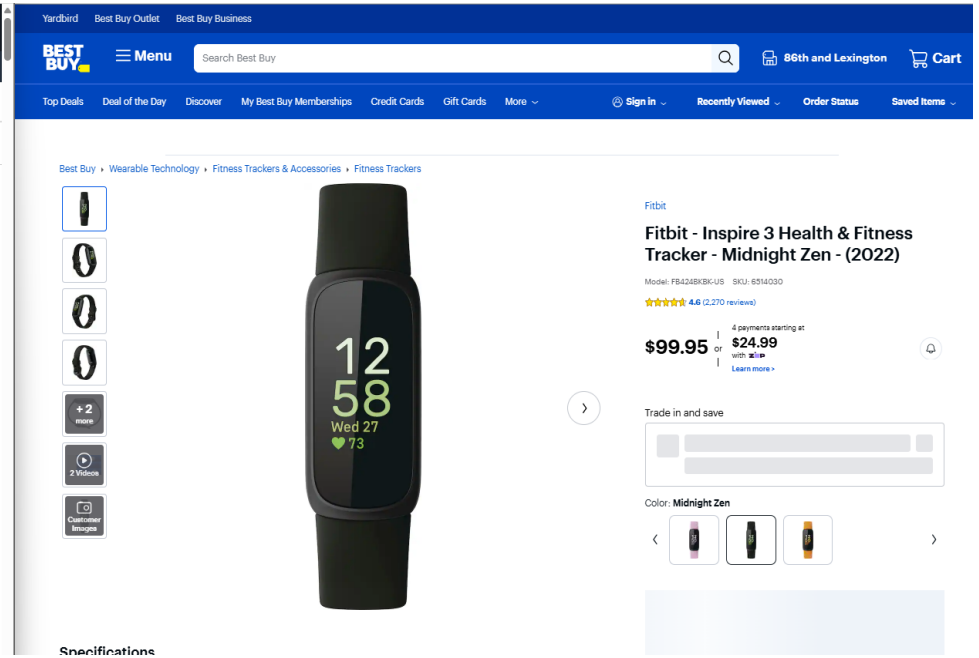


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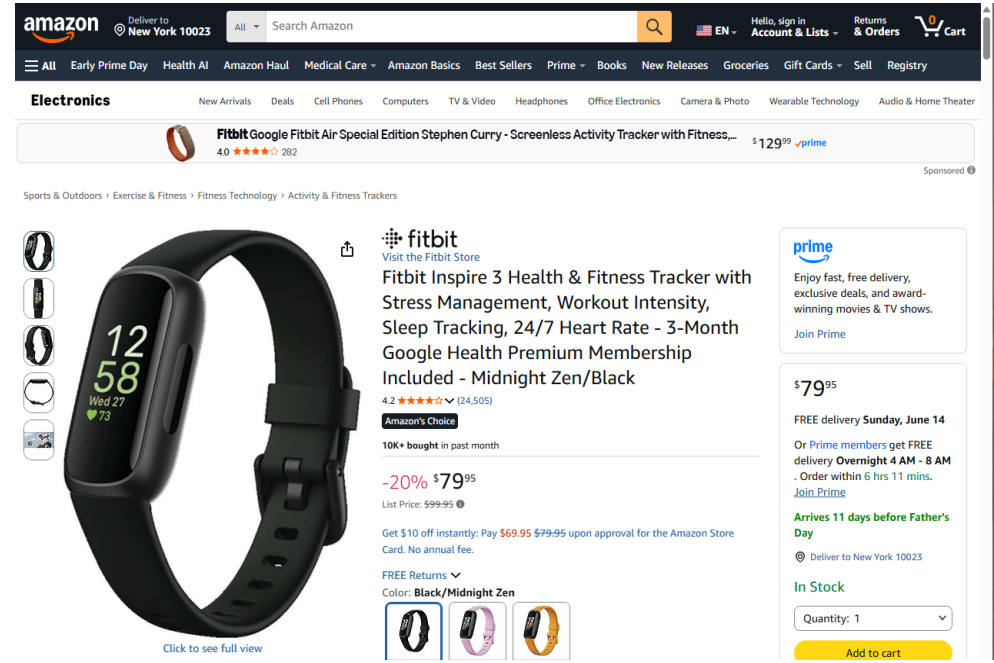
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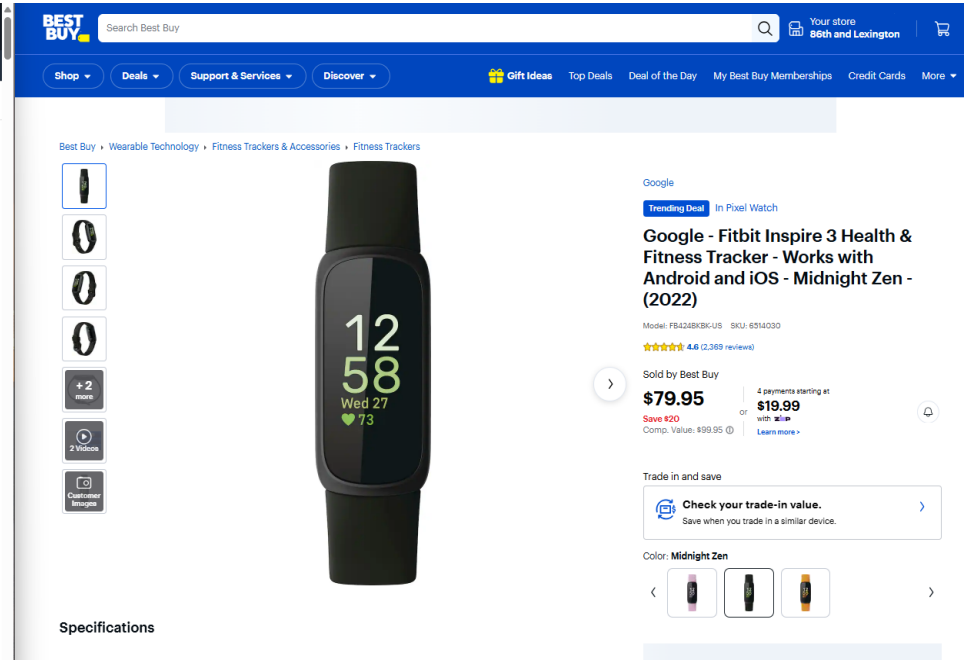
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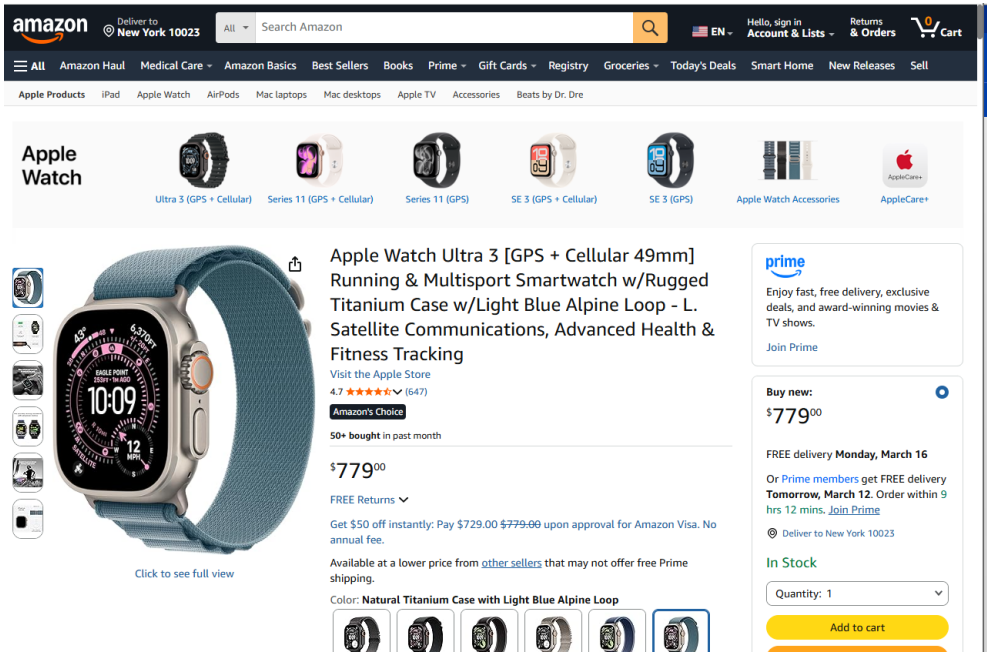


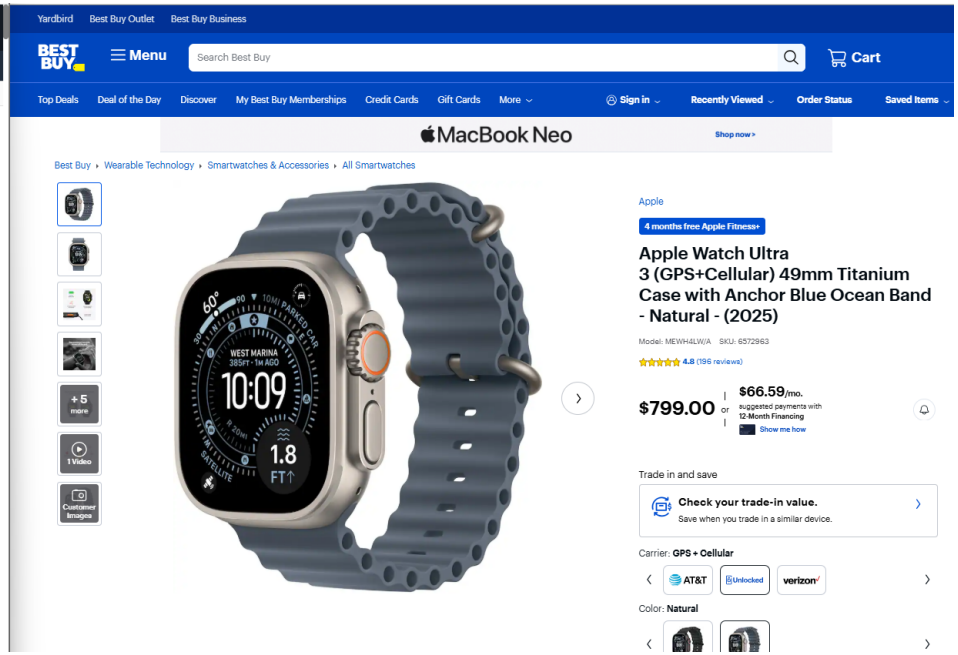


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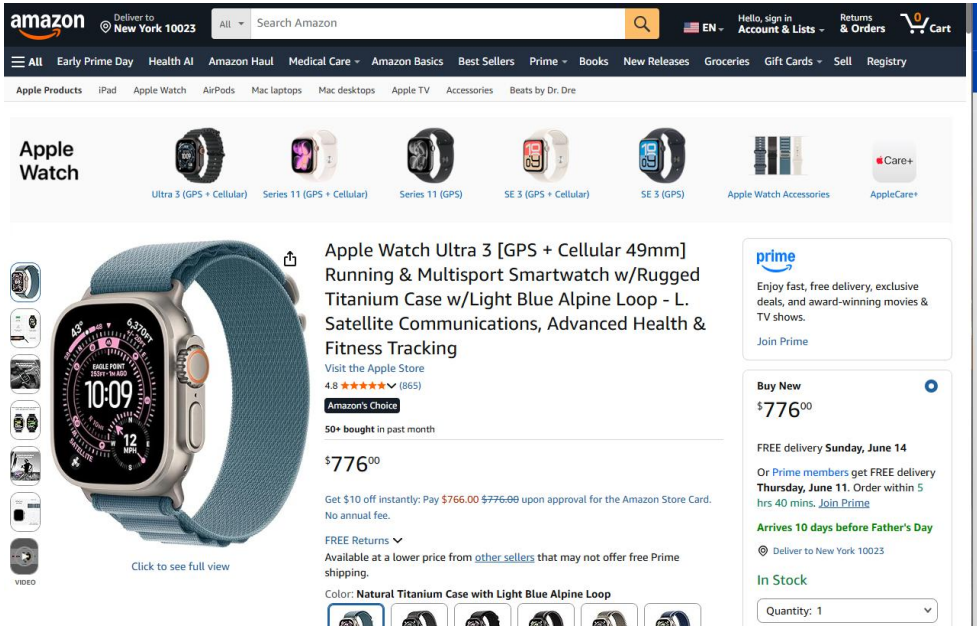
Bespoke – Amazon and Best Buy Identical Items

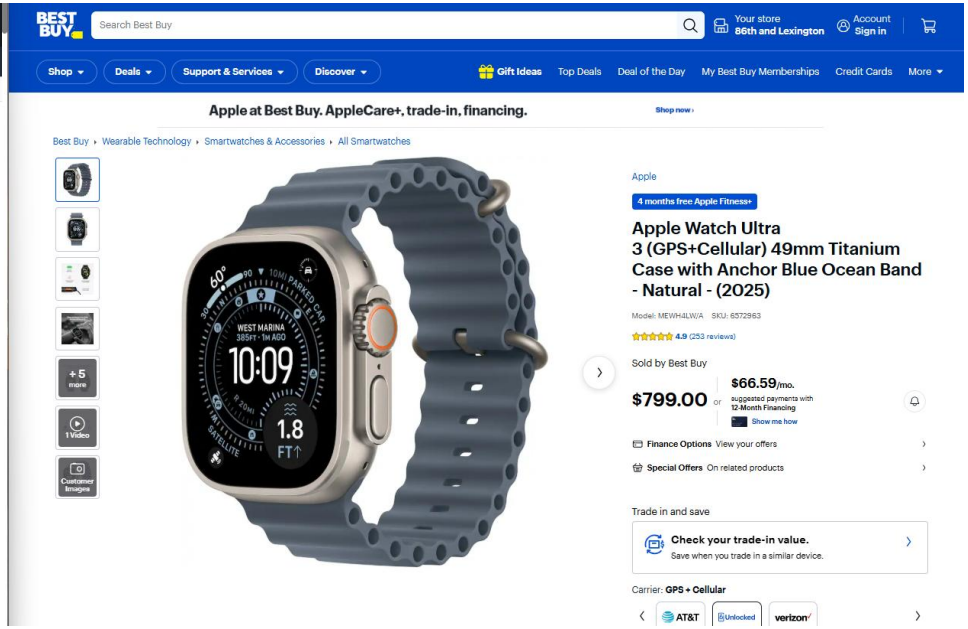
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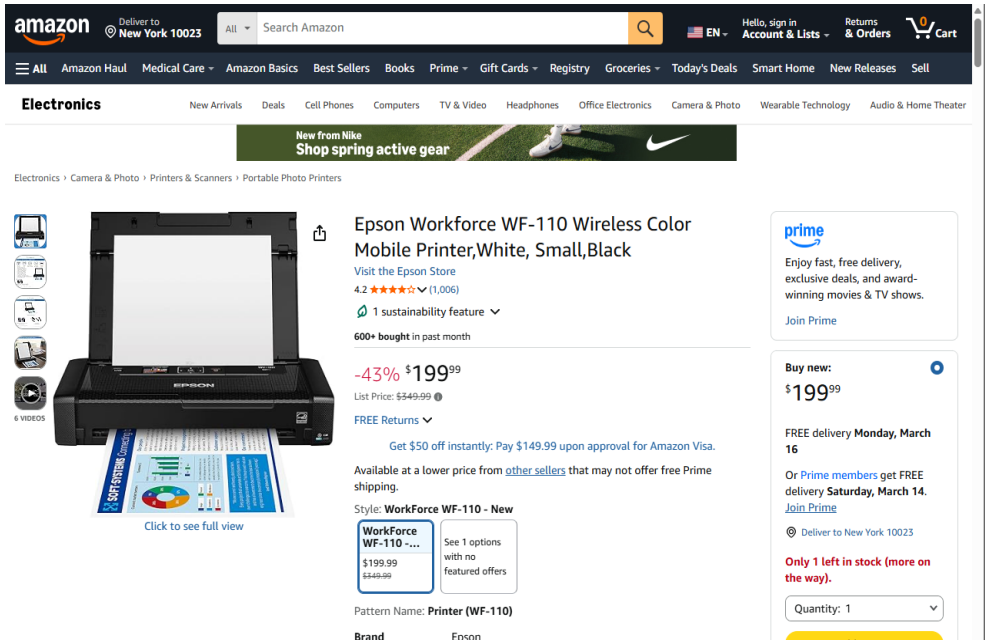


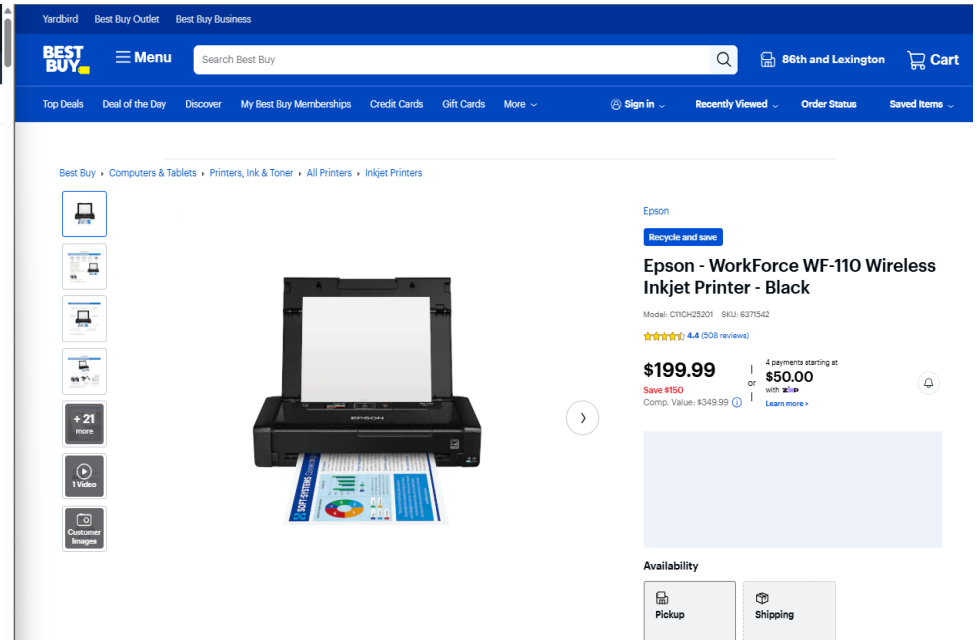


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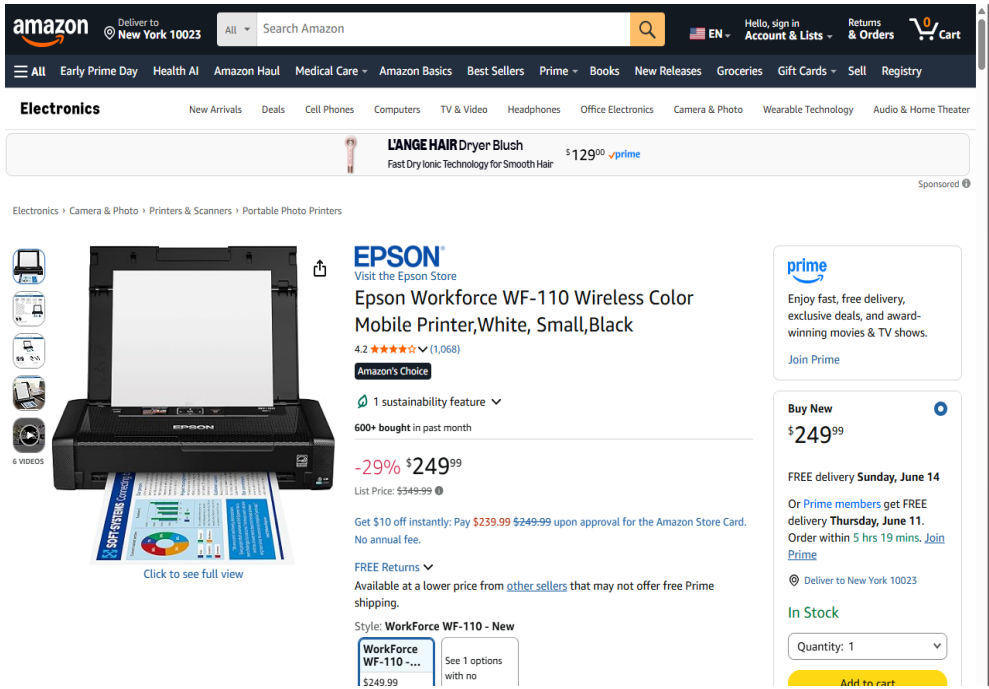
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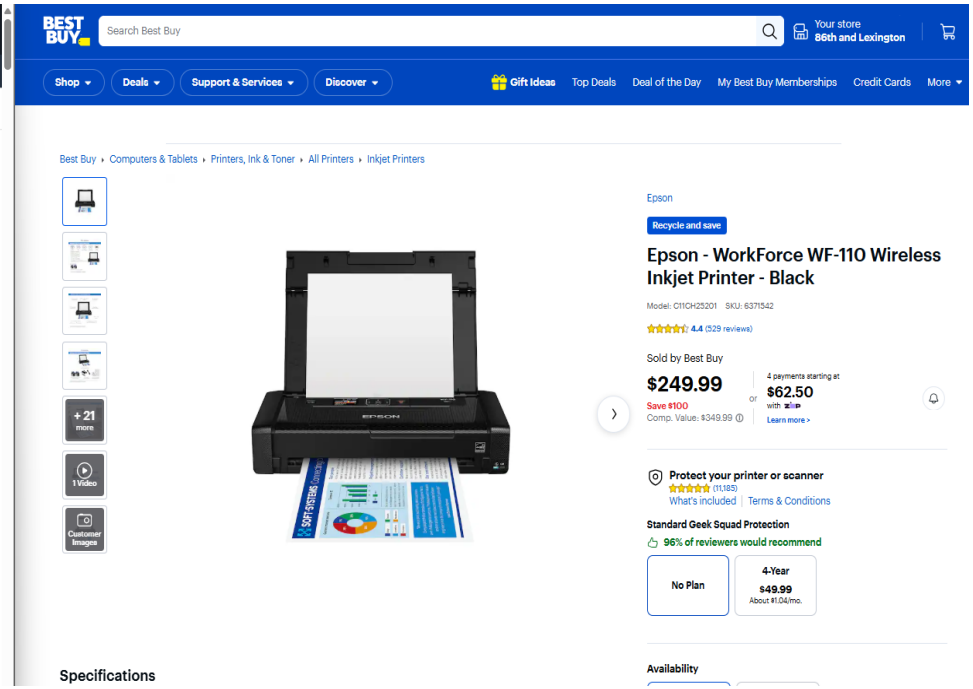
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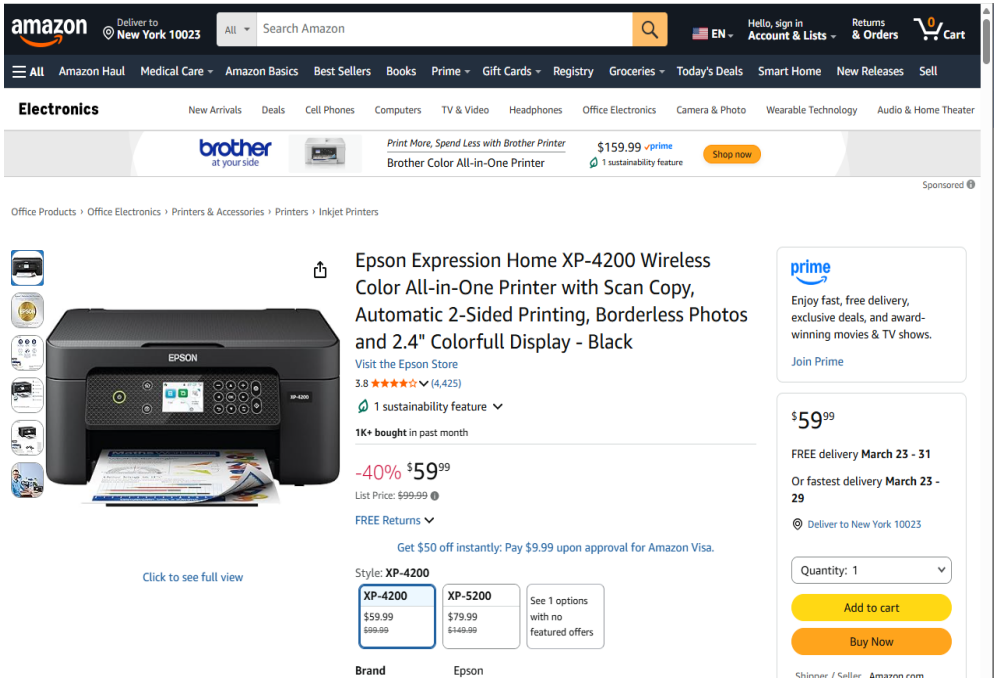


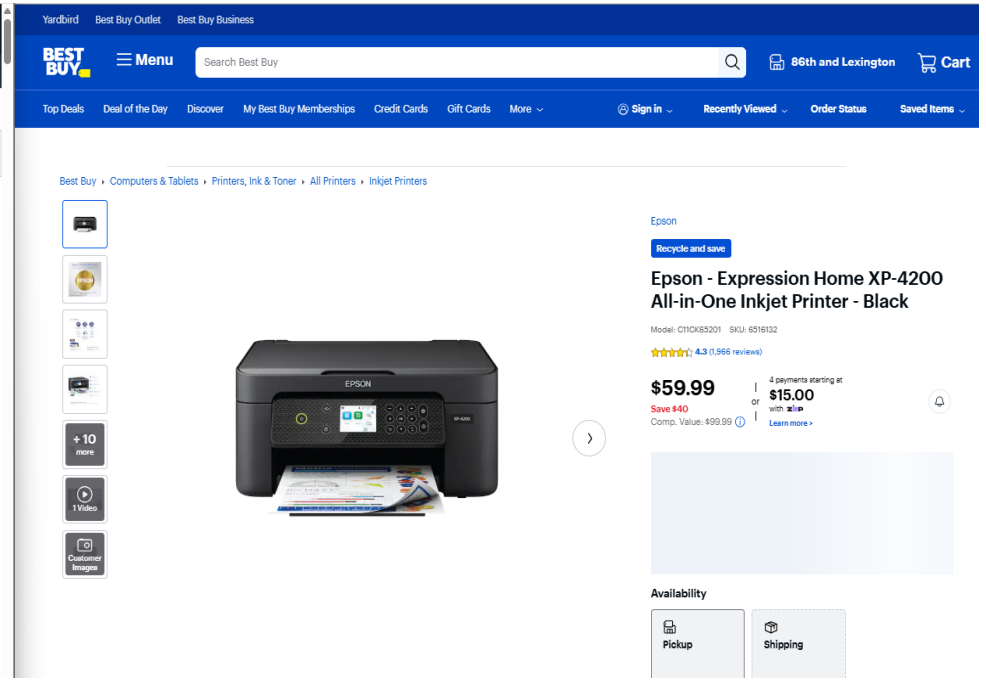


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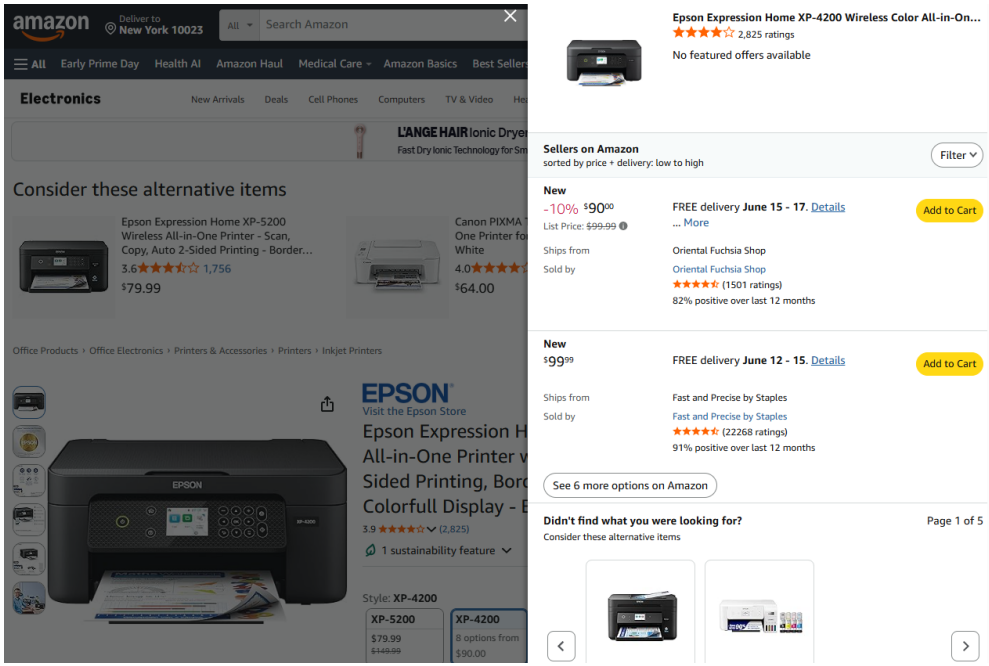
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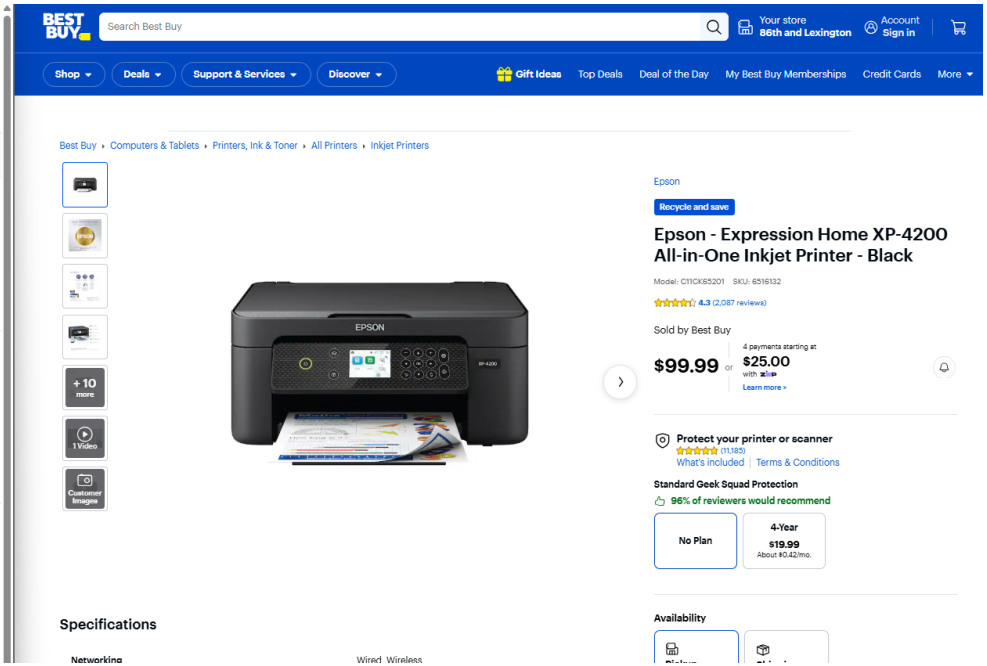
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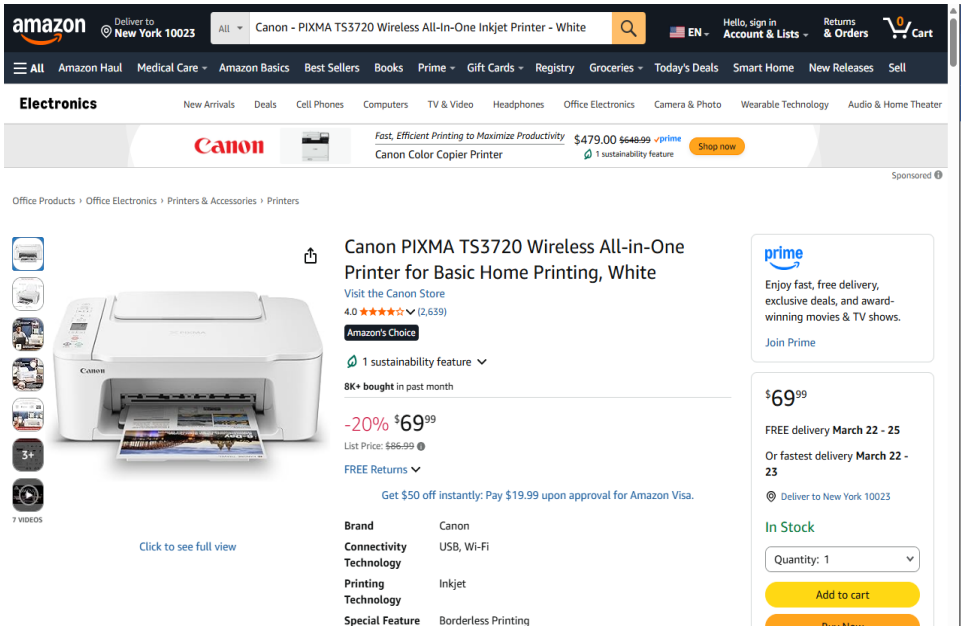
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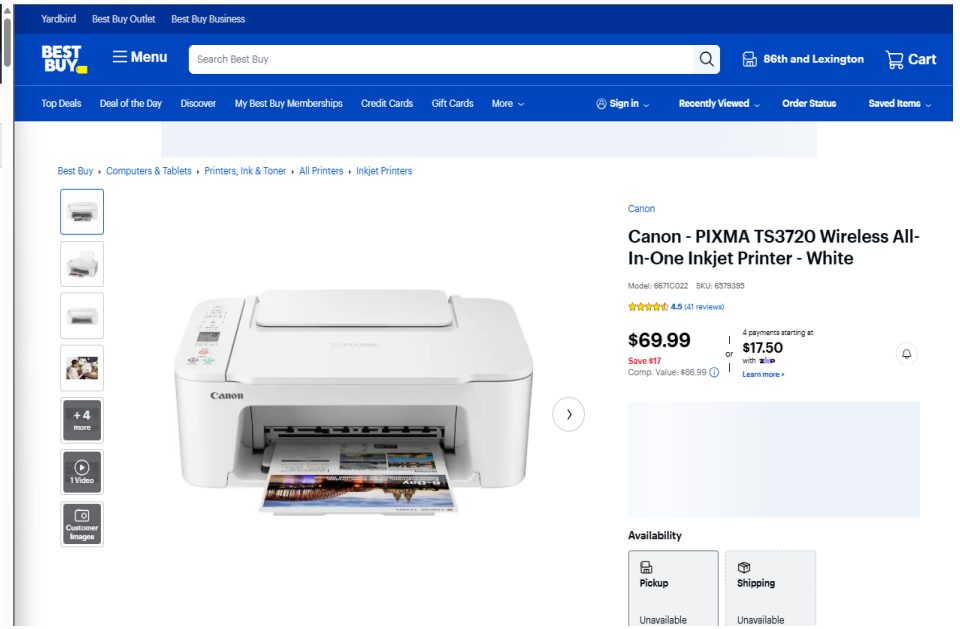




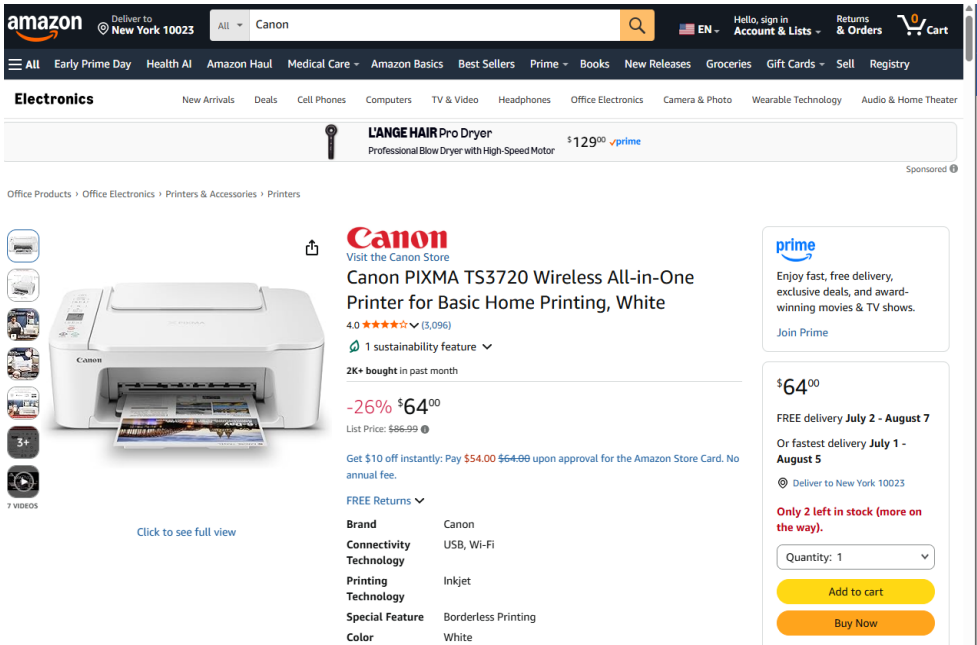
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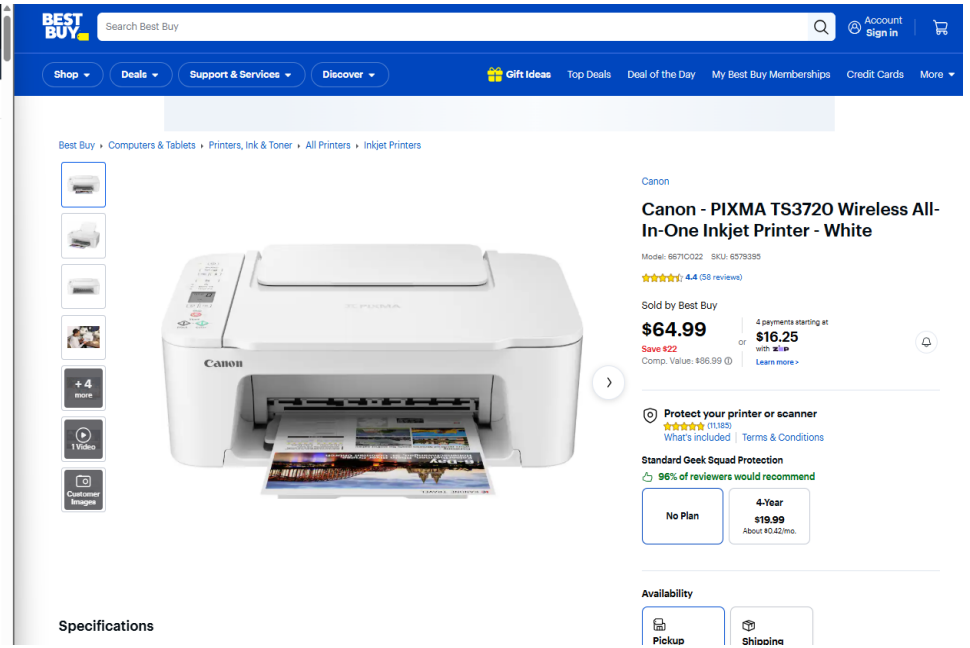
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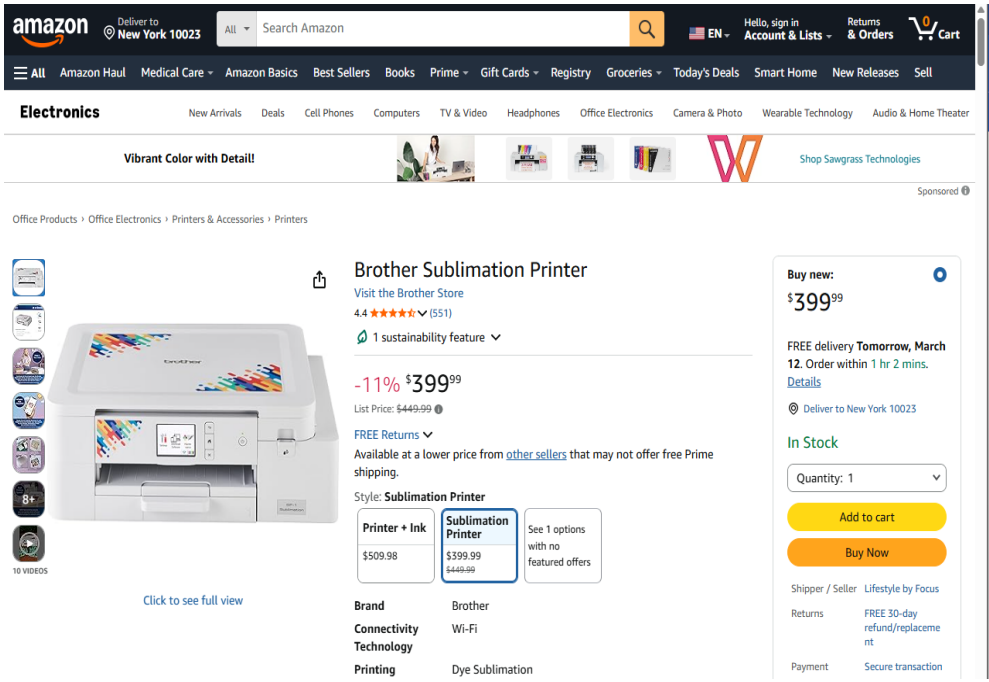


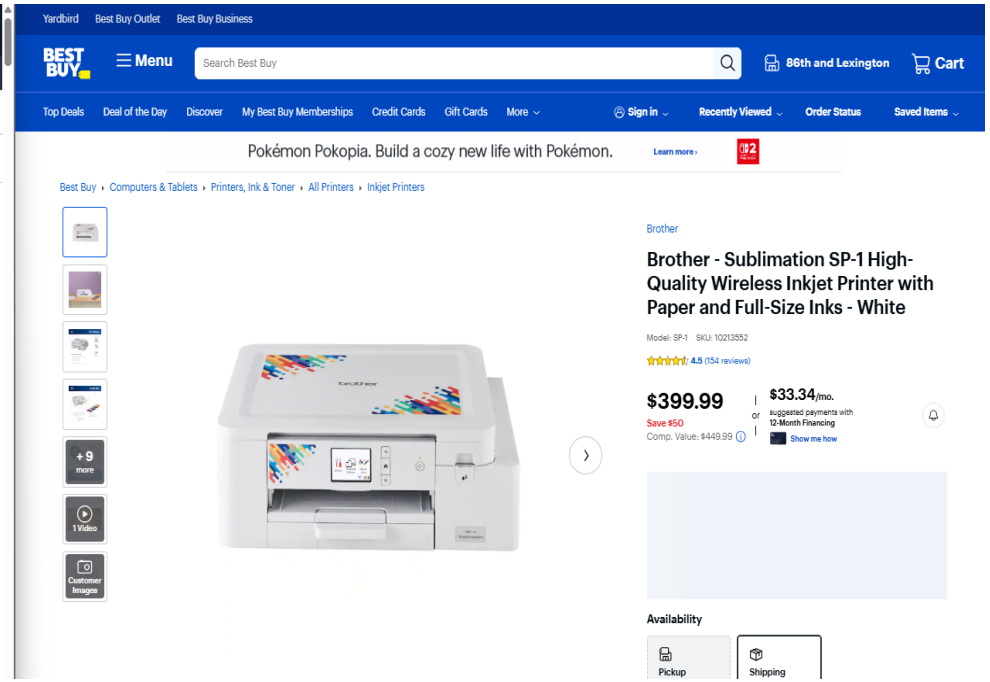


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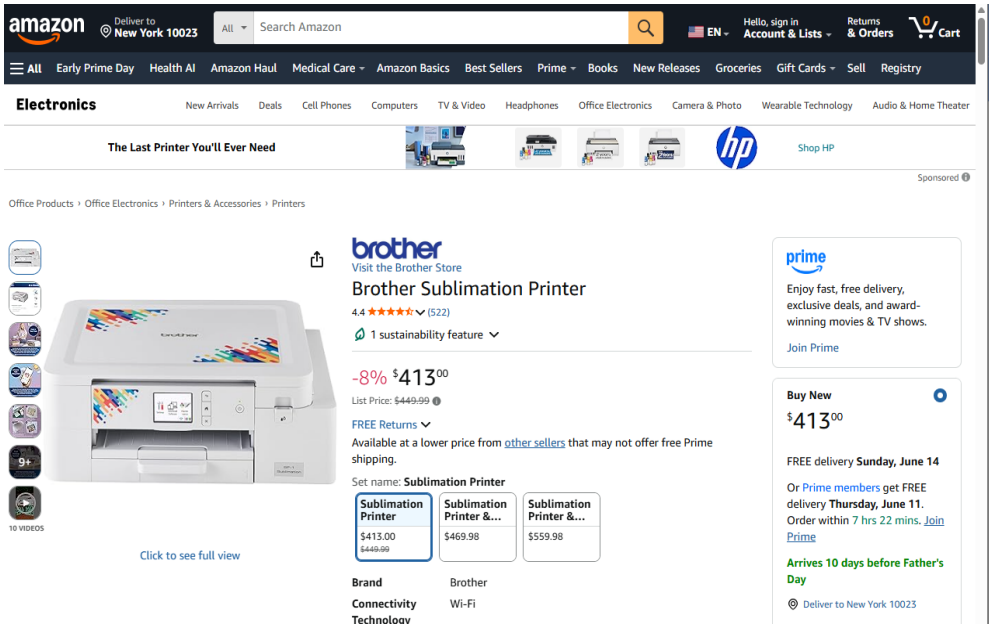
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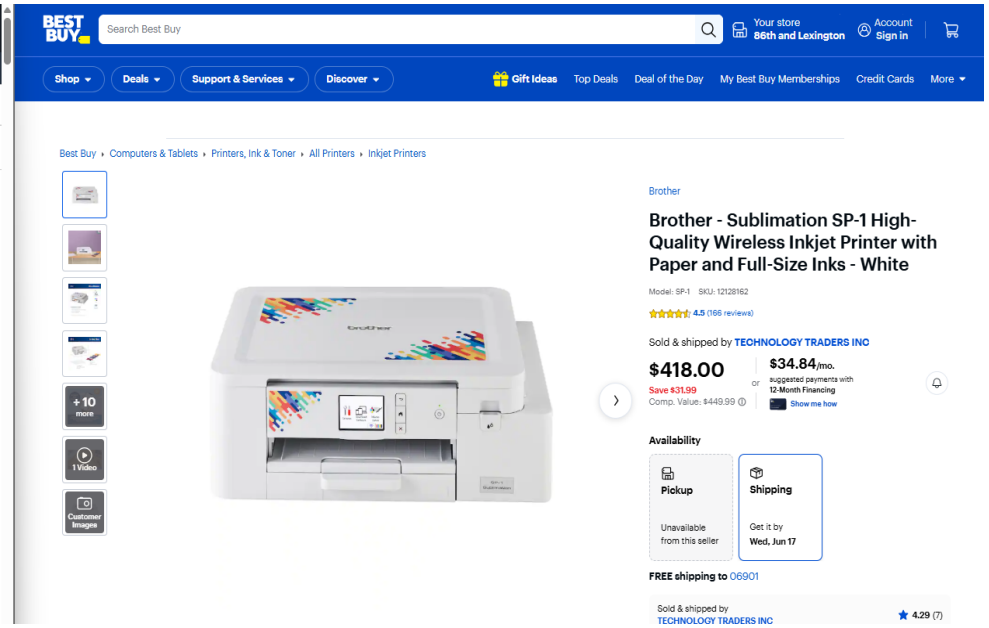
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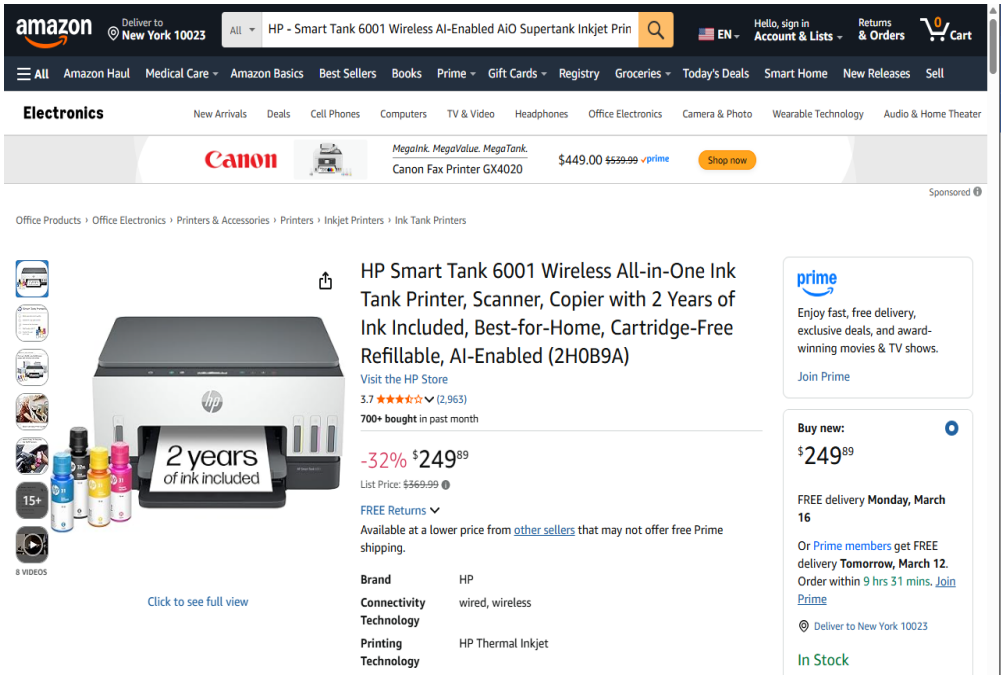


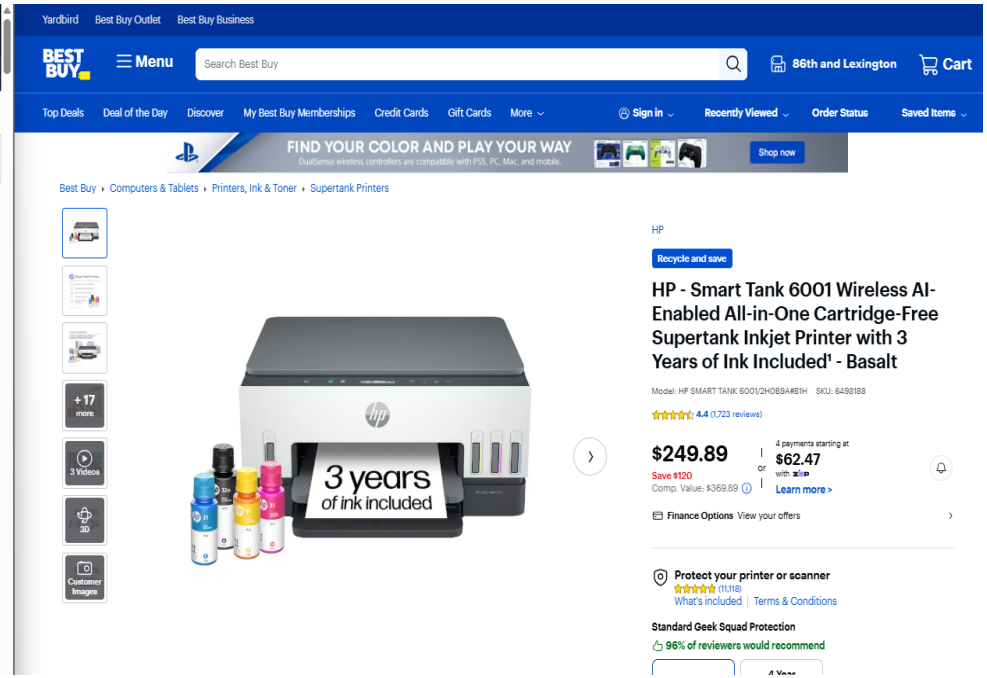


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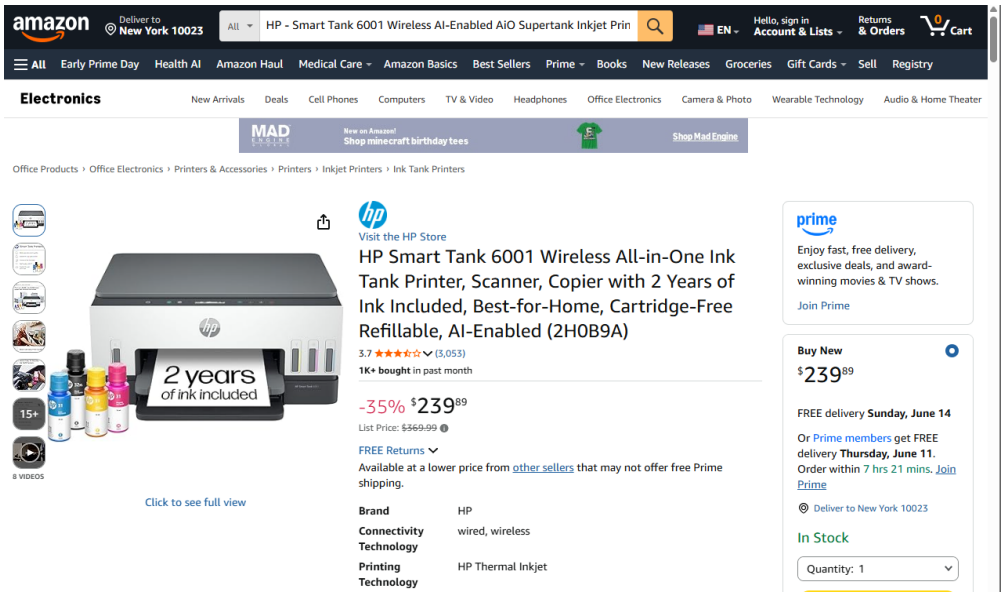
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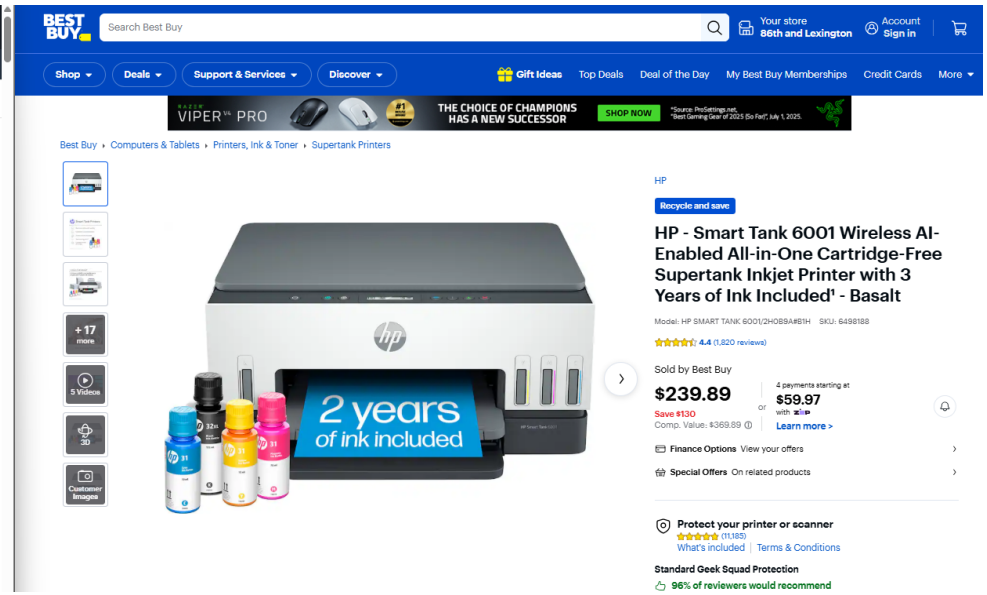
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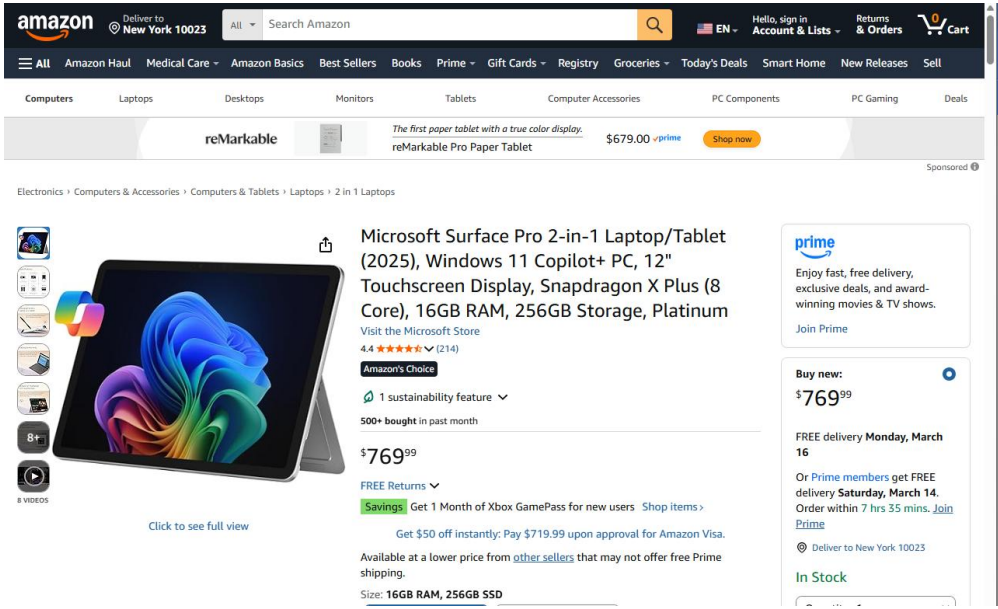


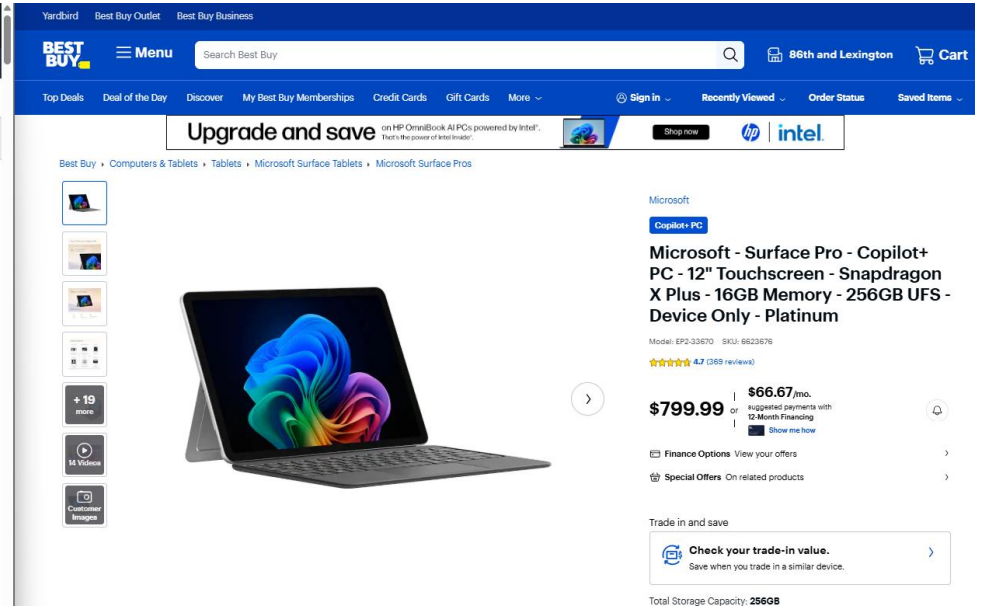


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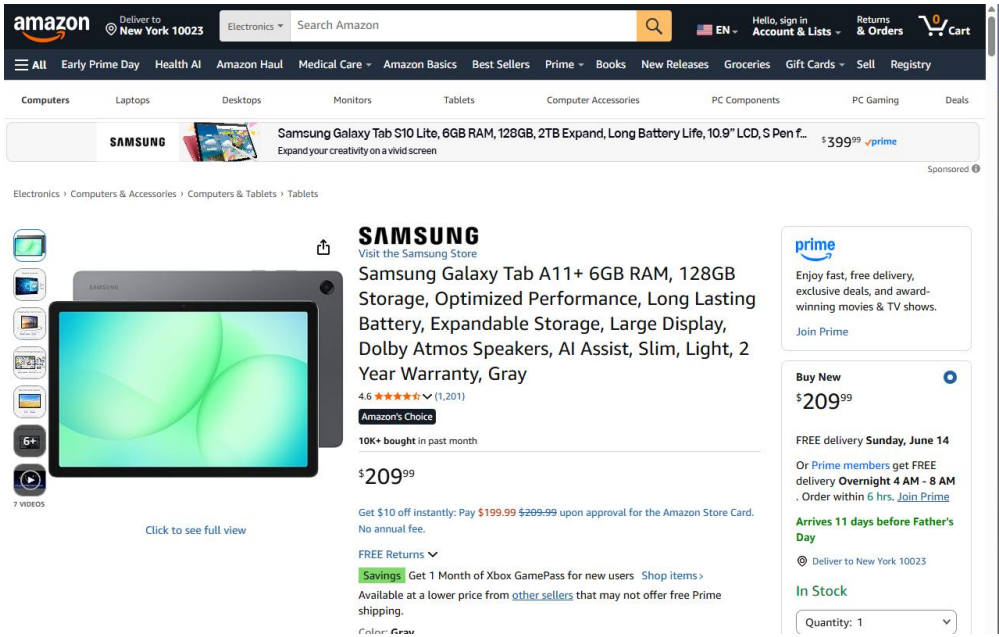
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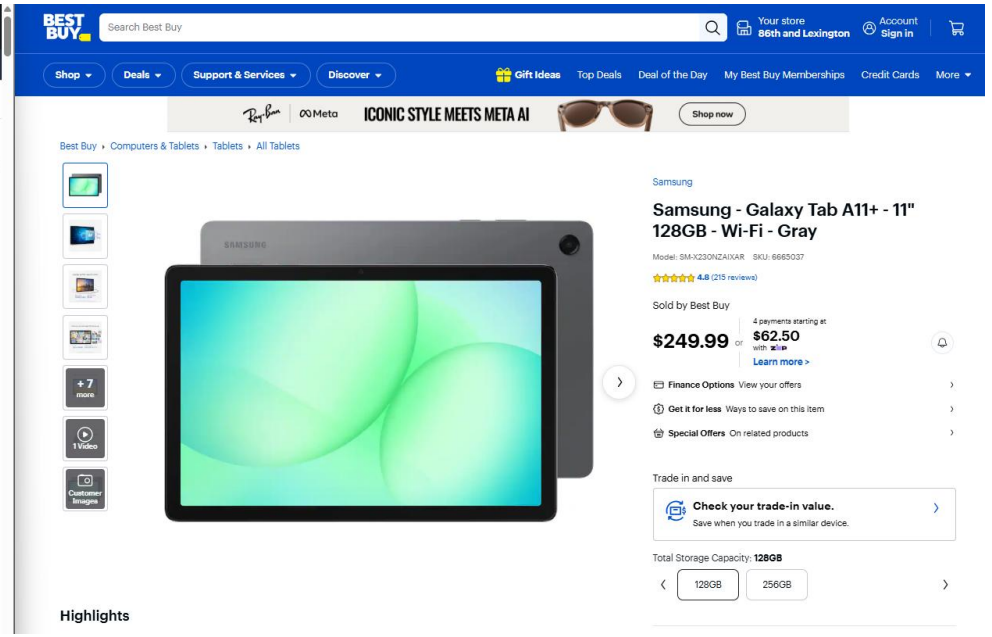
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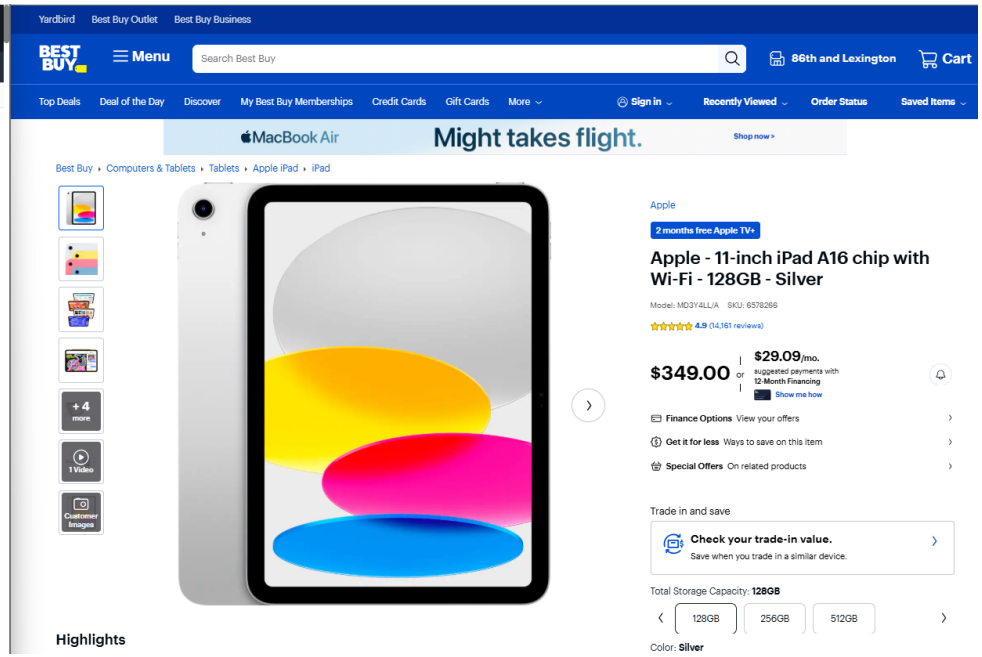


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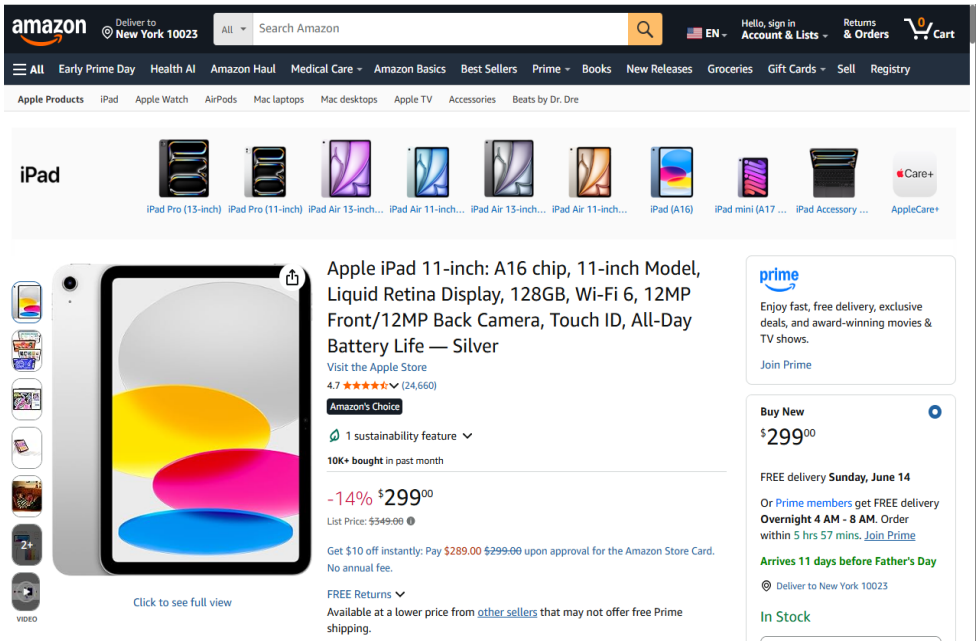
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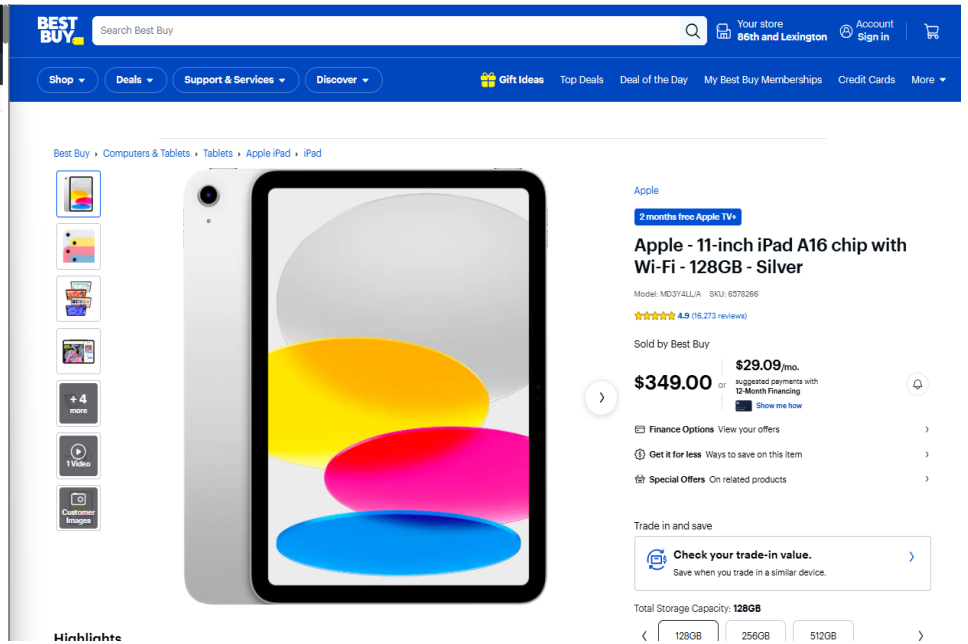
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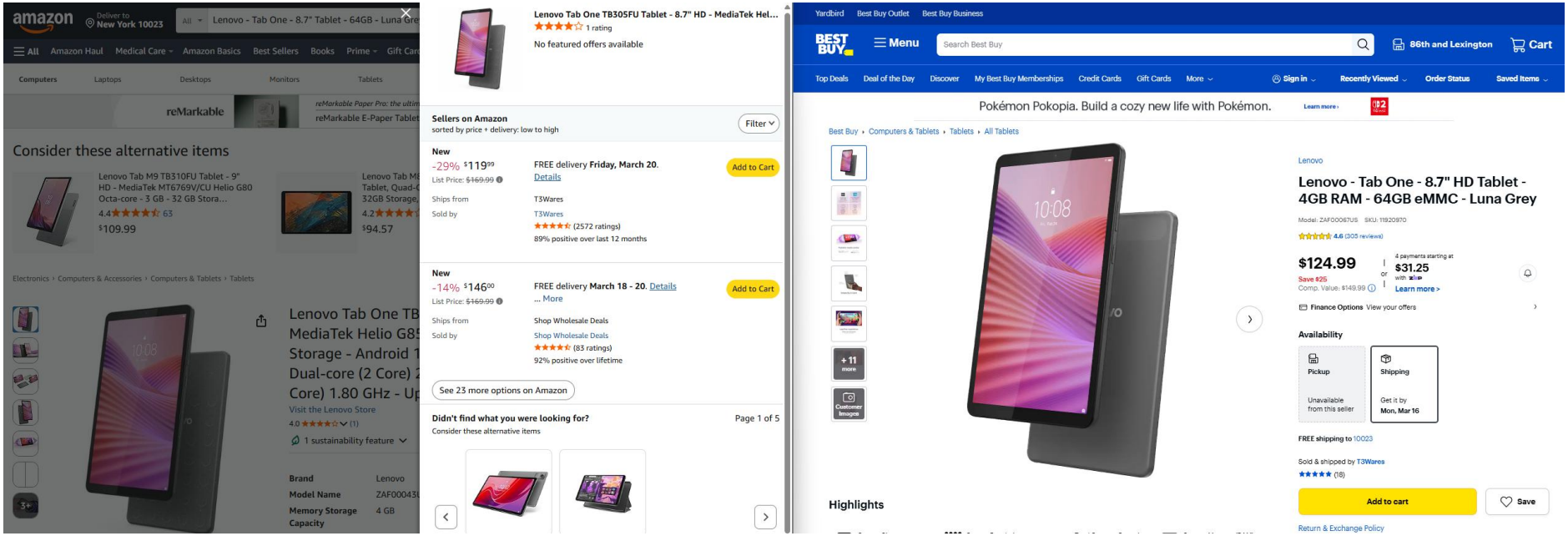




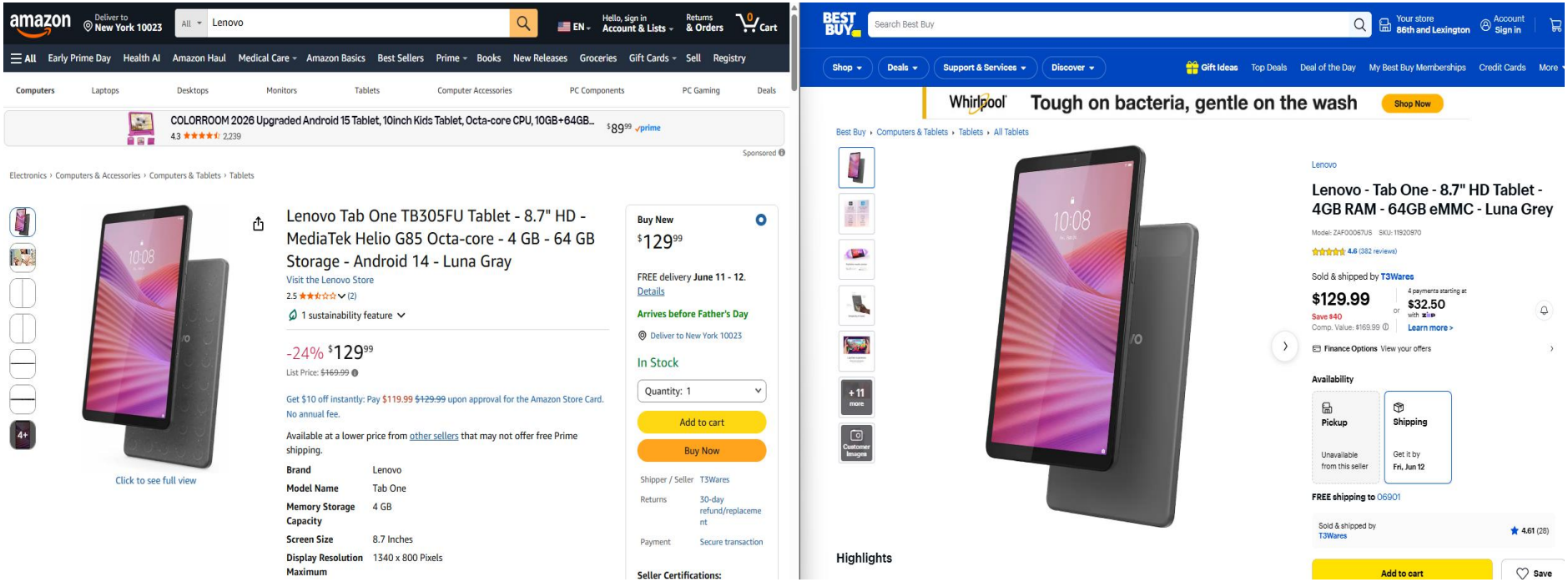
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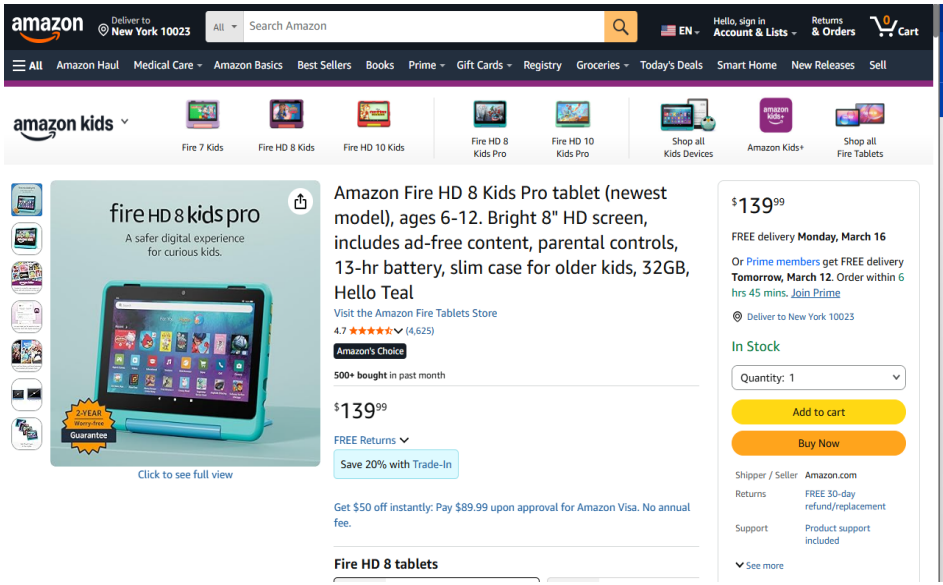
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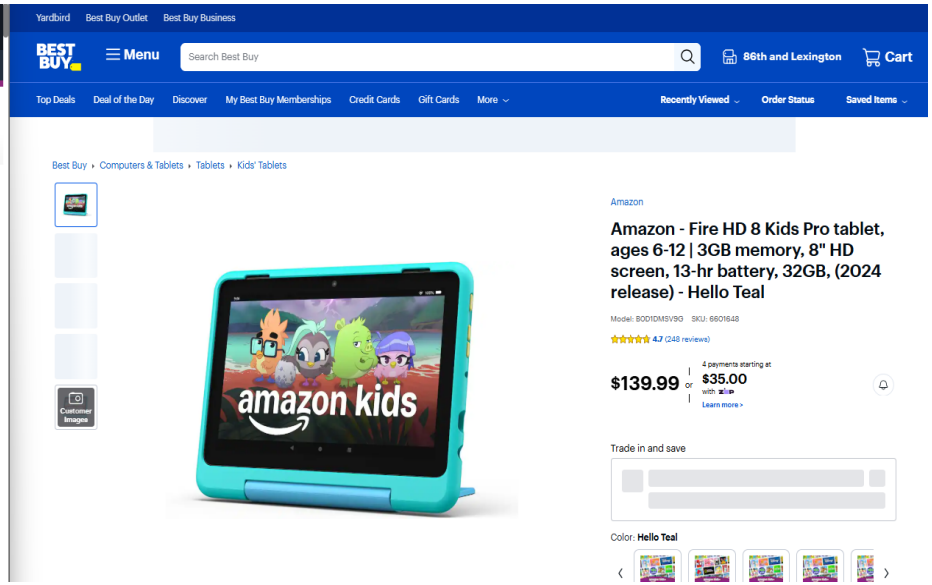


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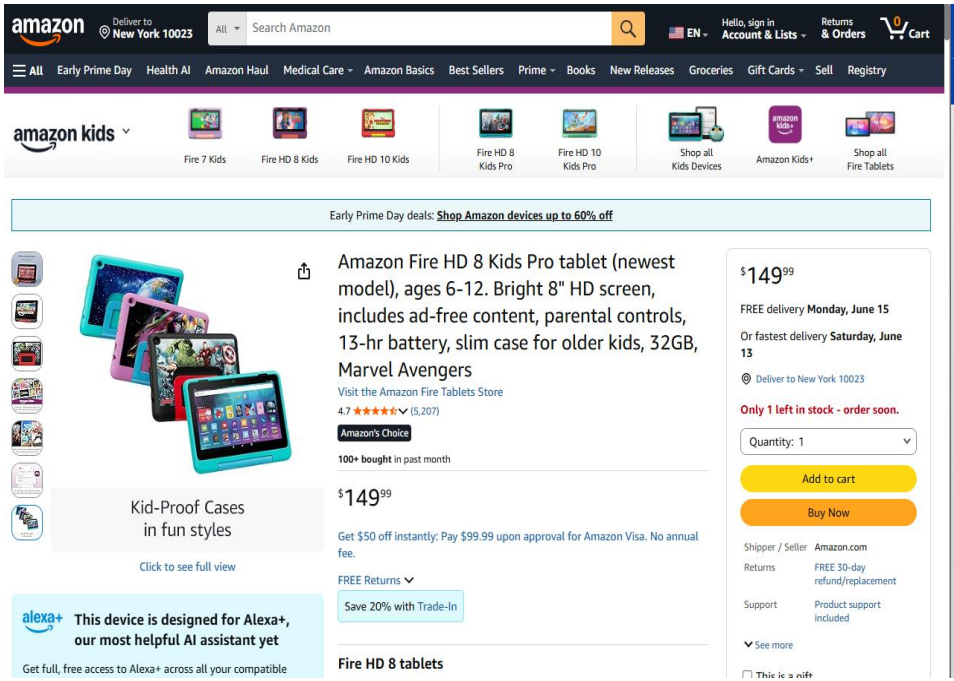
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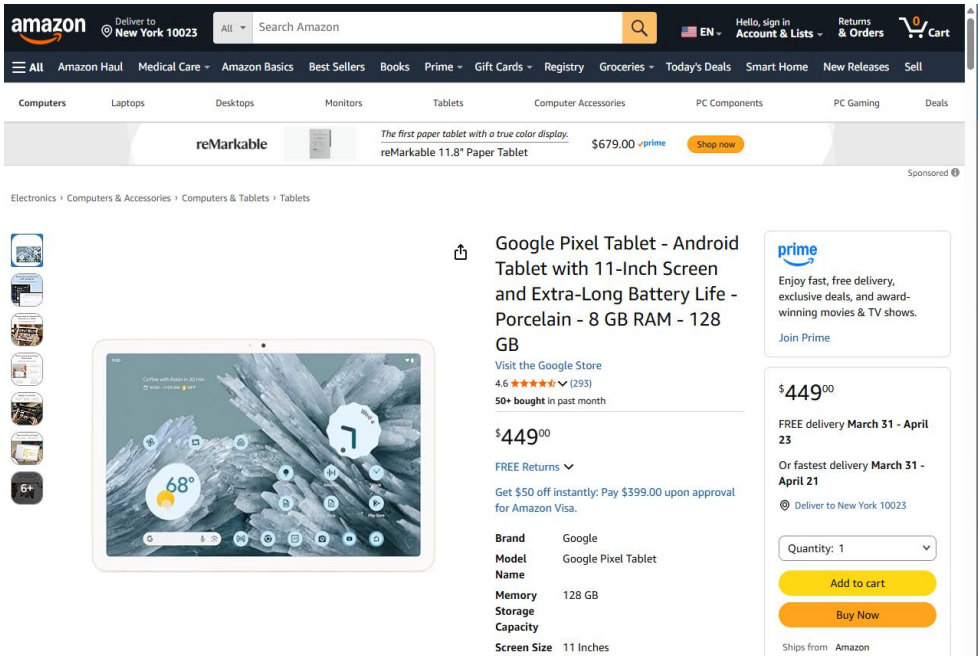


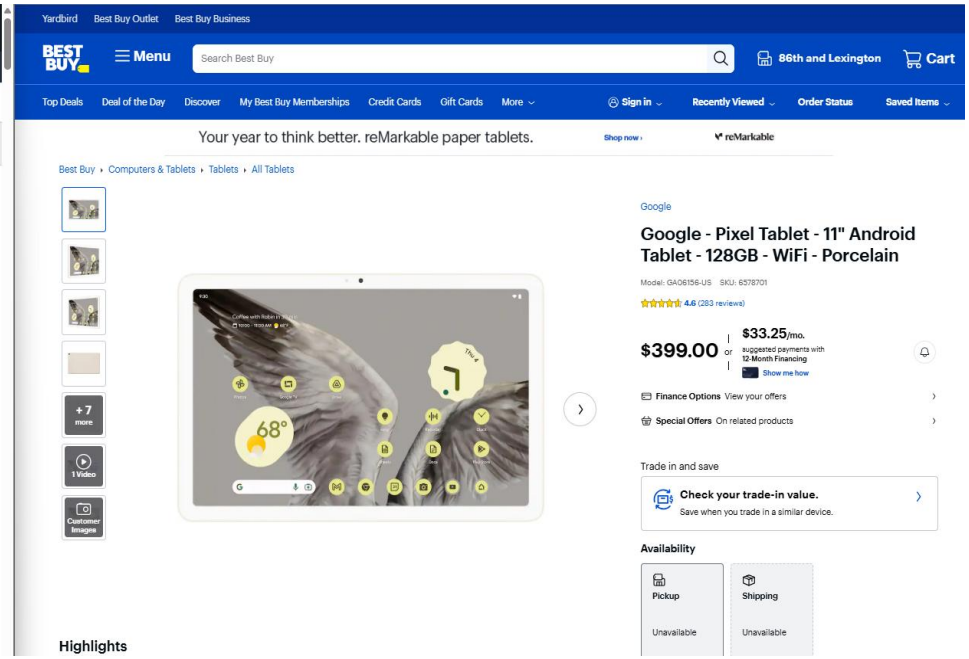


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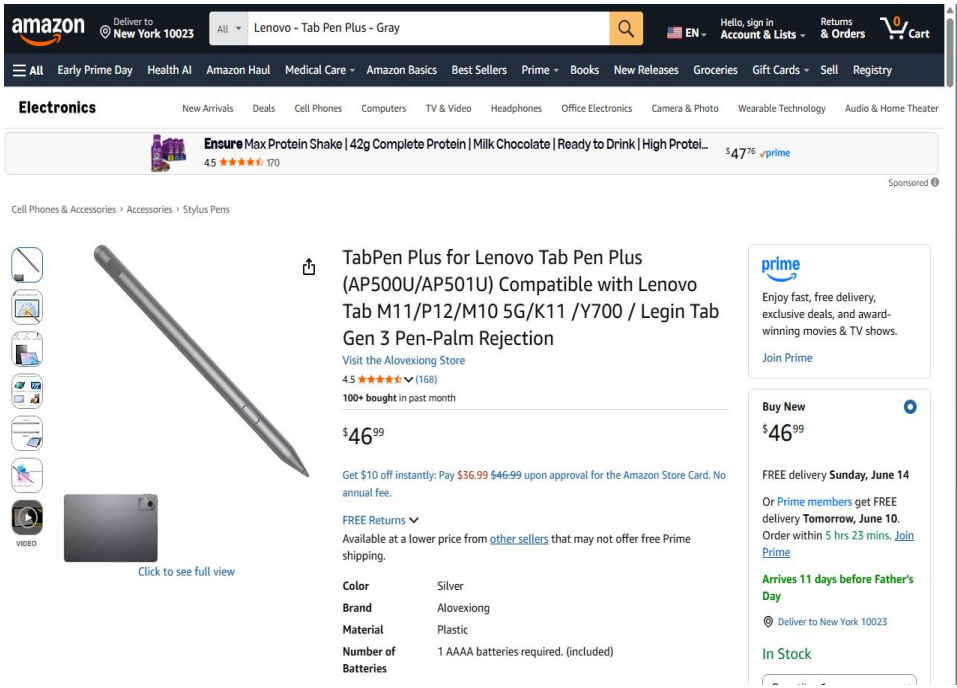
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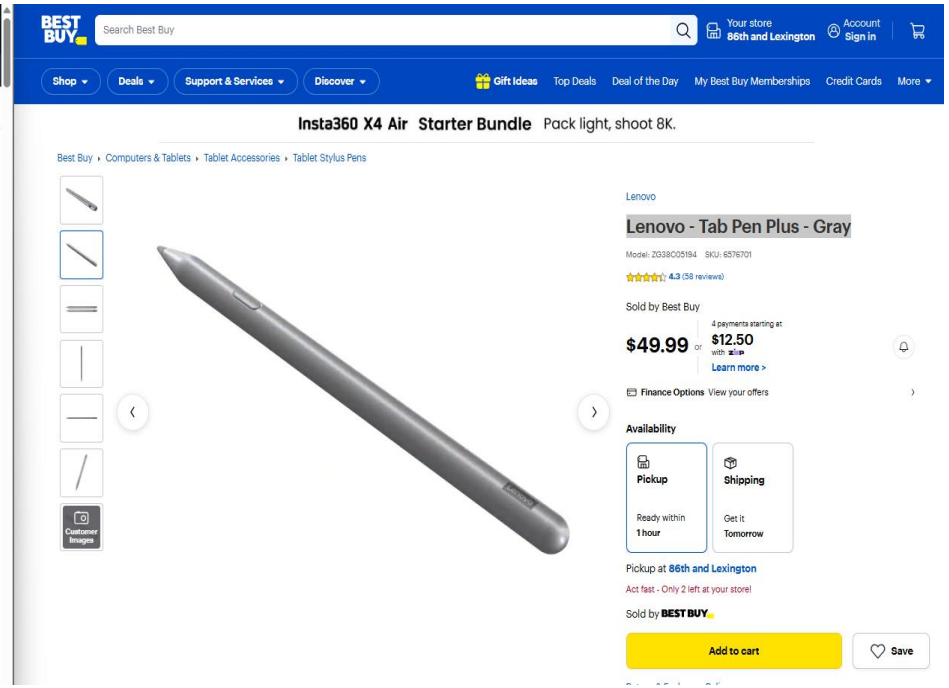
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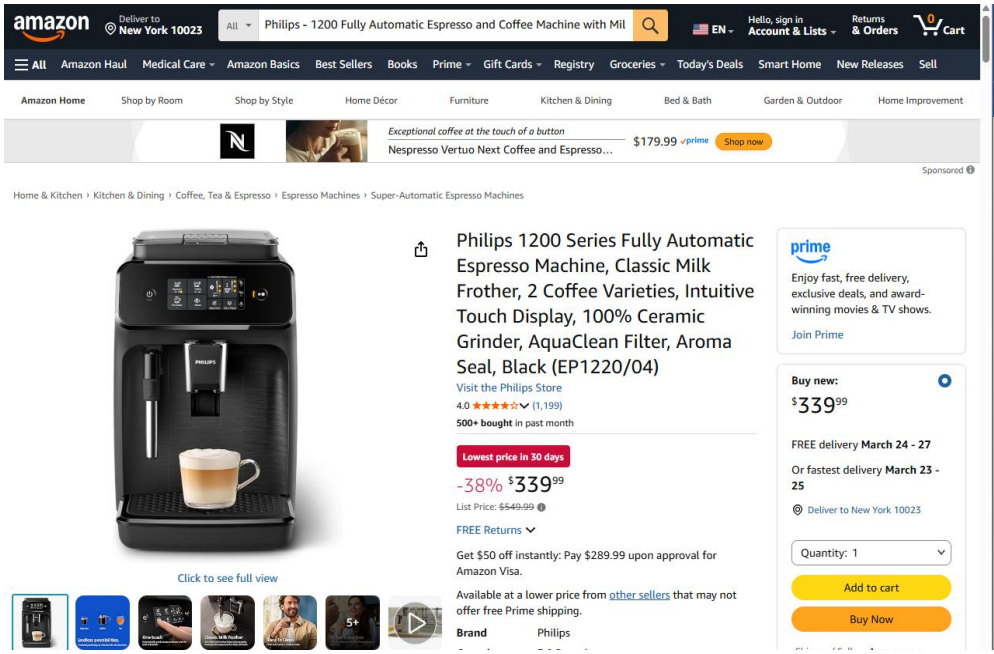


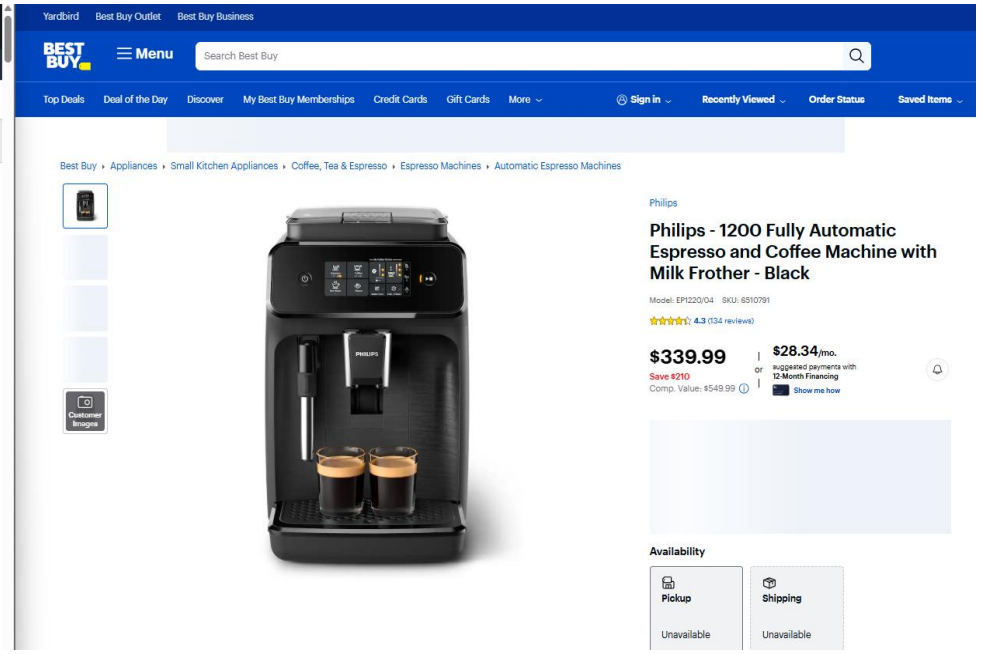


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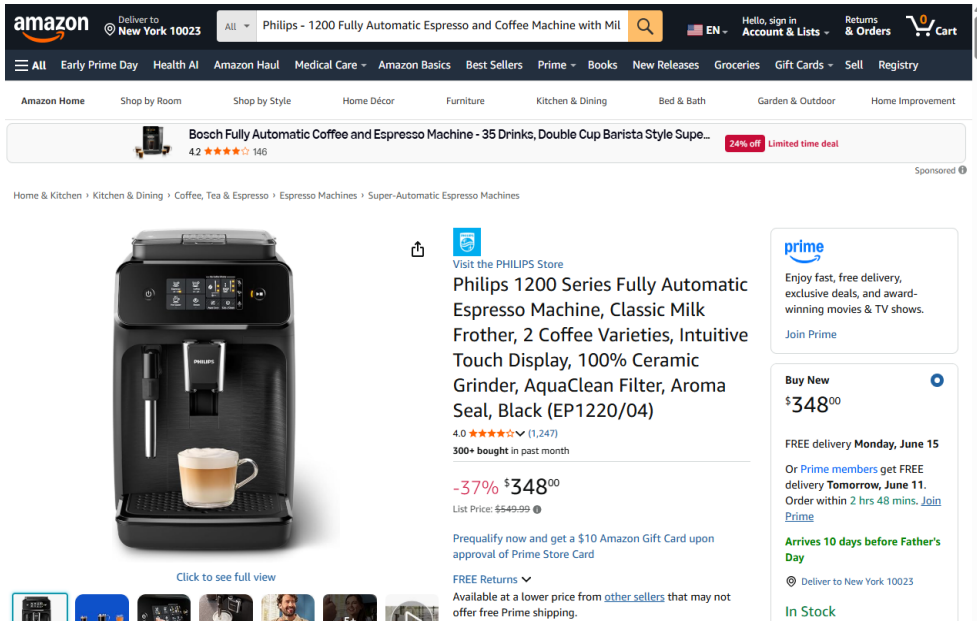
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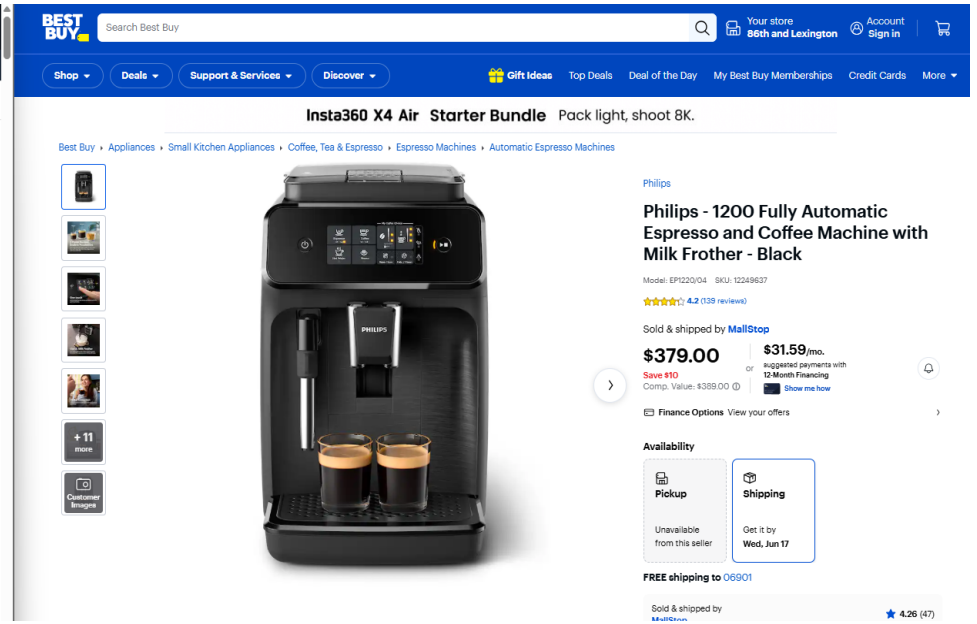
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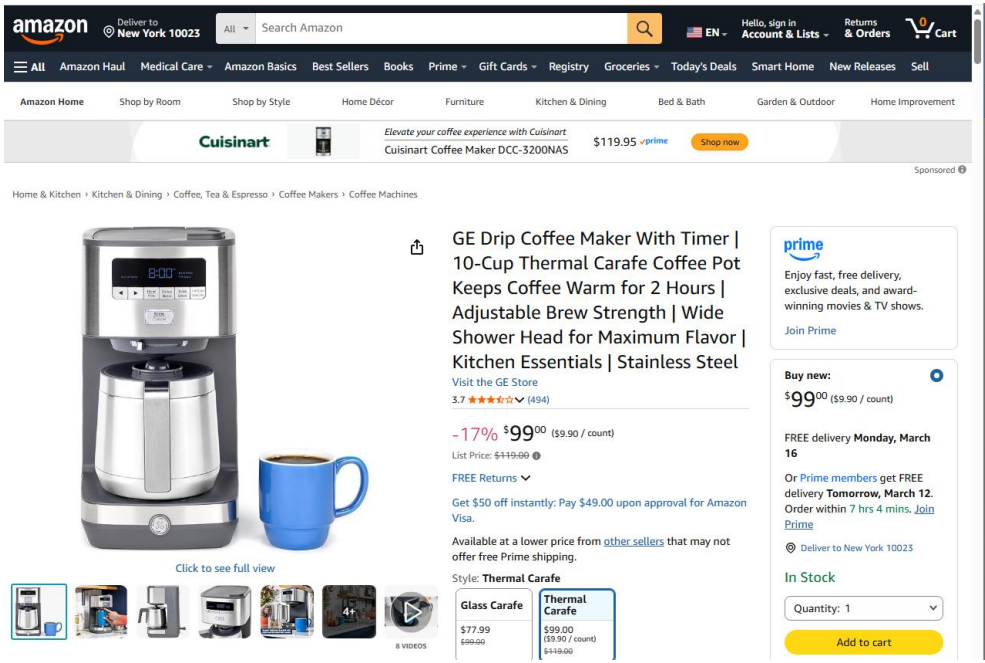


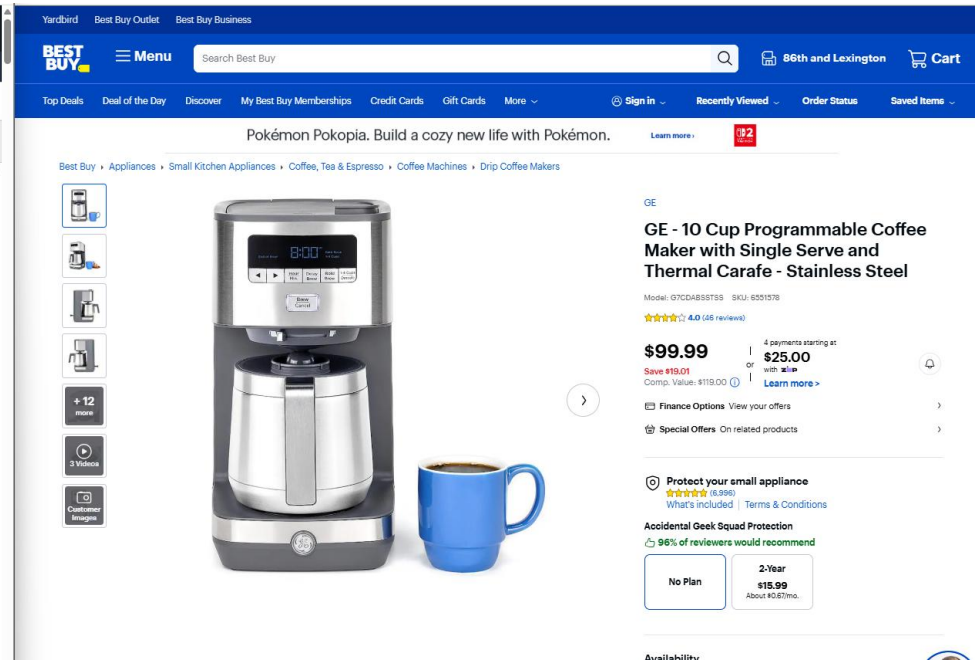


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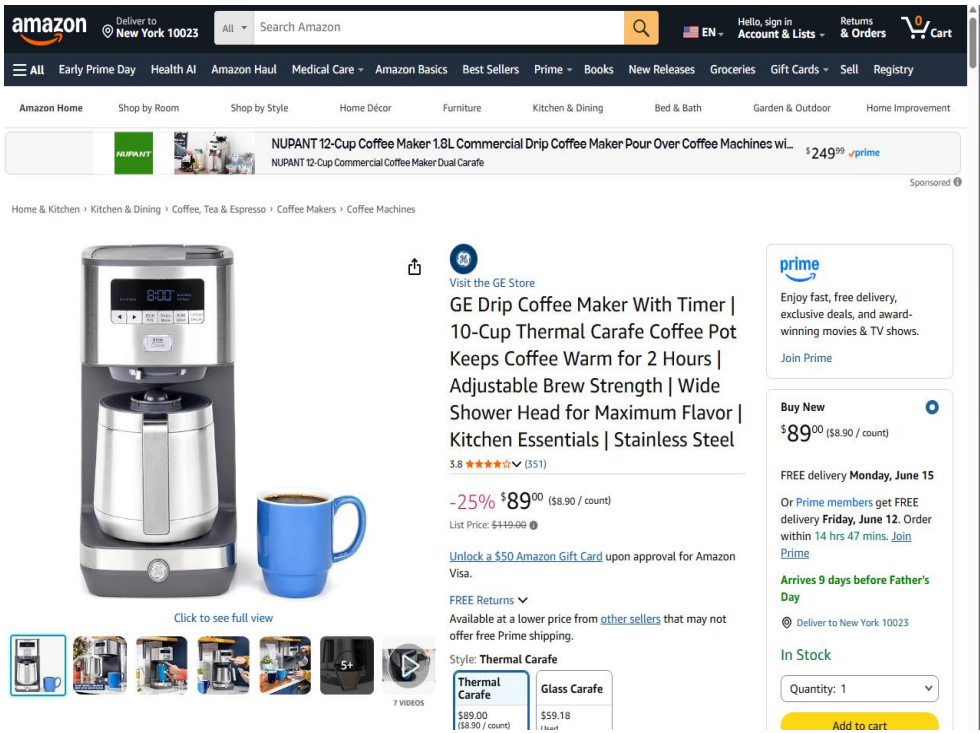
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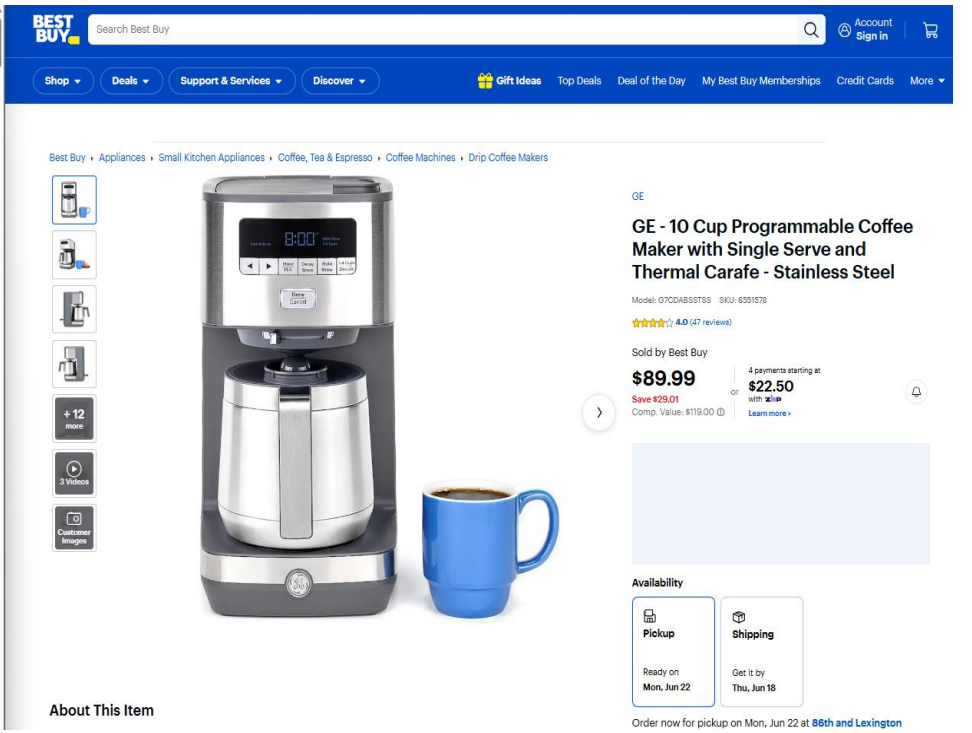
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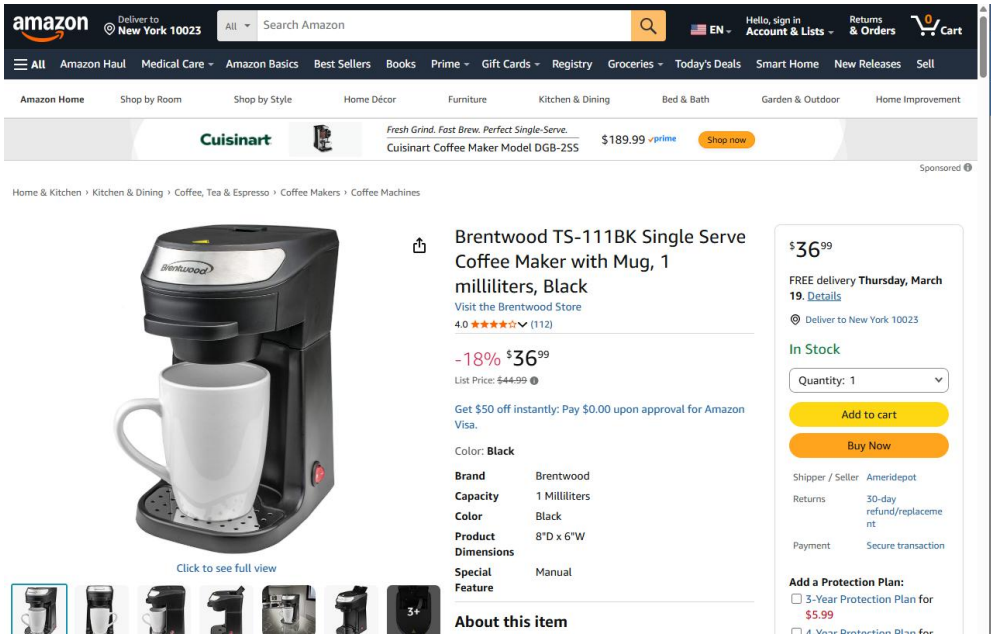


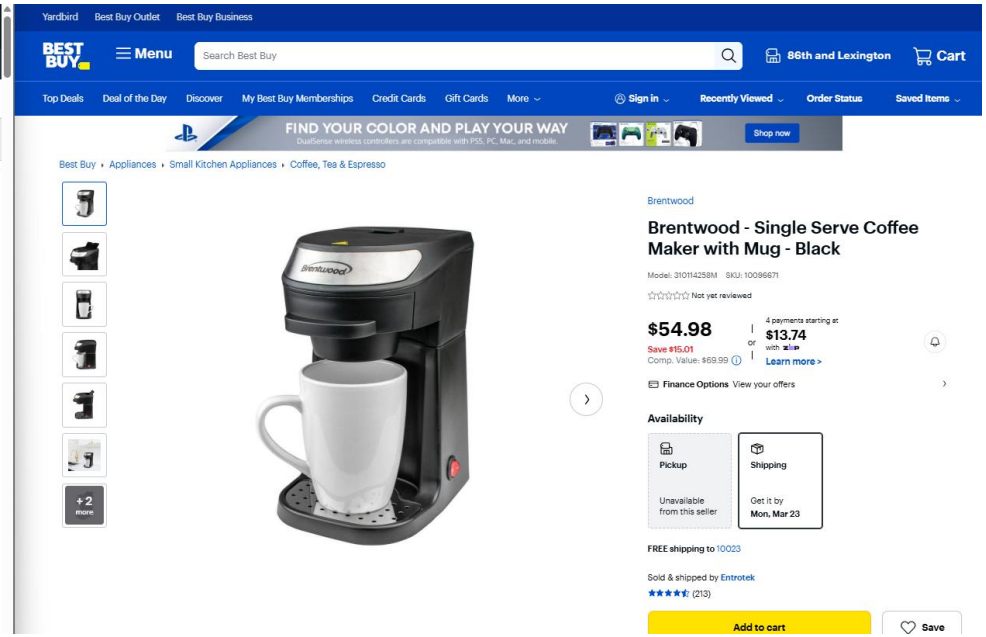


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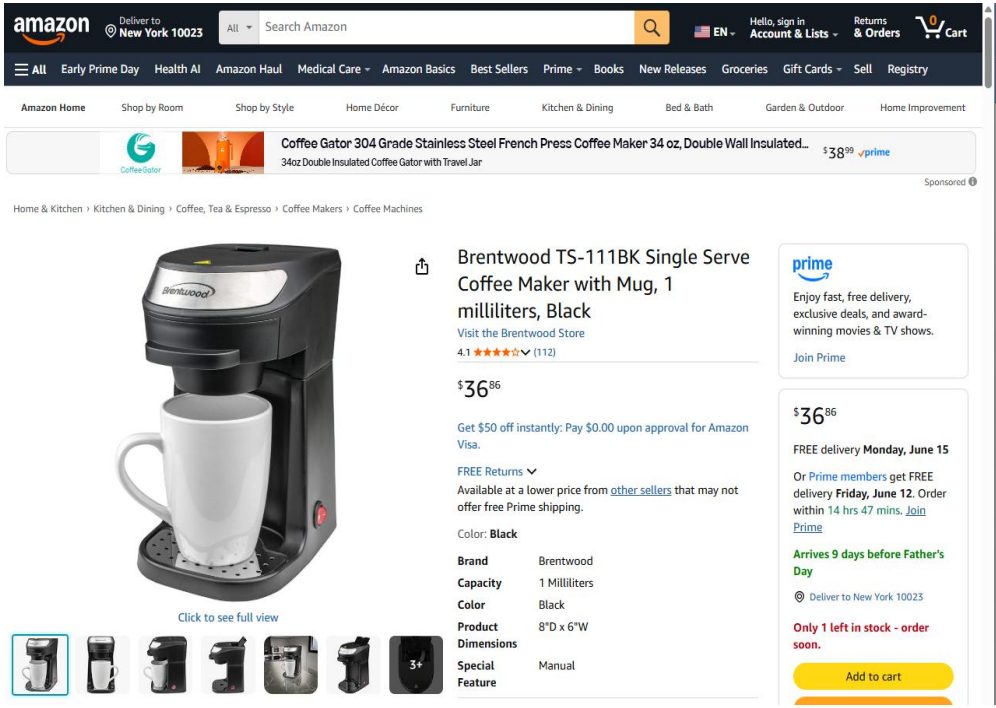
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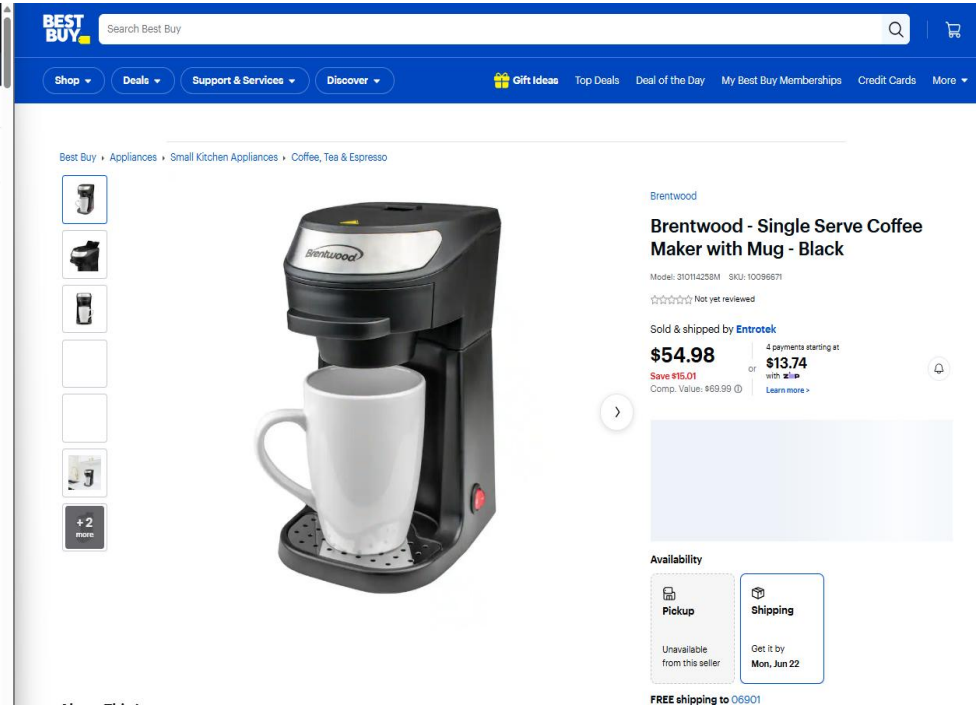
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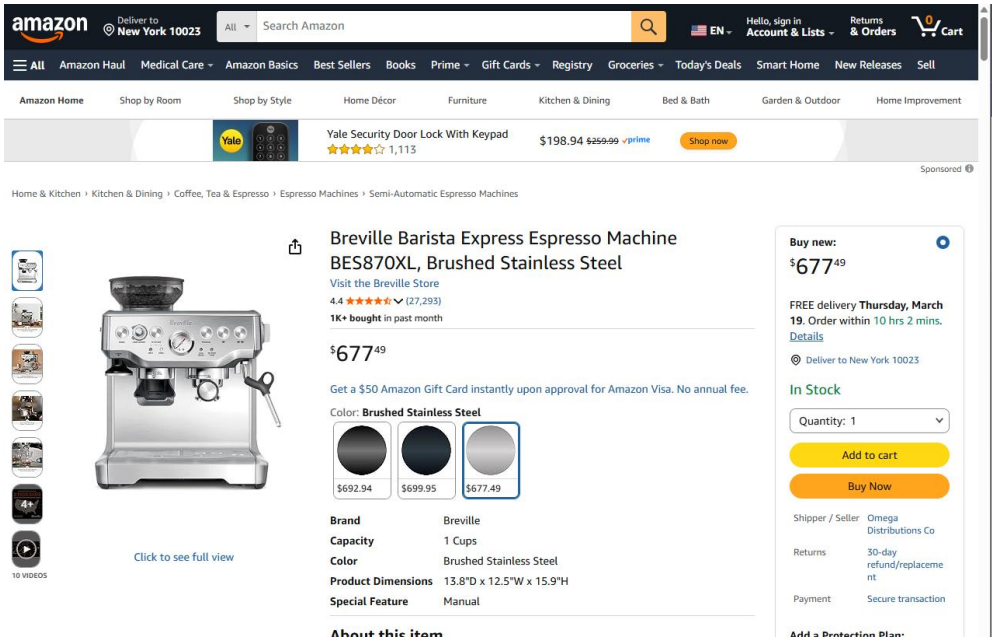


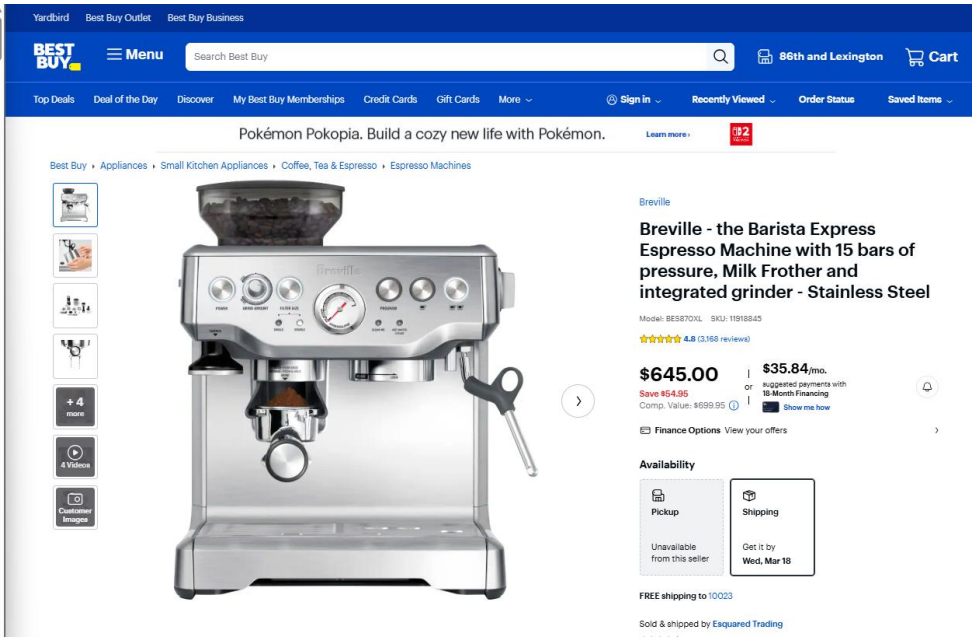


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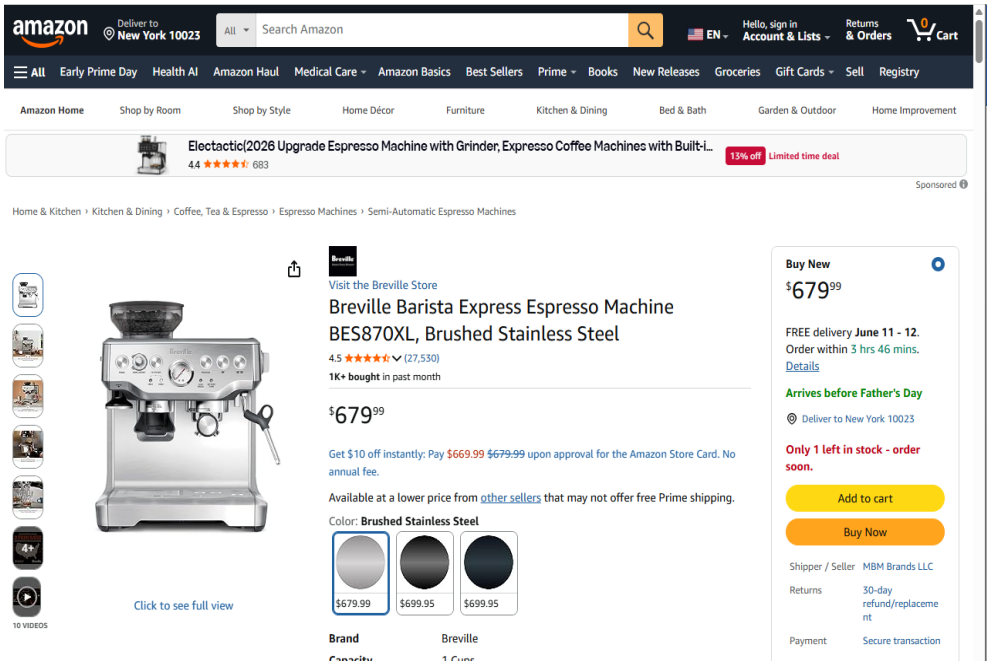
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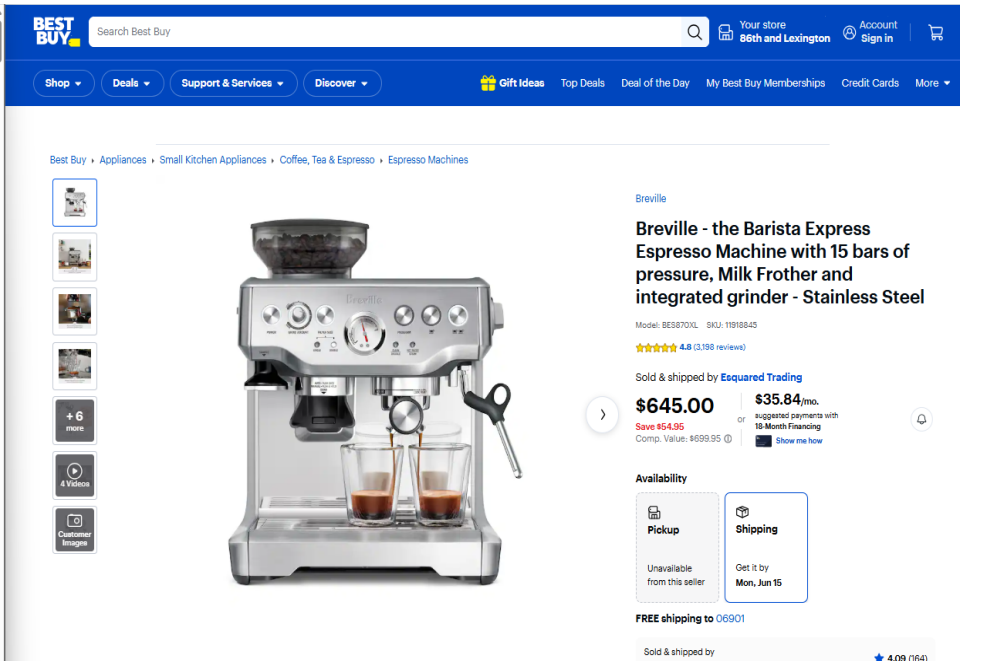
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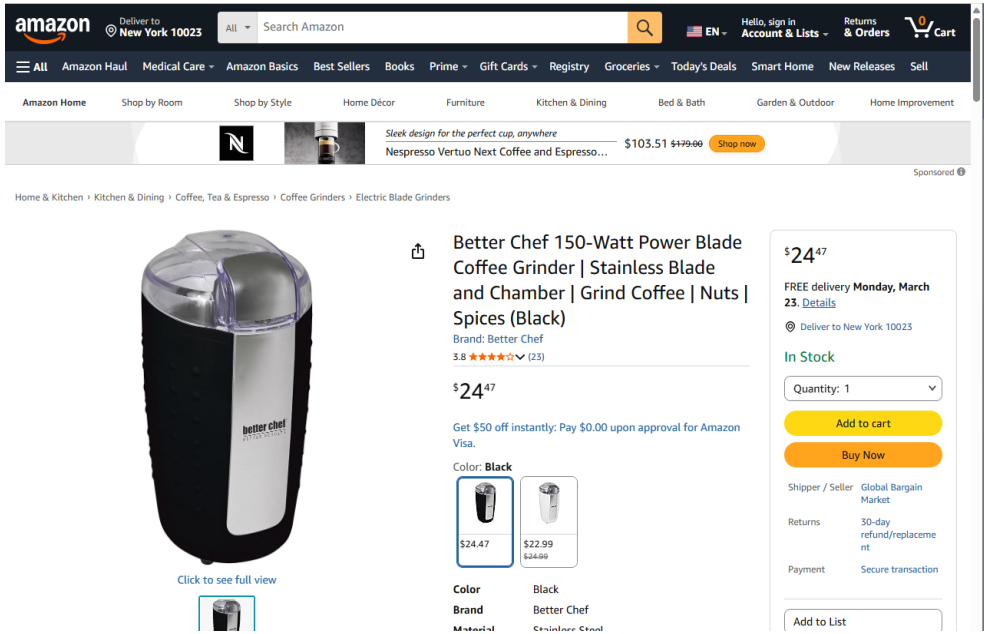


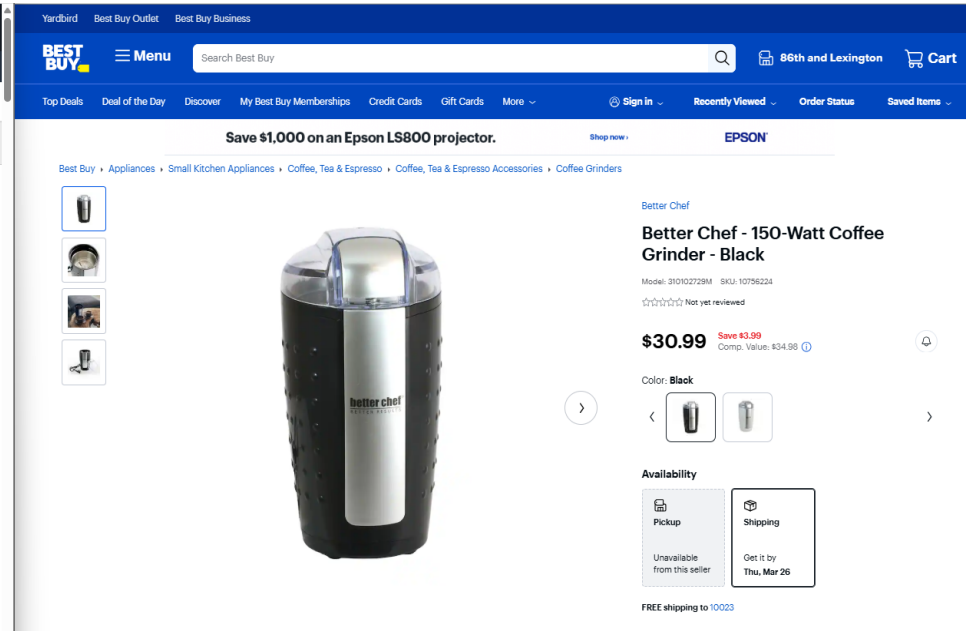


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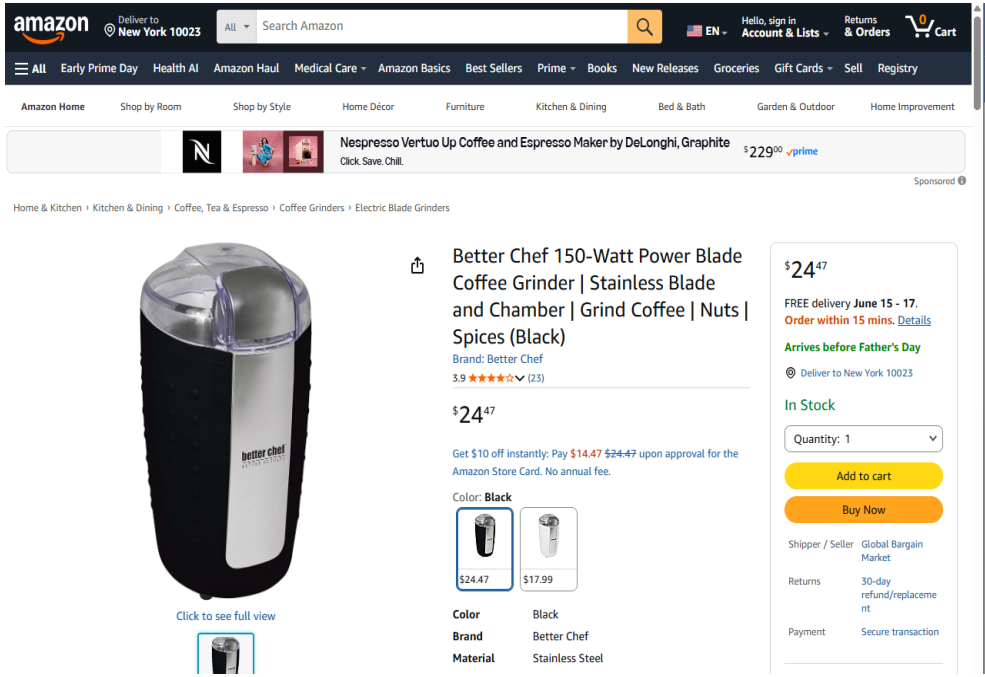
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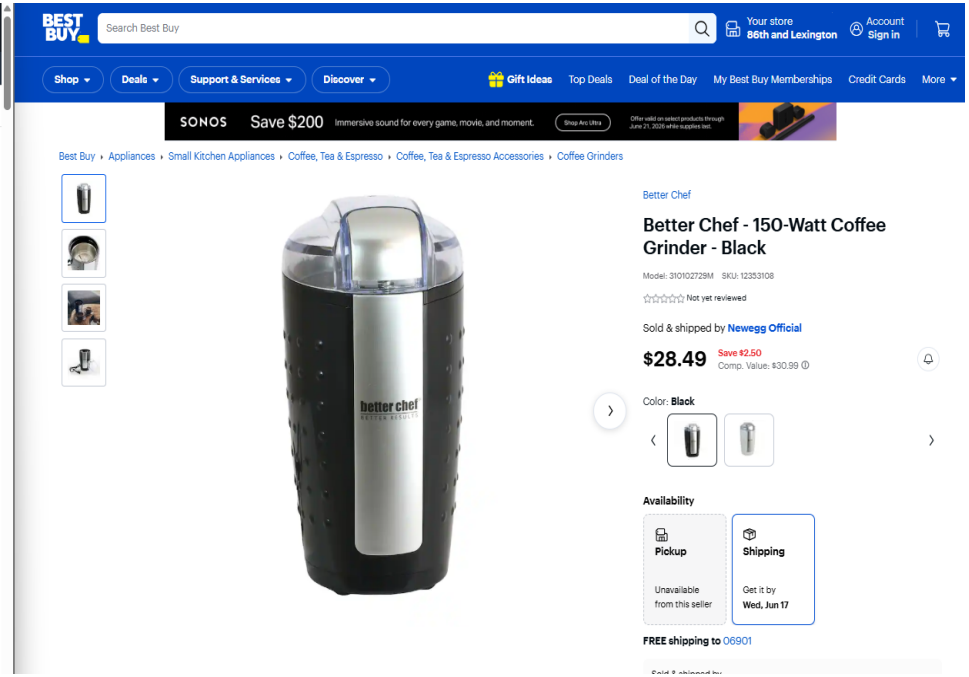
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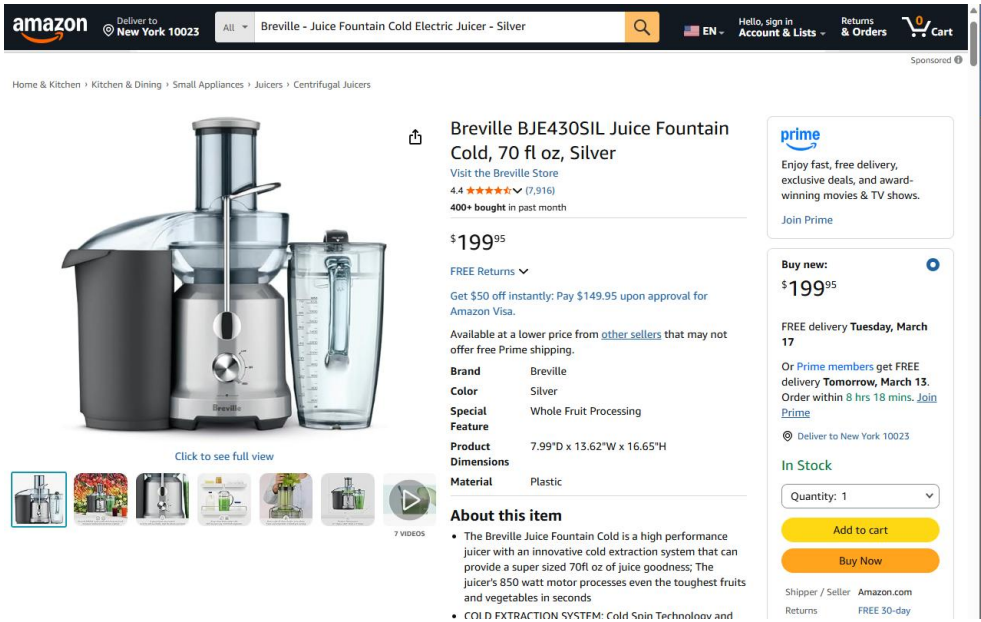


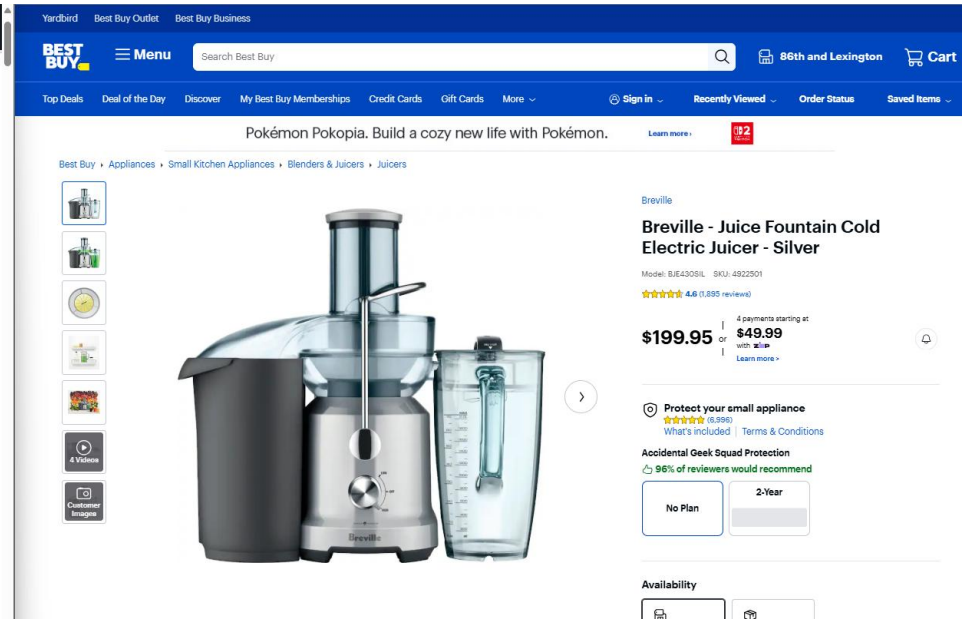


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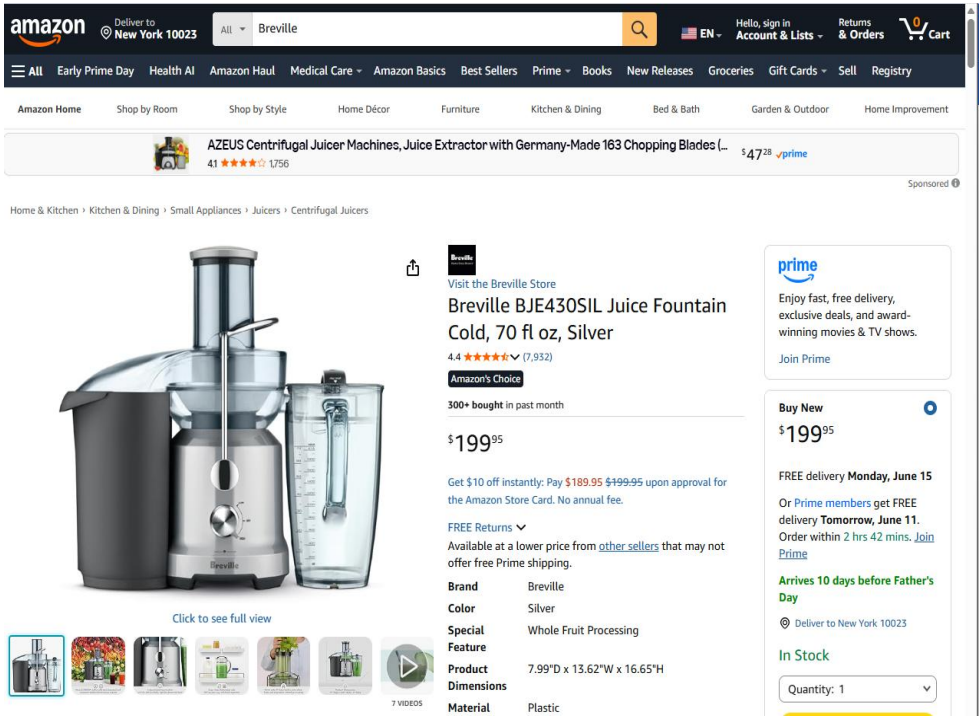
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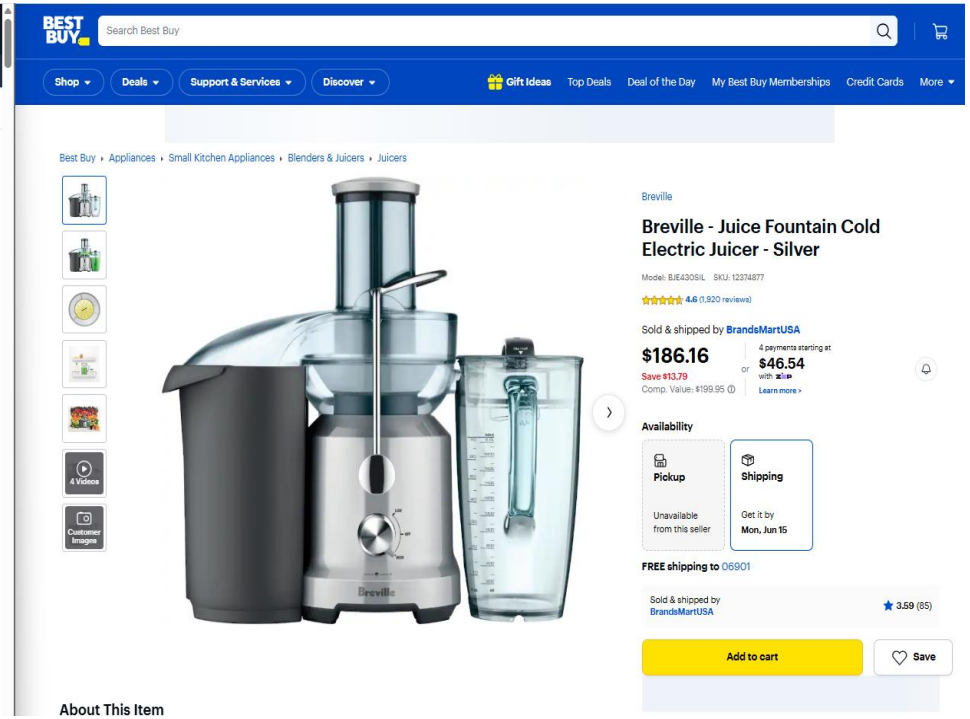
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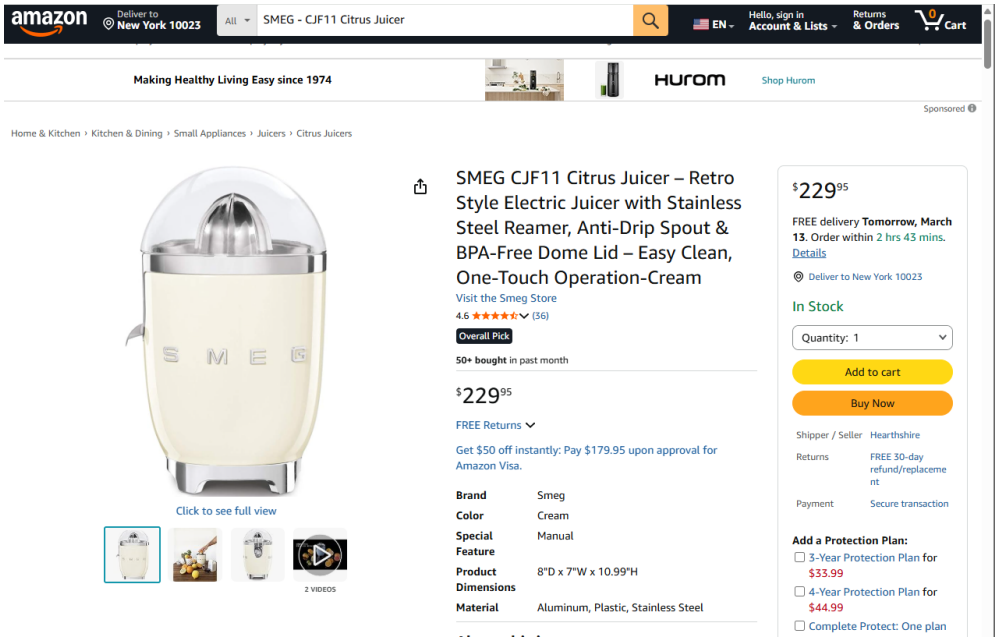
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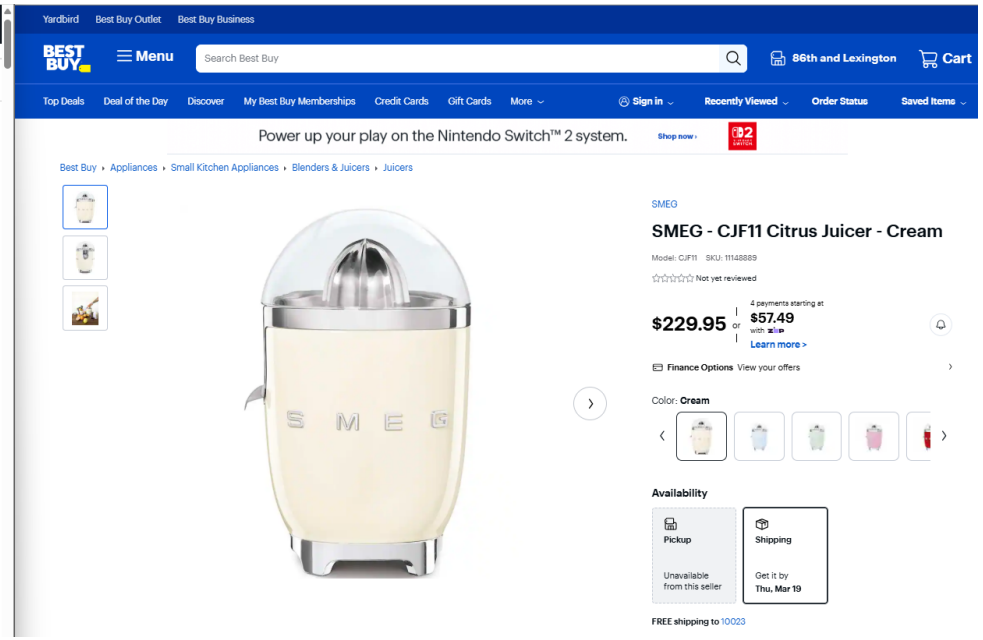




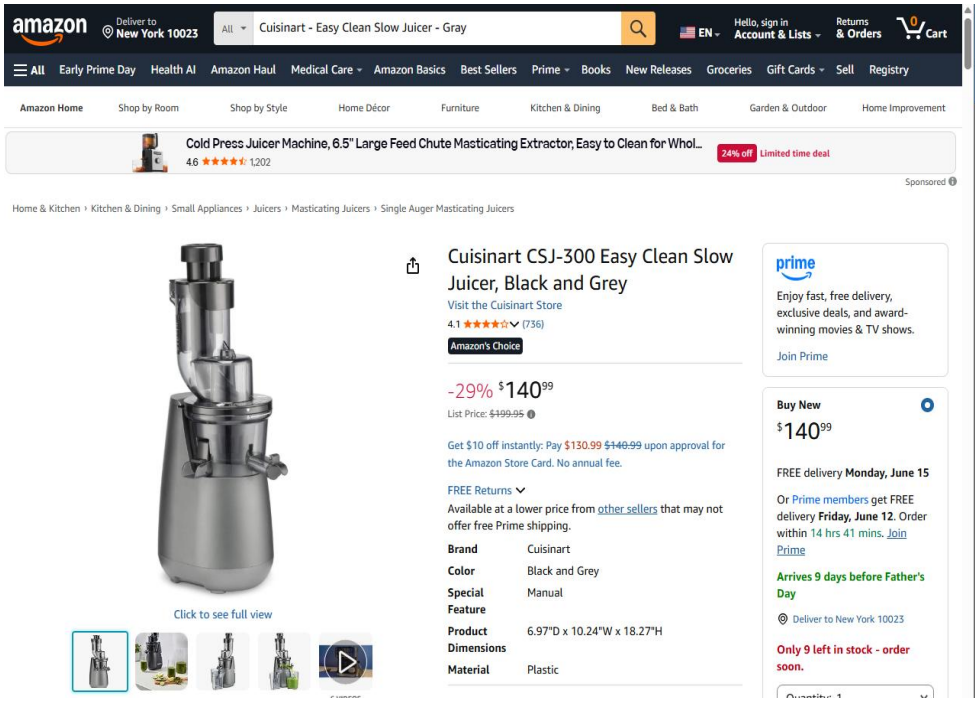
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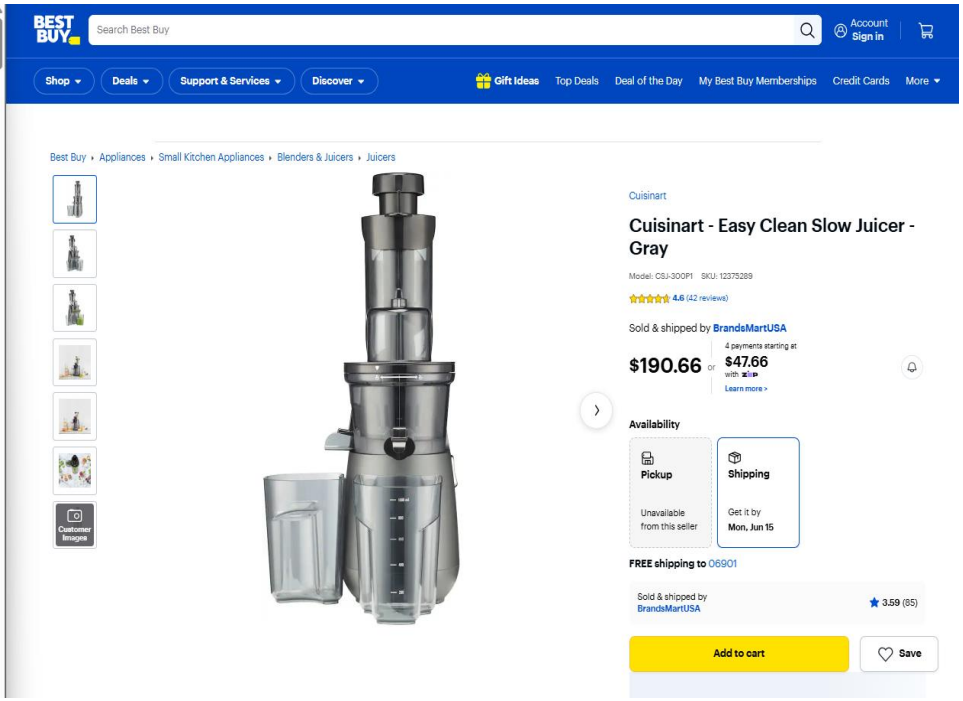
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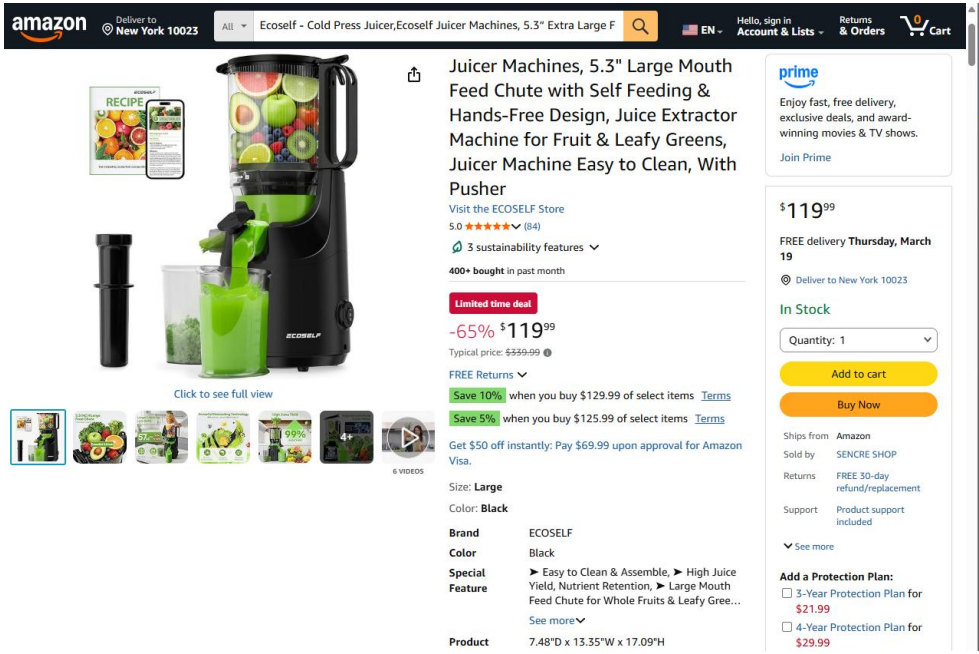


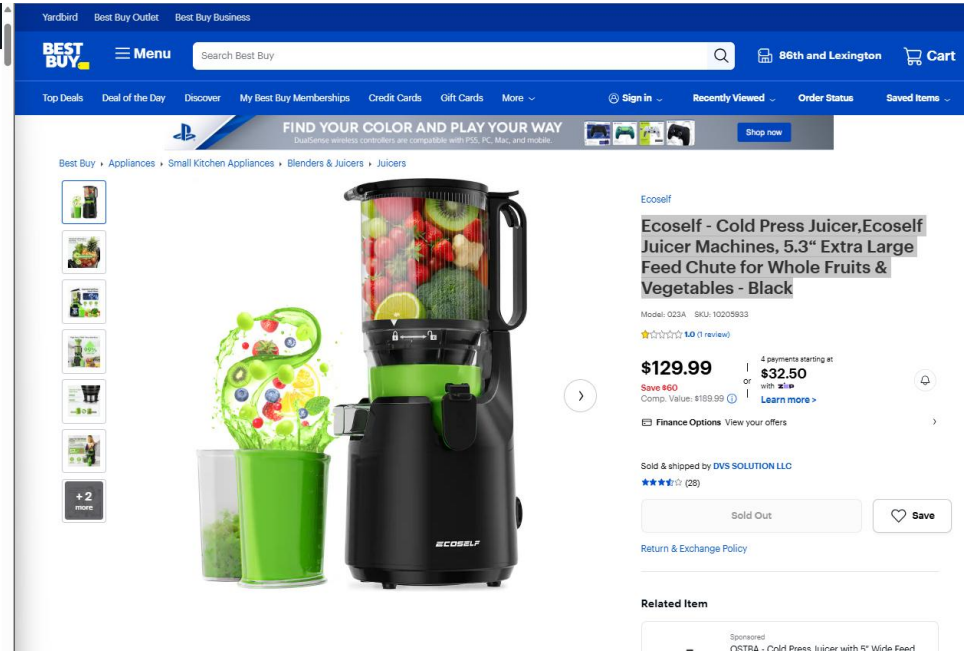


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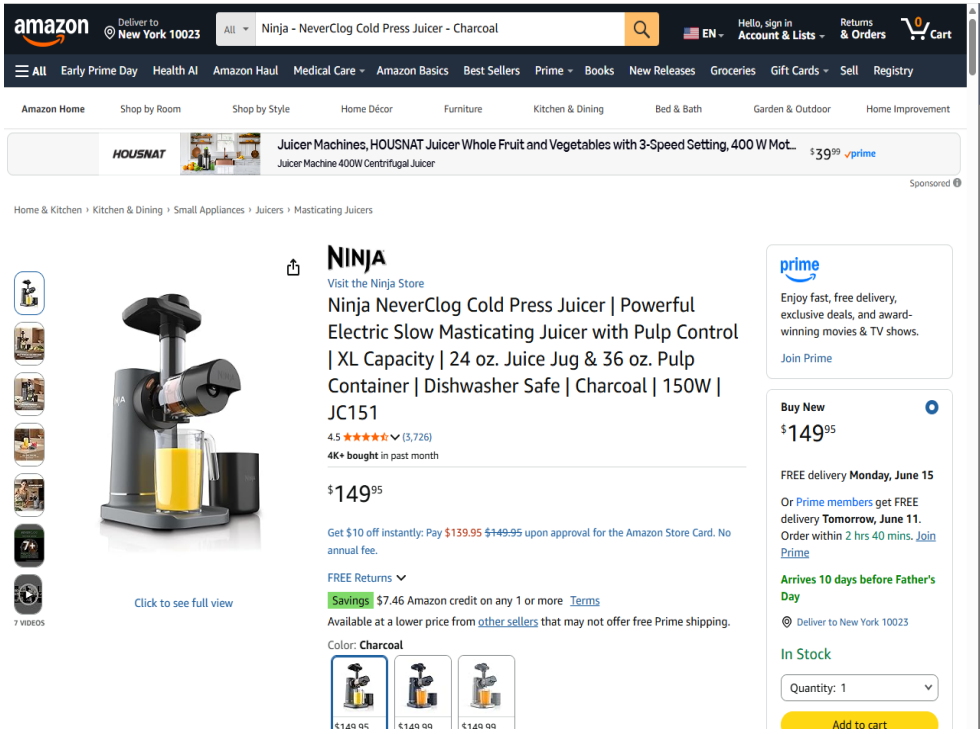
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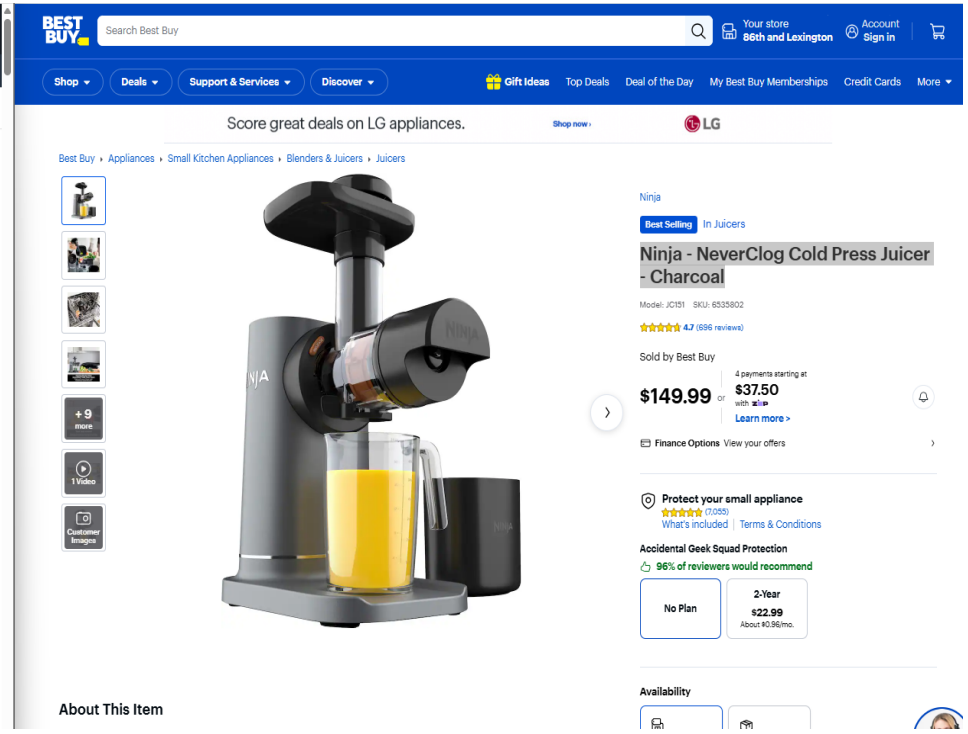
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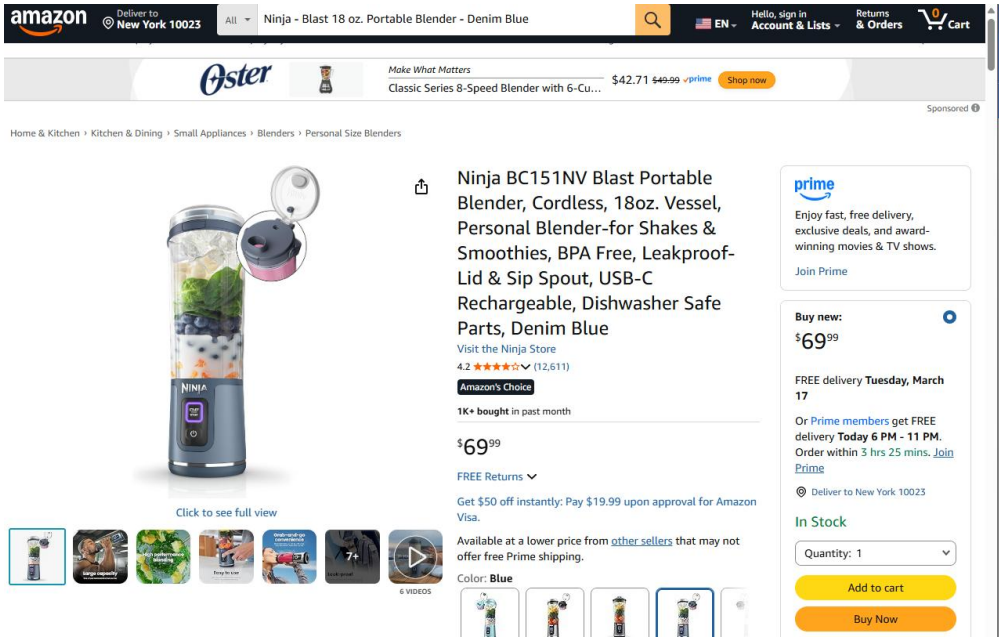


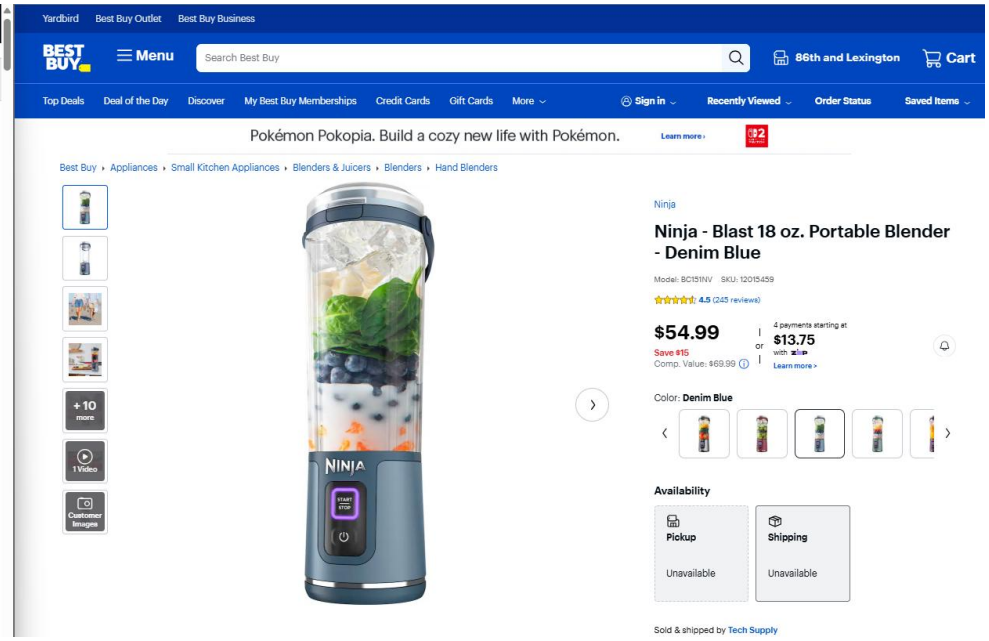


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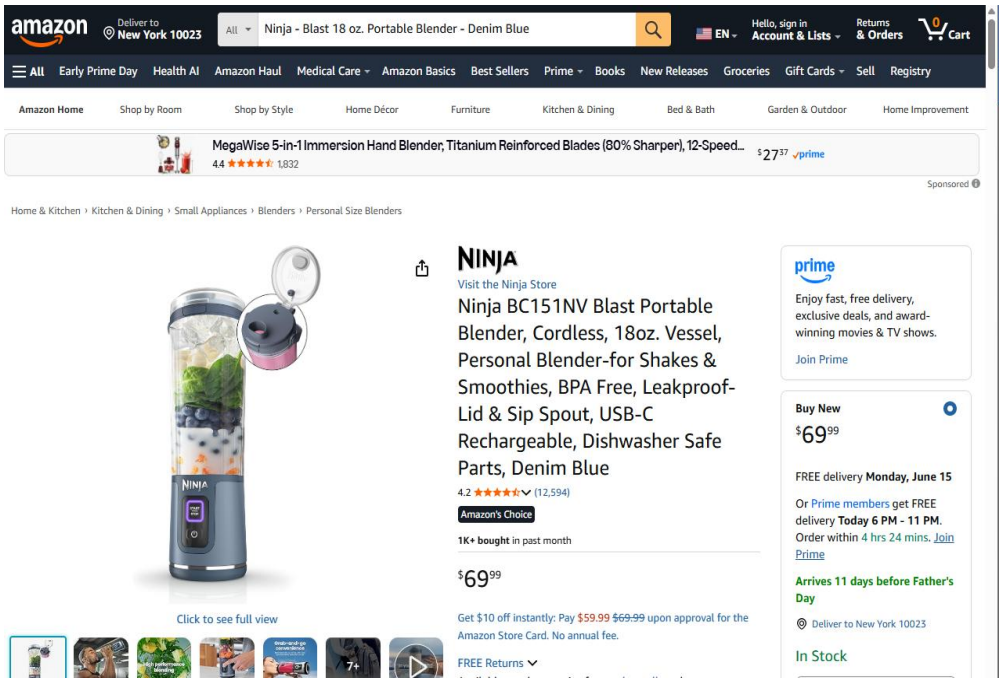
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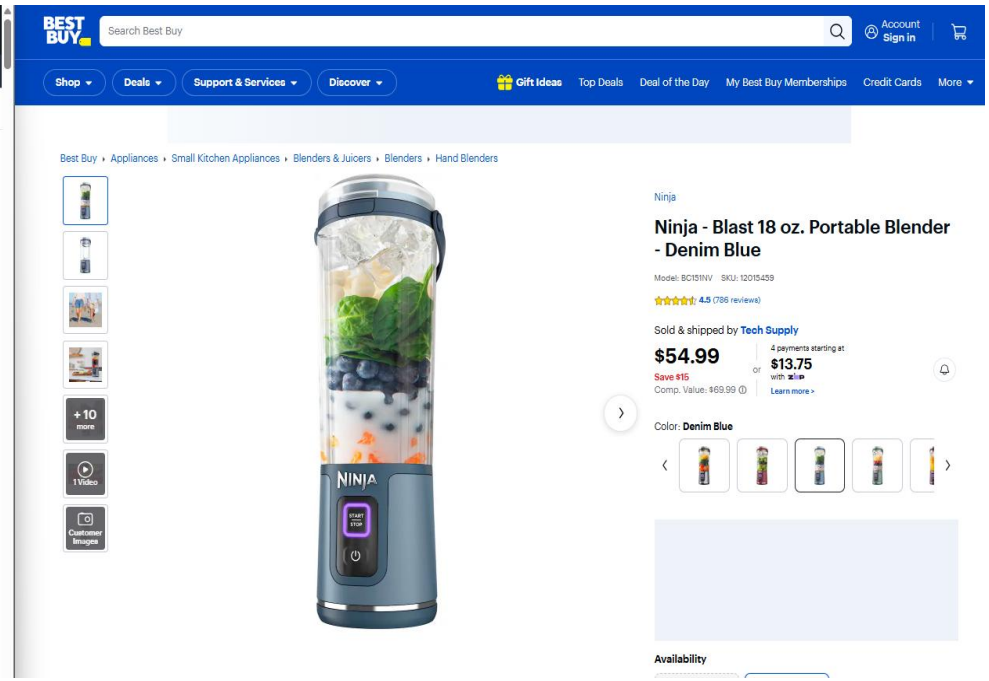
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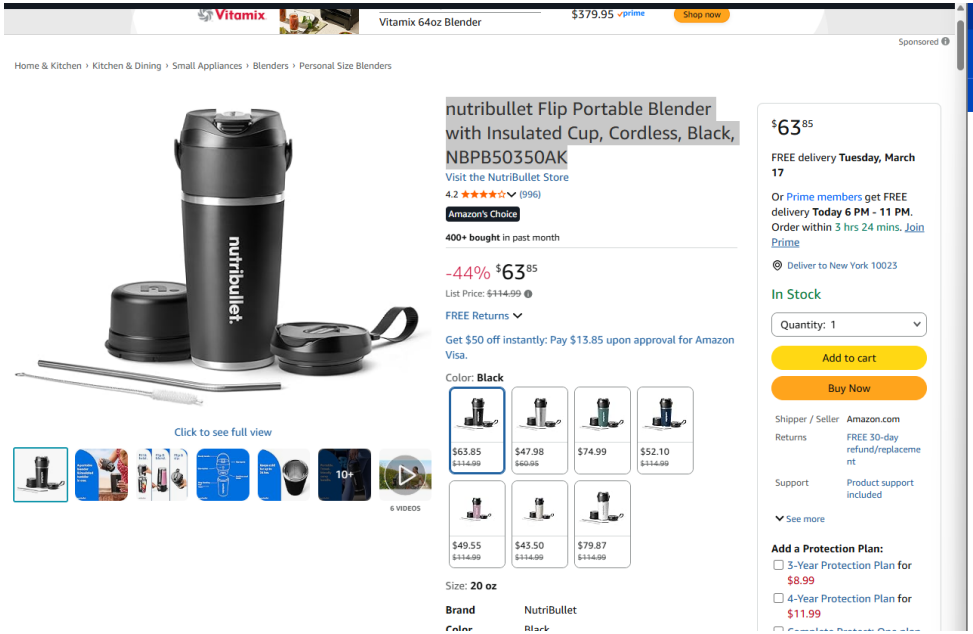


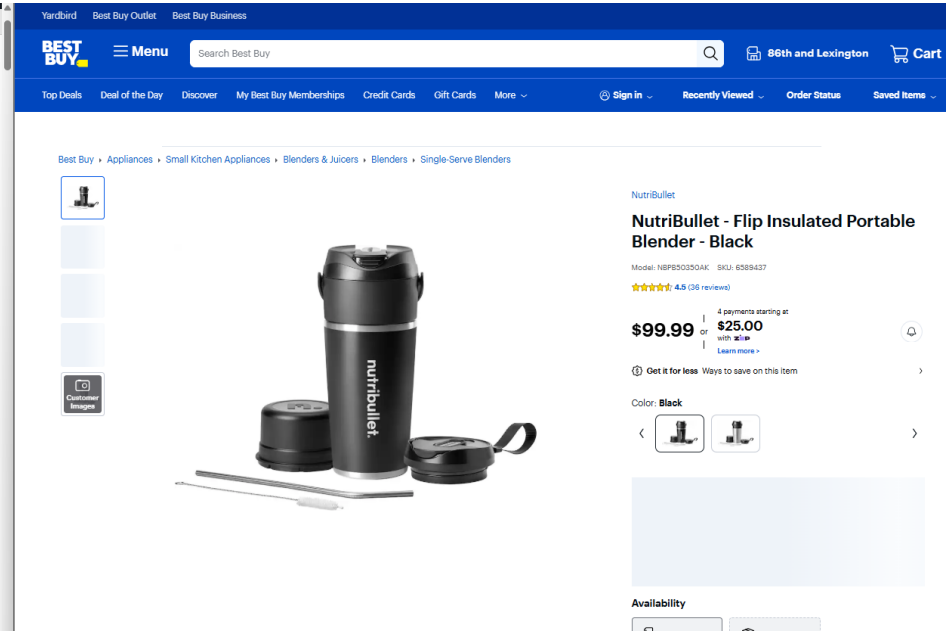


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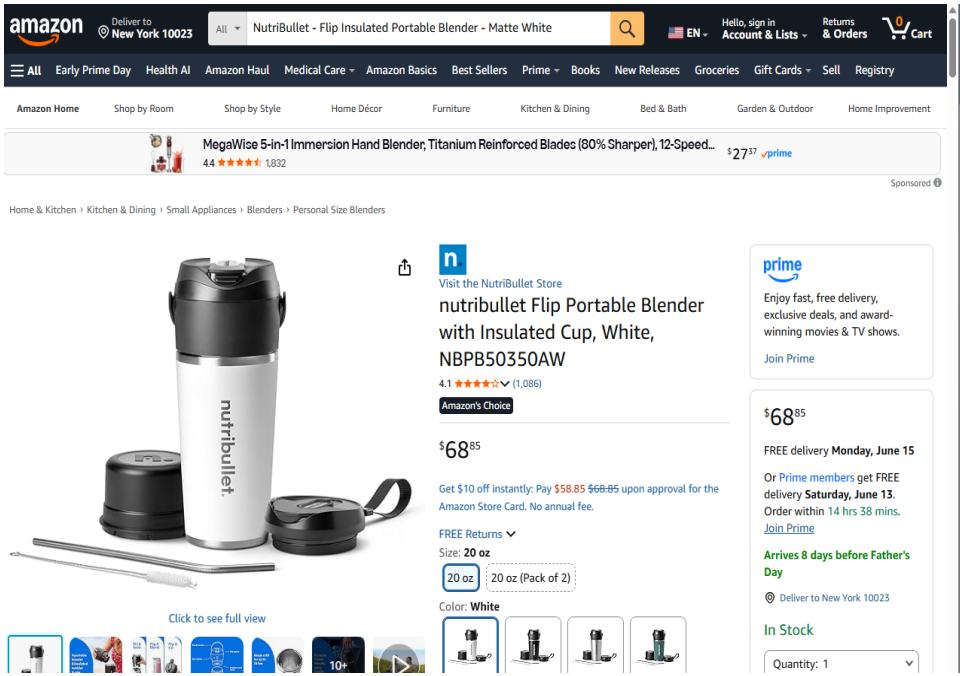
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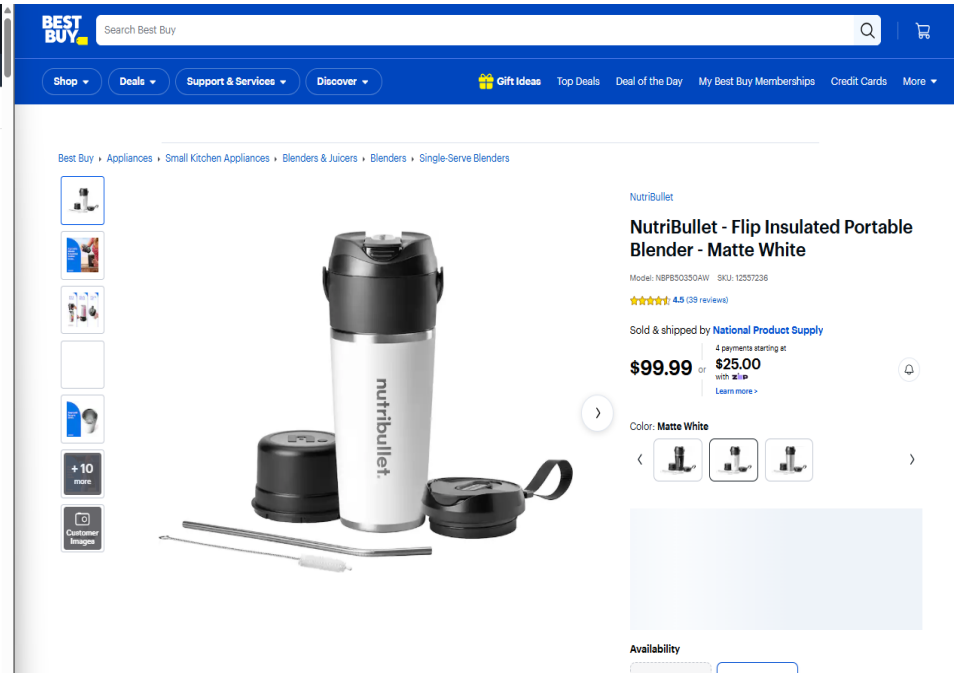
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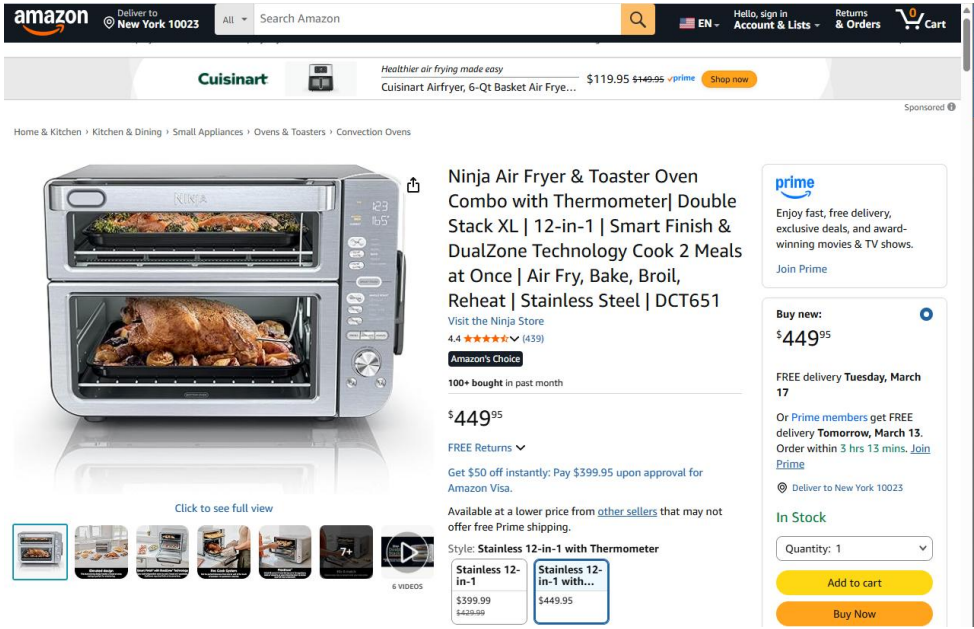


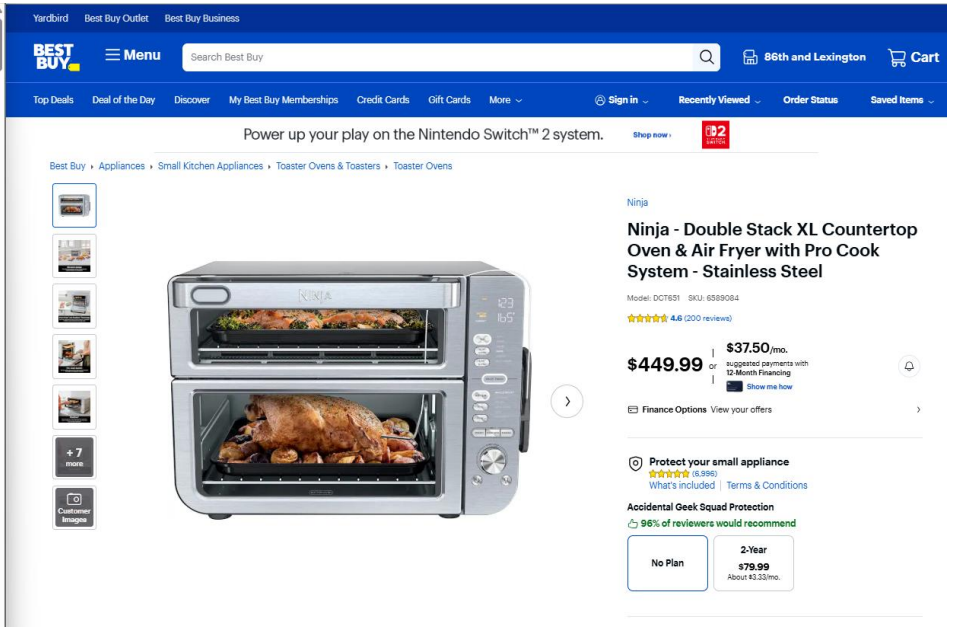


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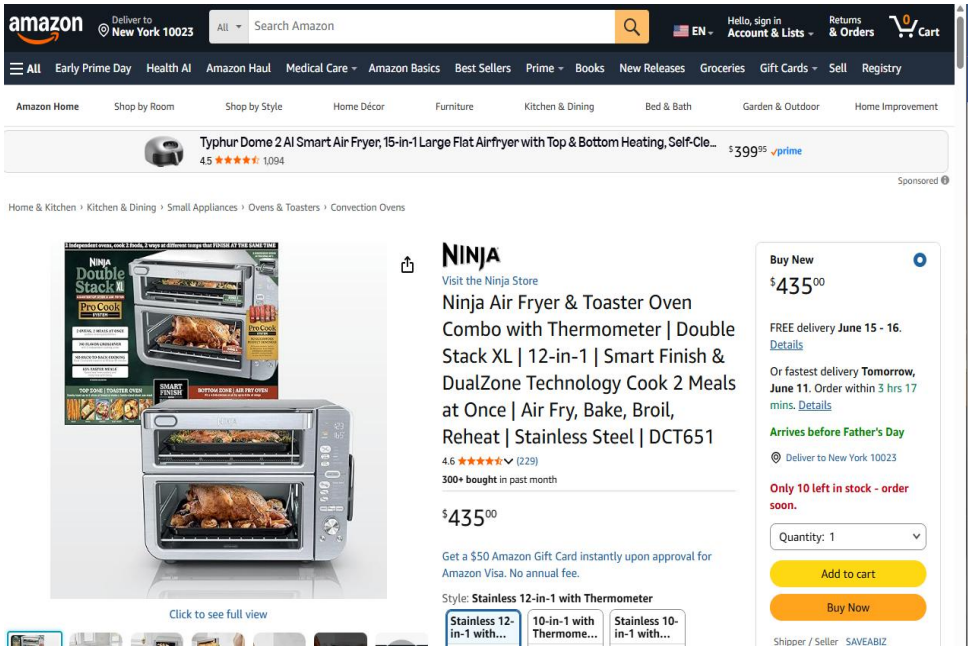
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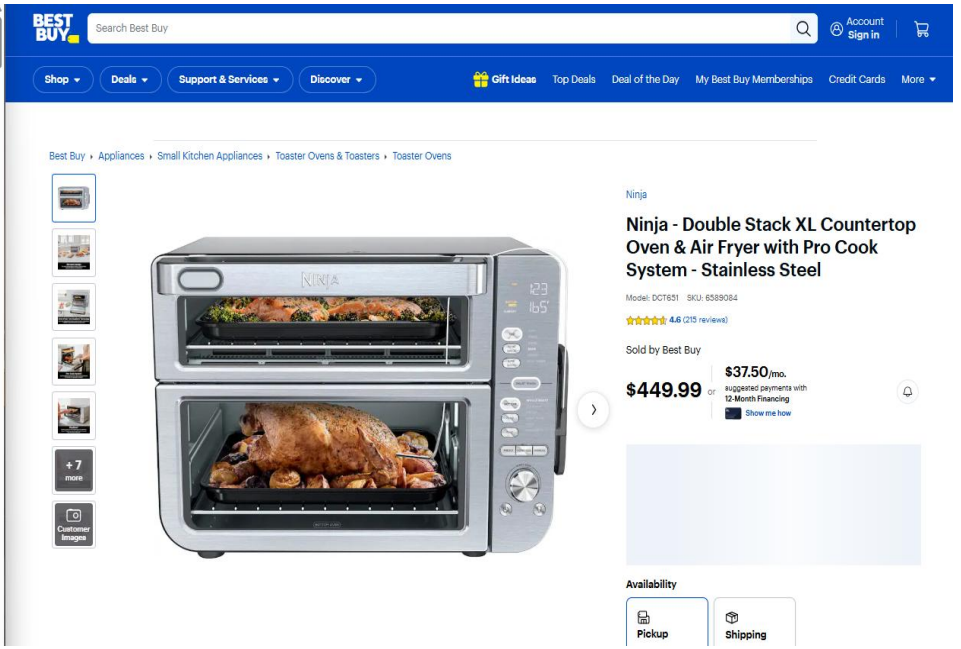
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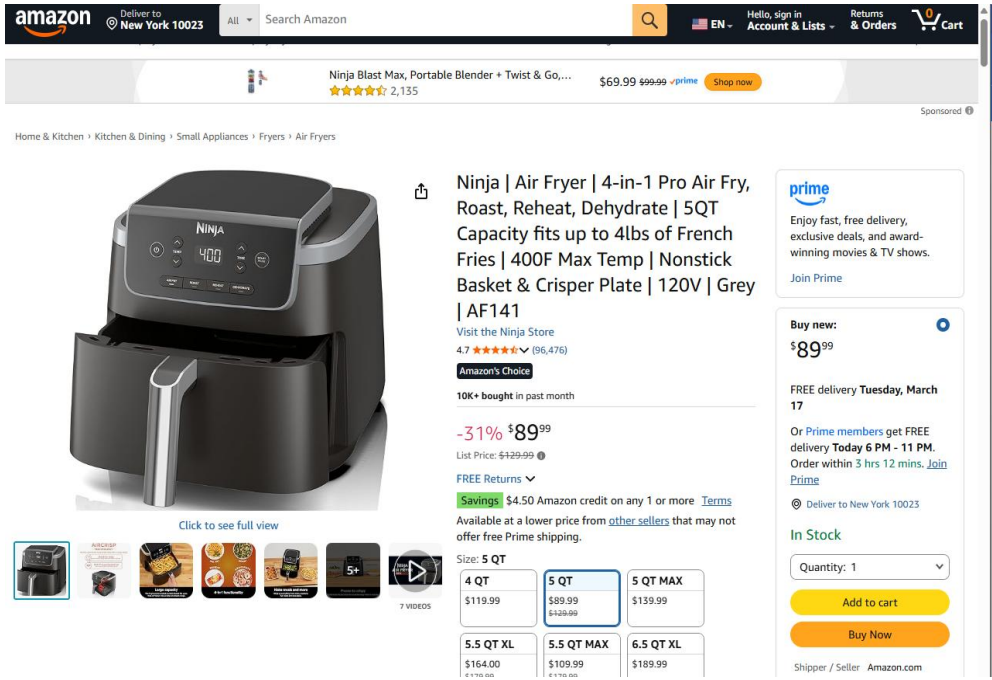


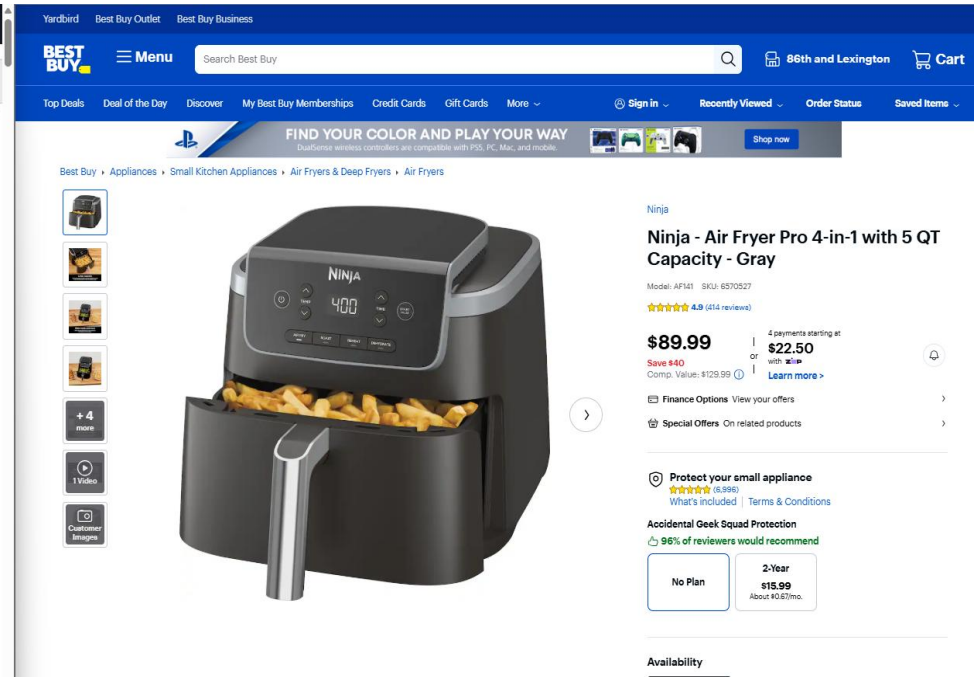


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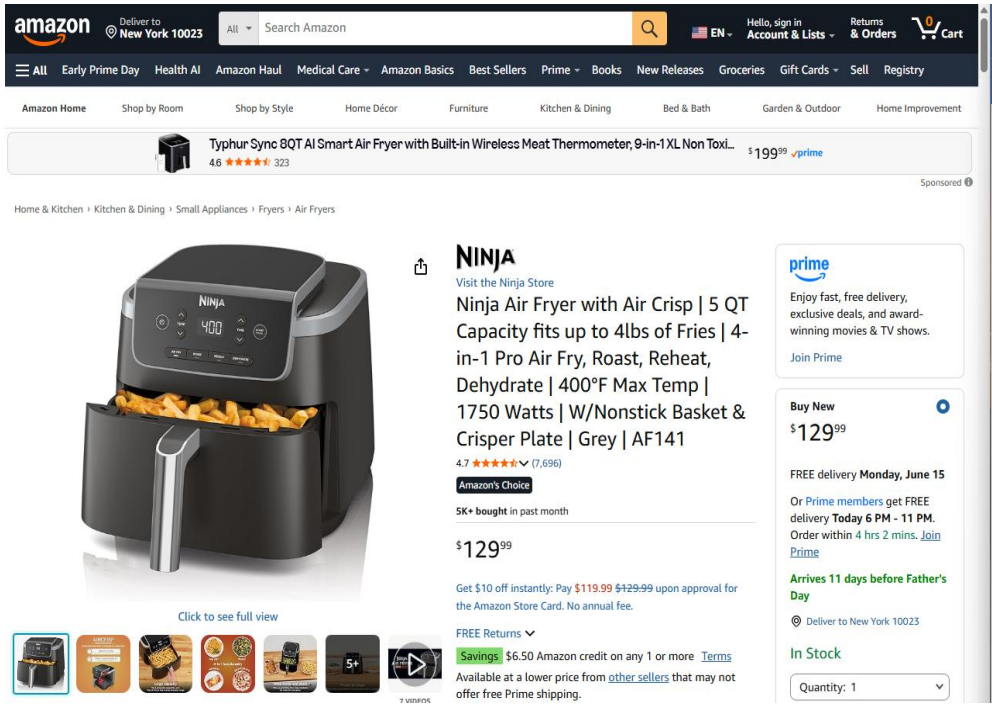
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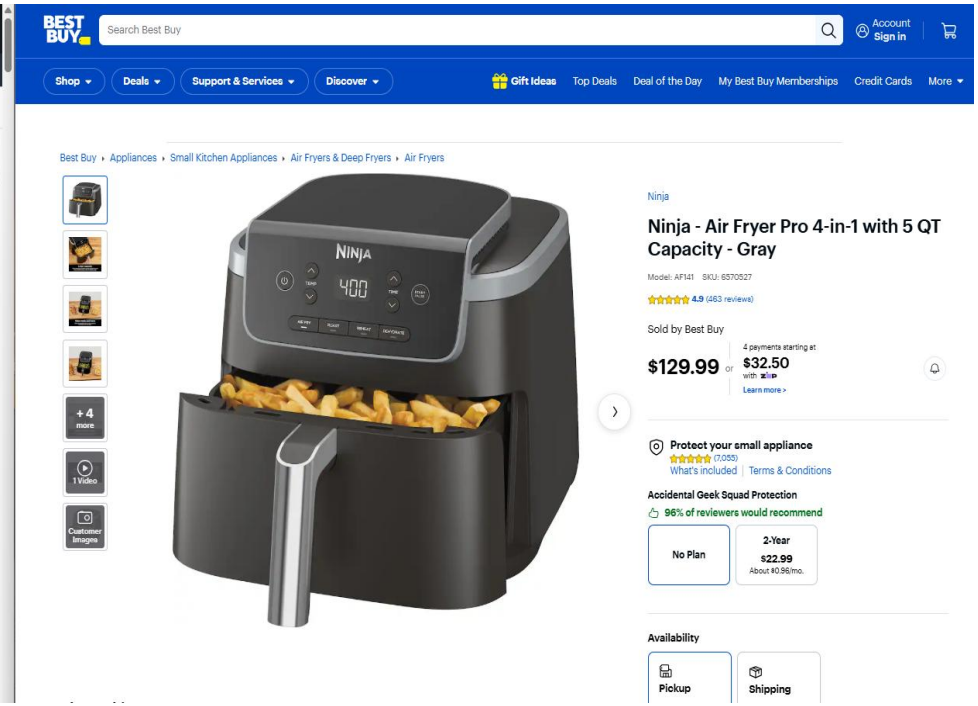
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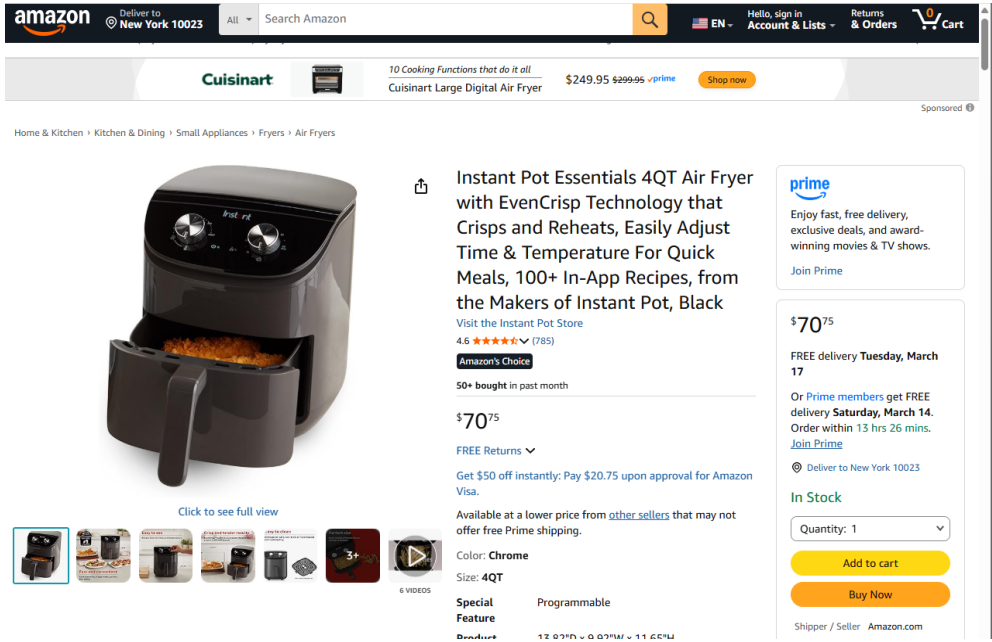


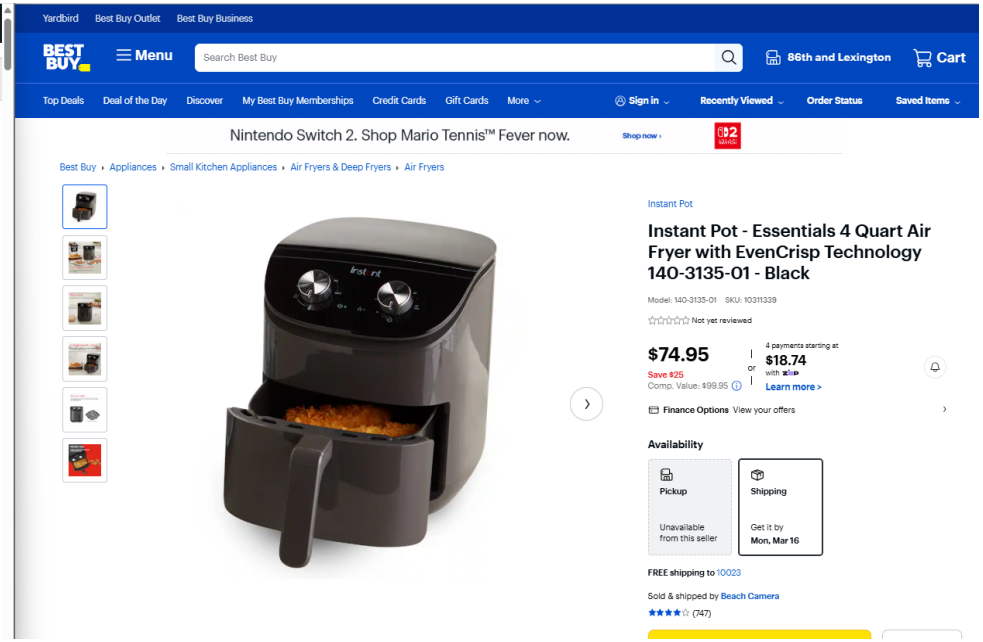


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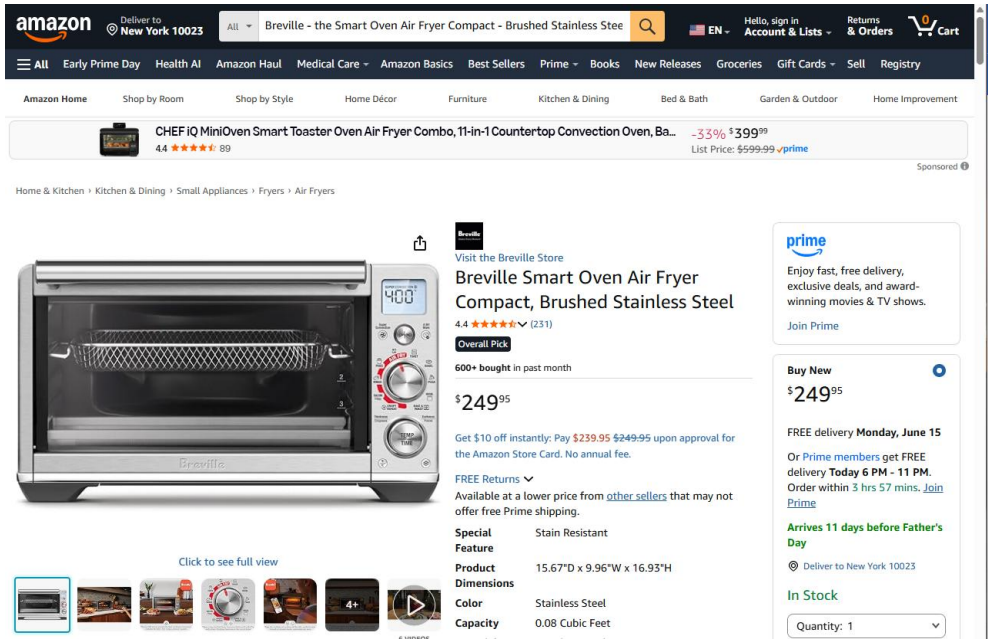
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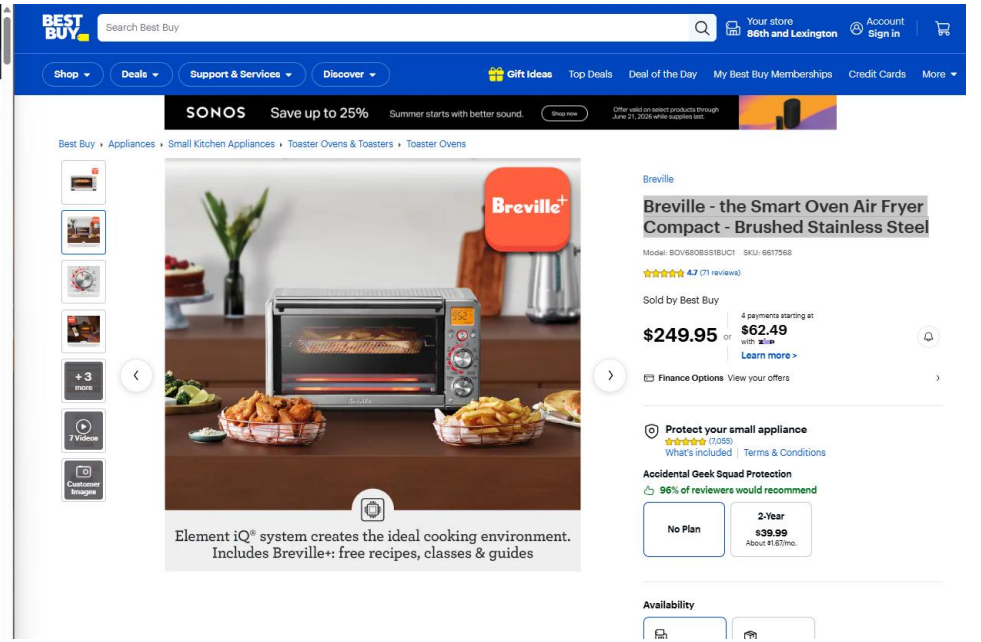
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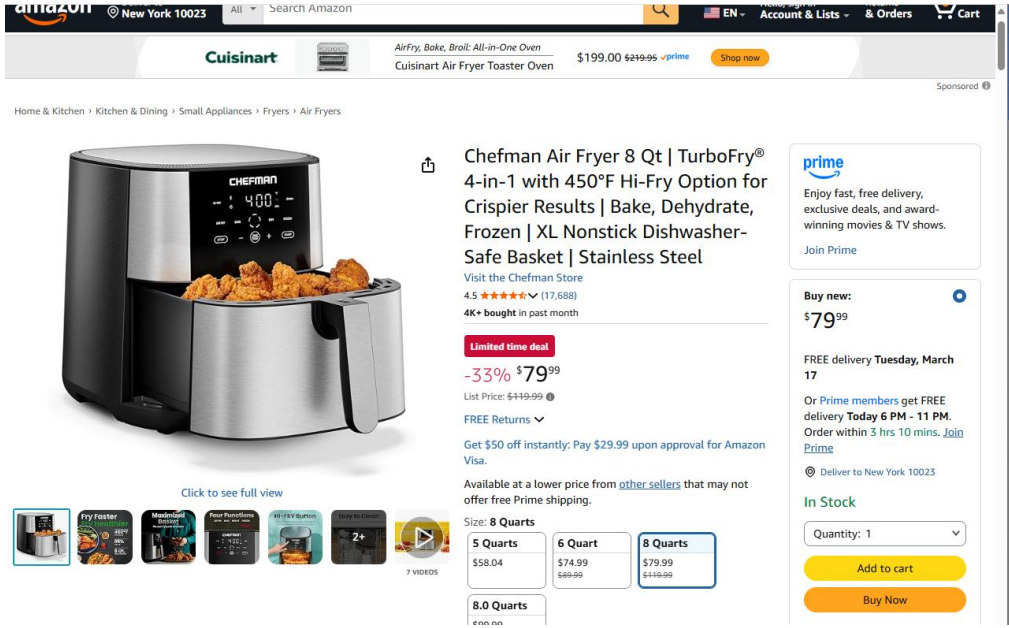
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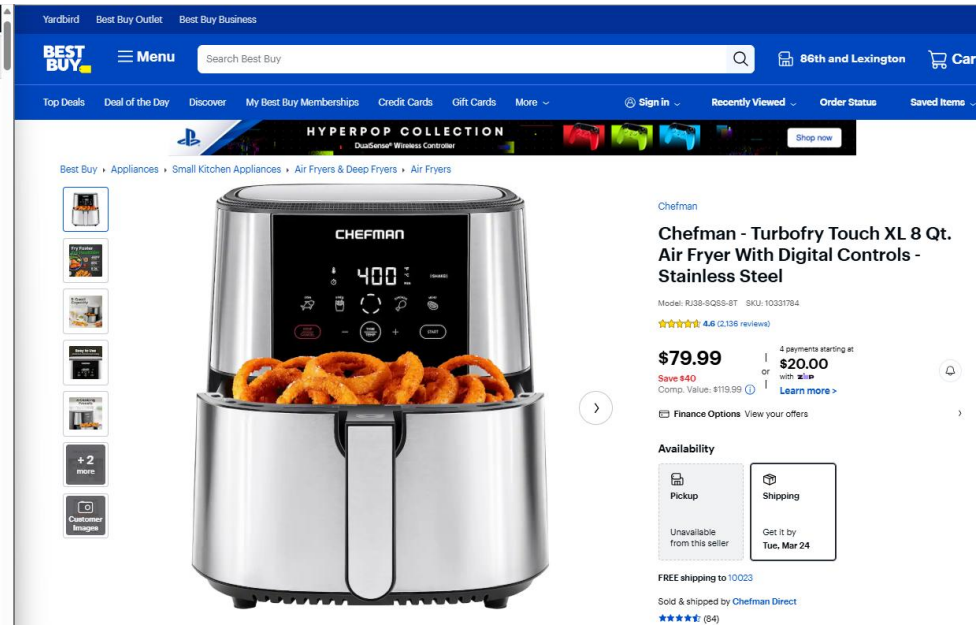




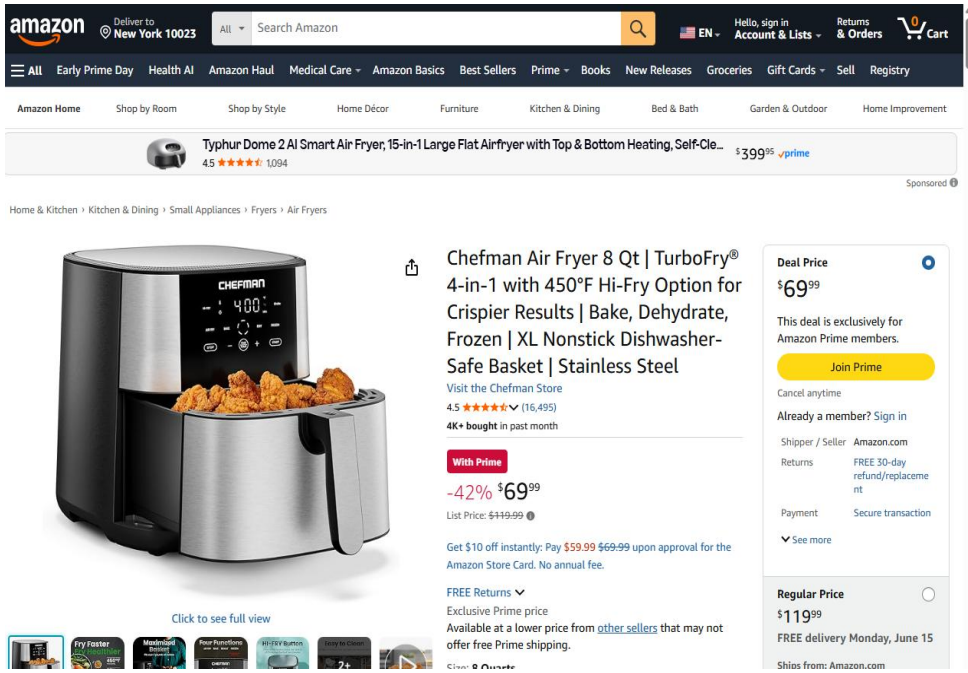
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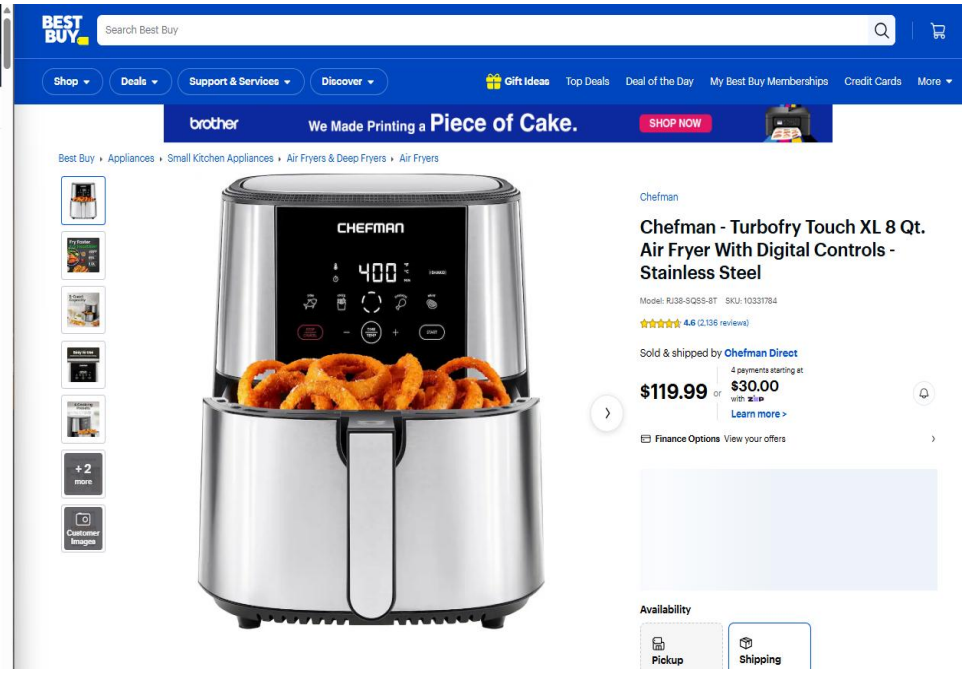
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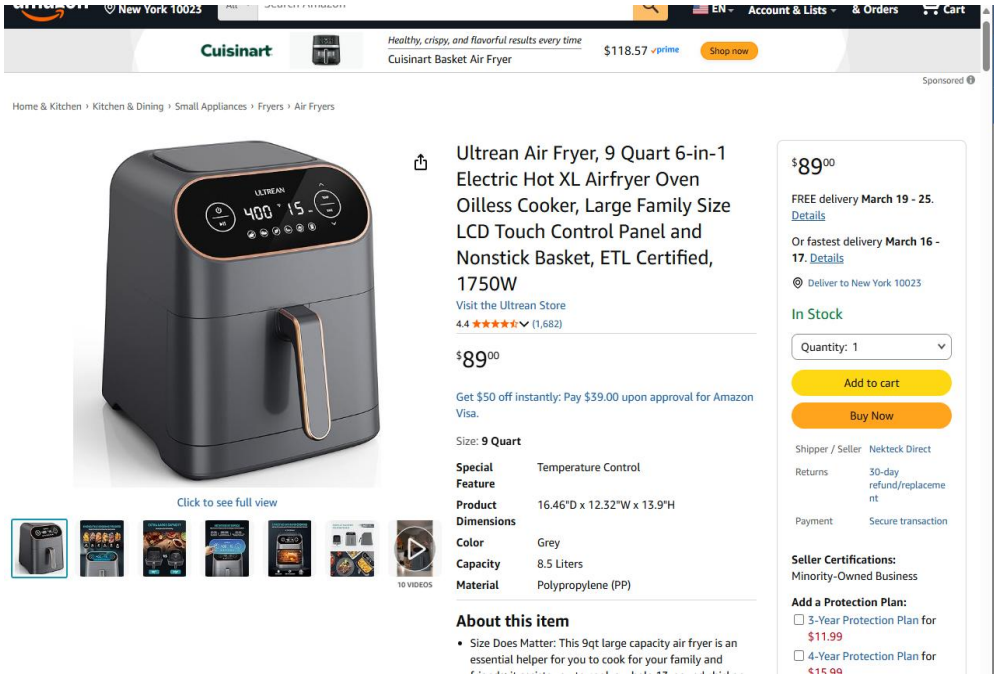


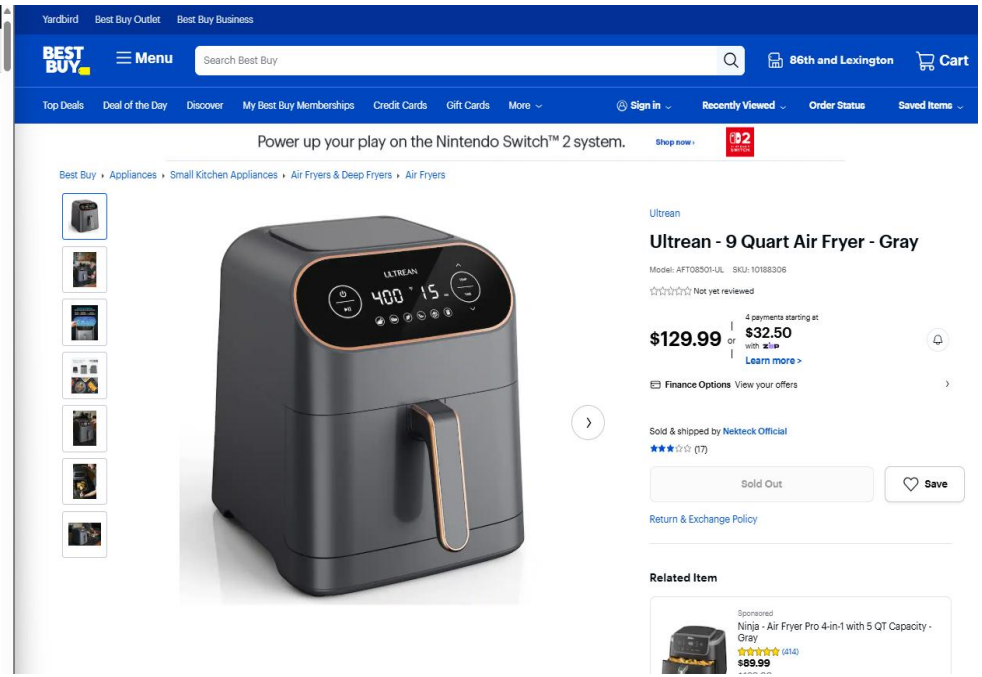


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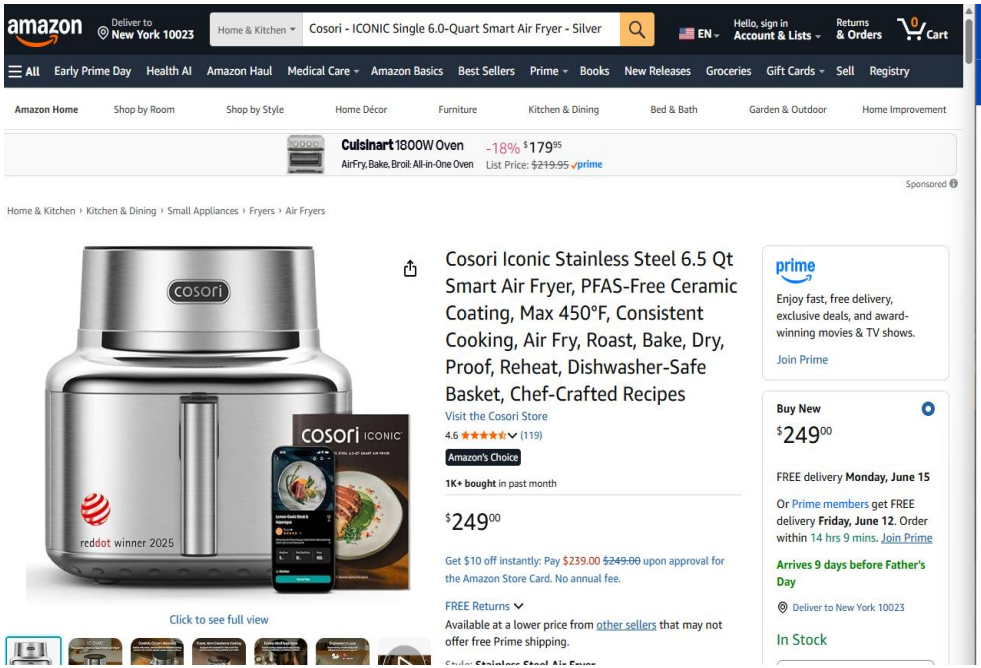
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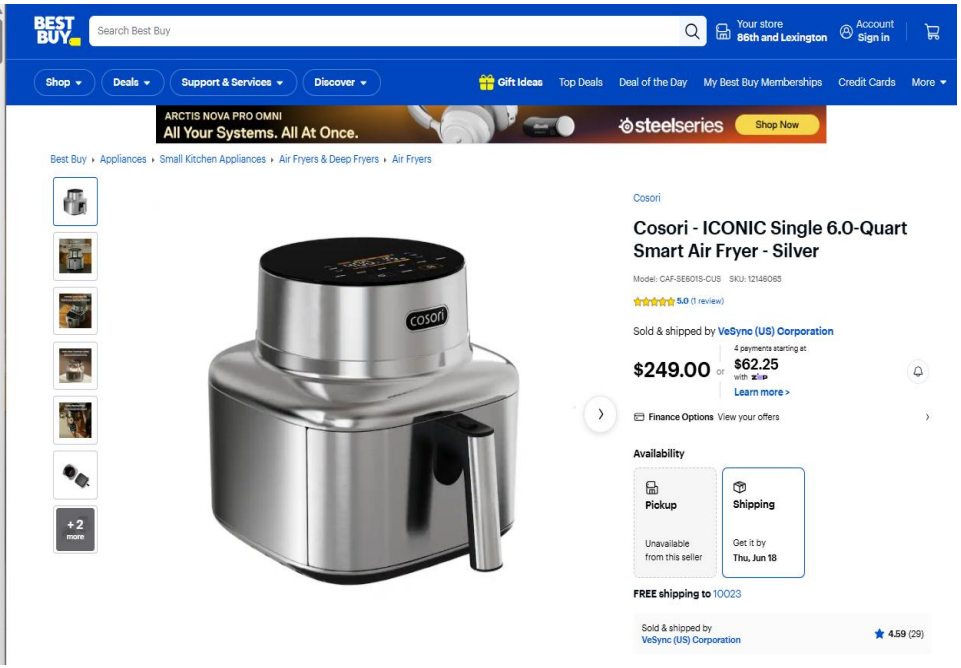
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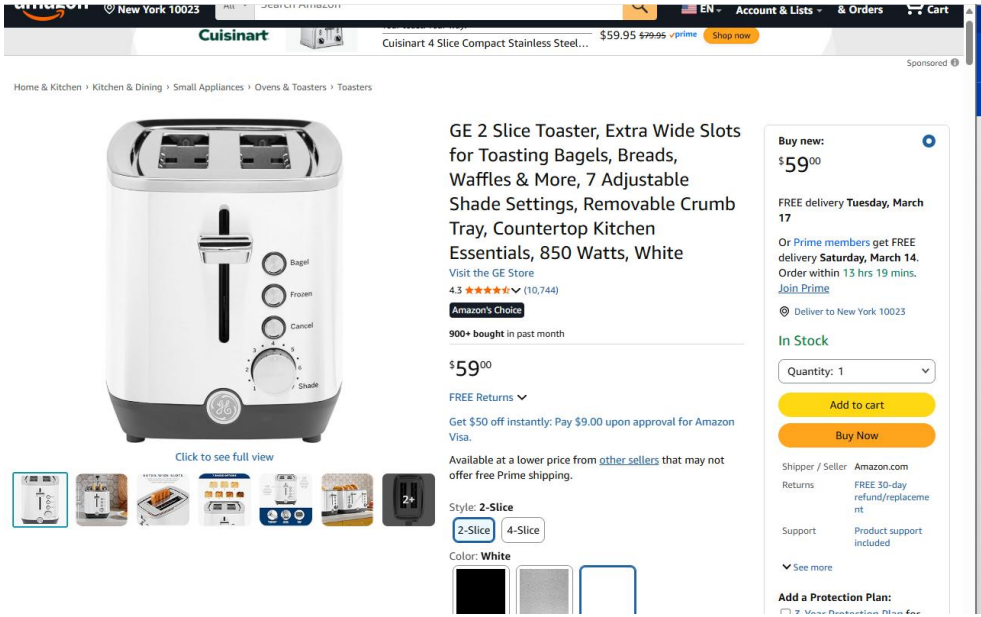


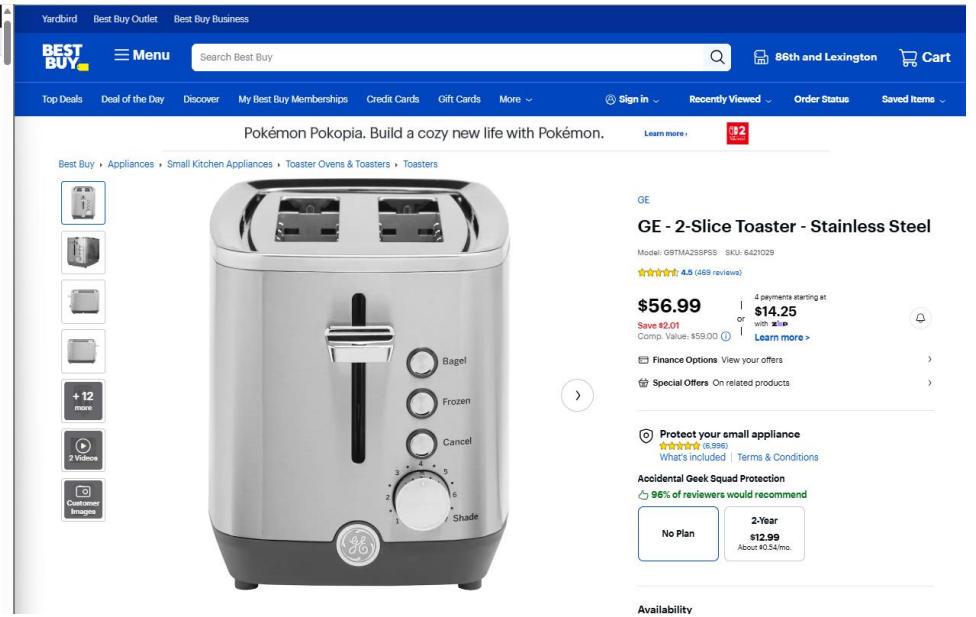


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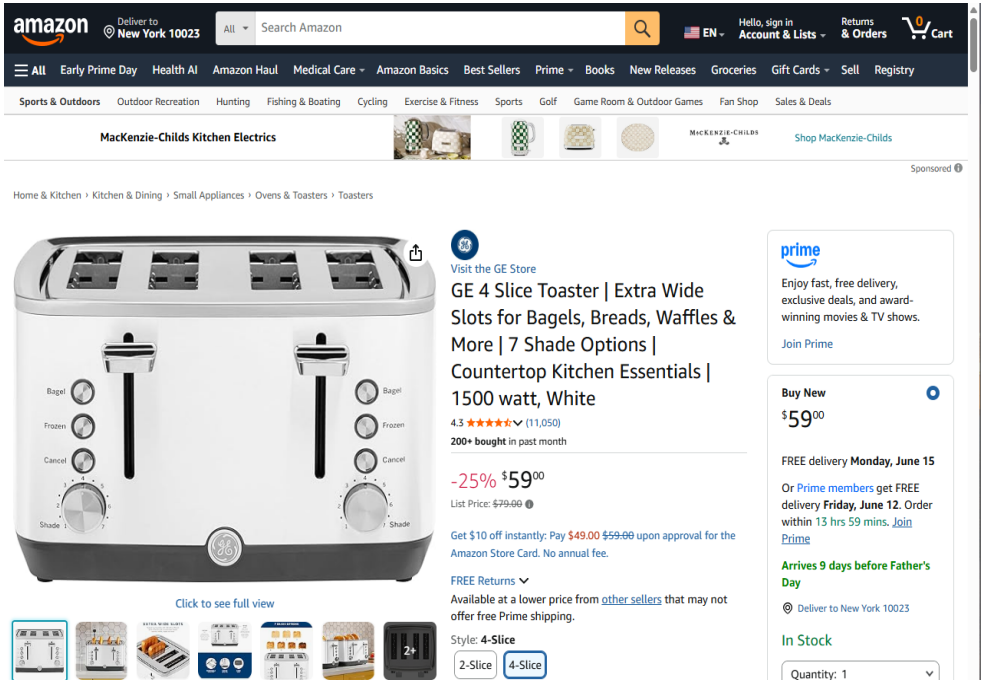
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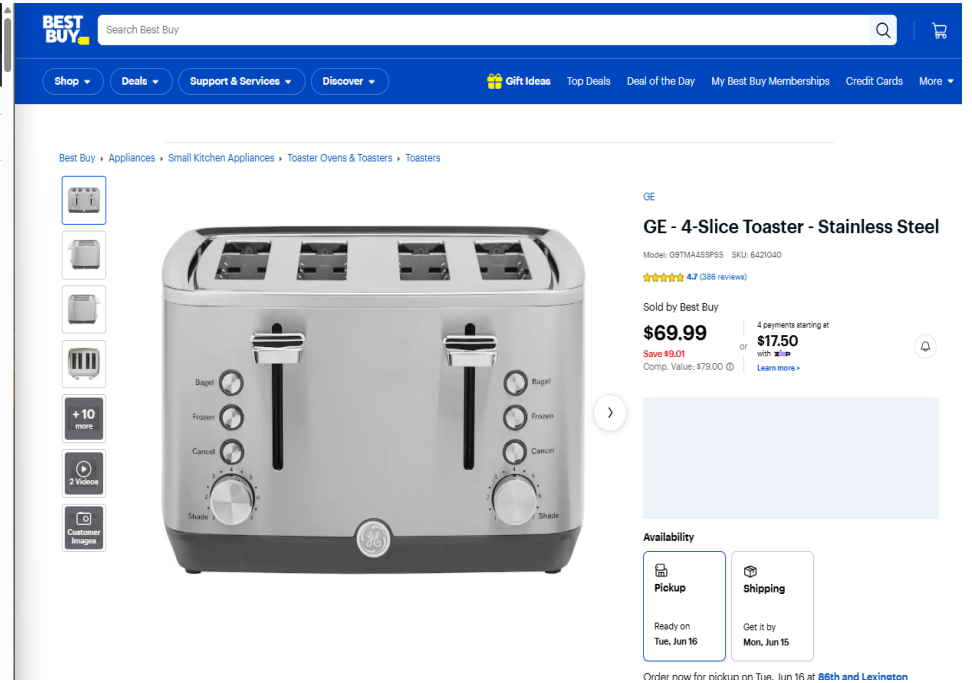
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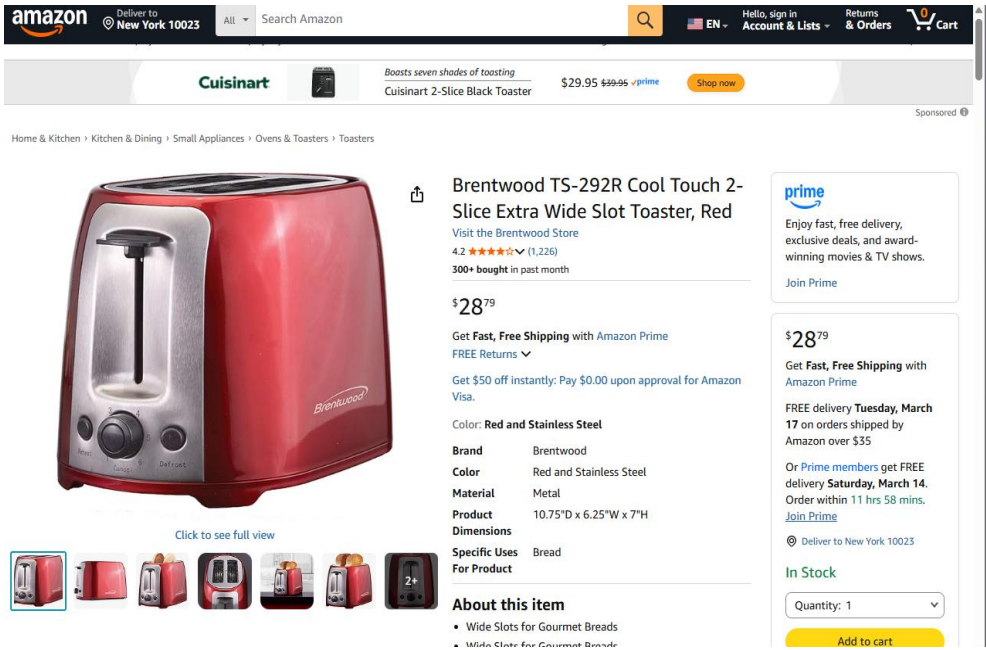


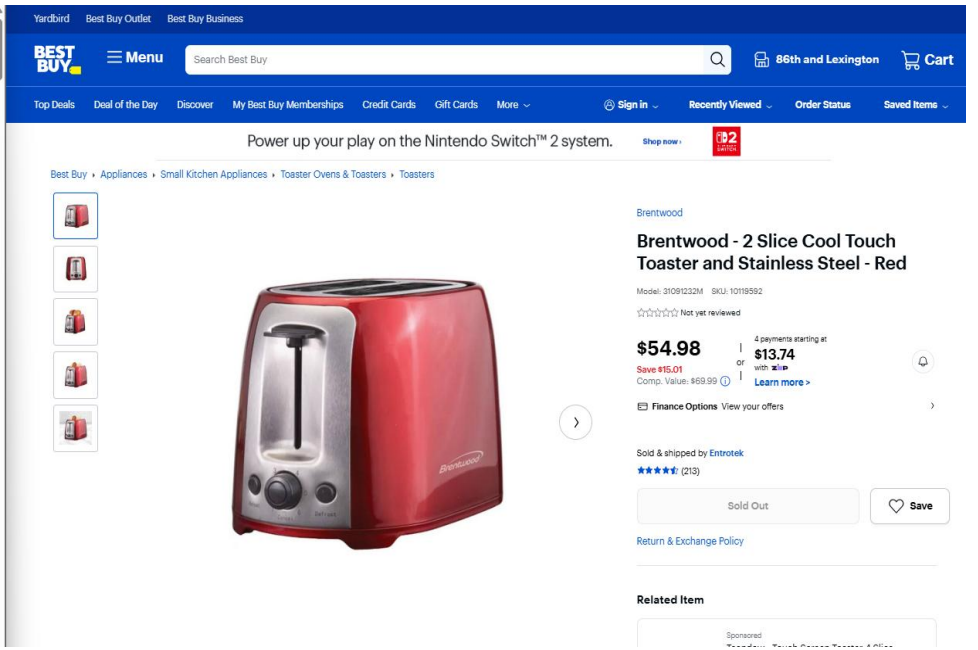


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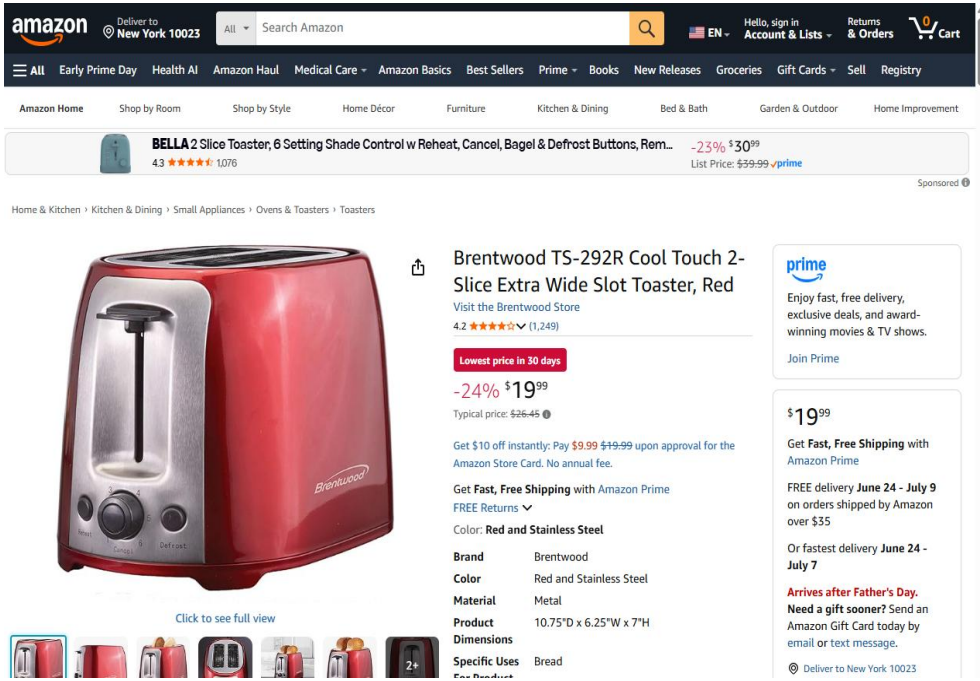
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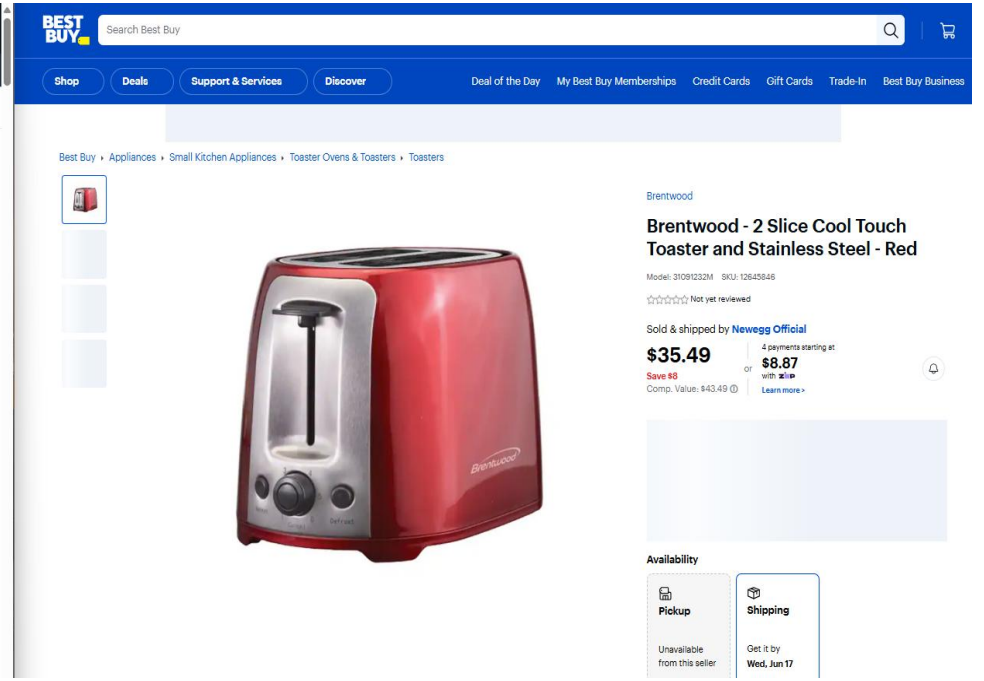
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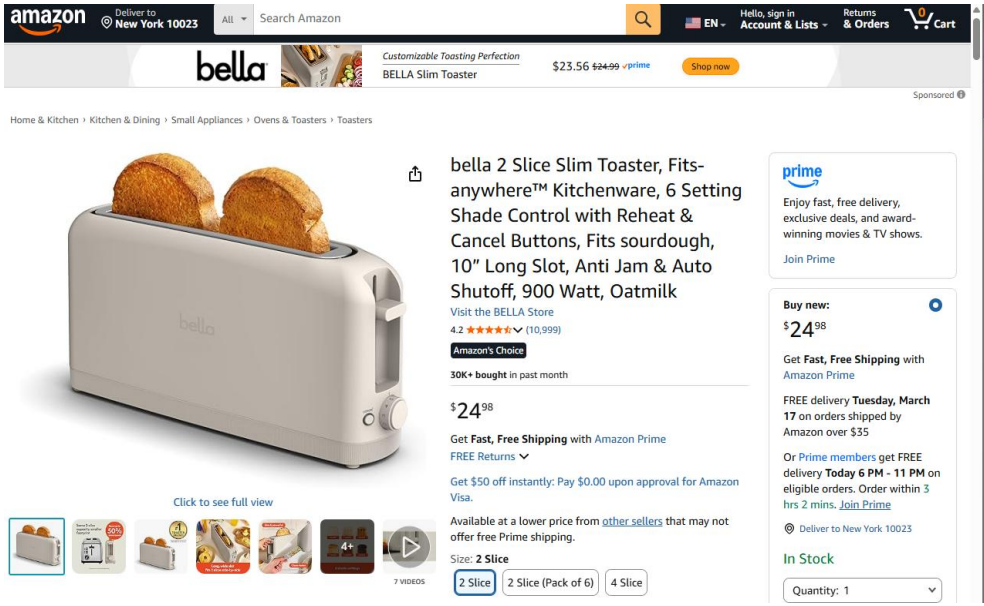


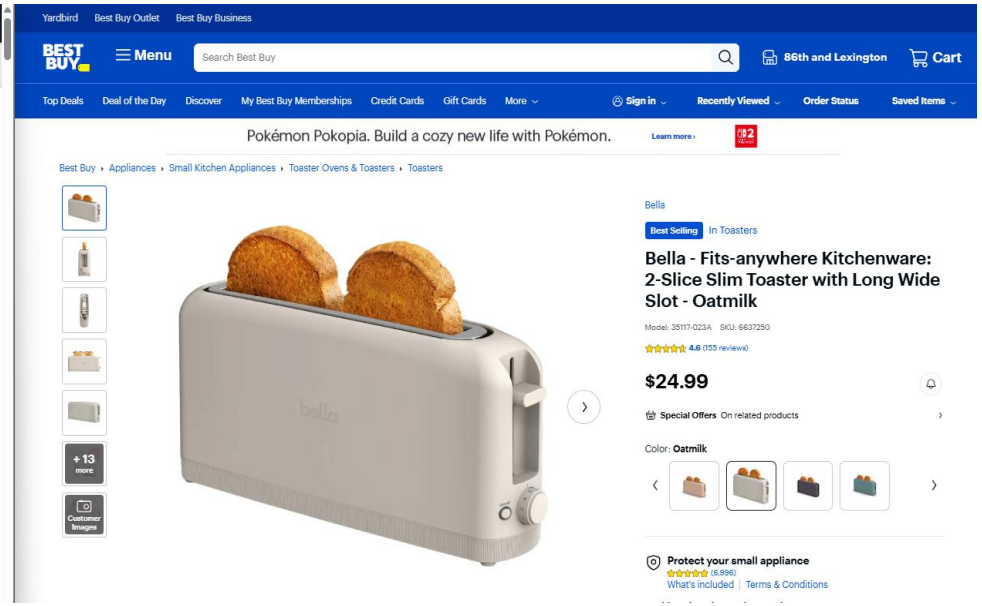
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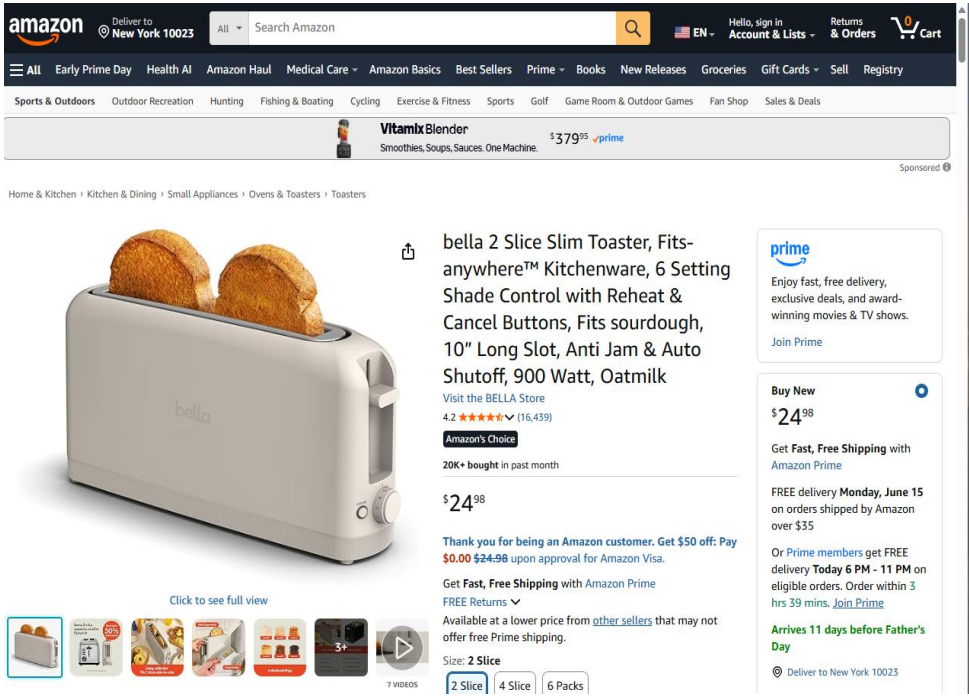
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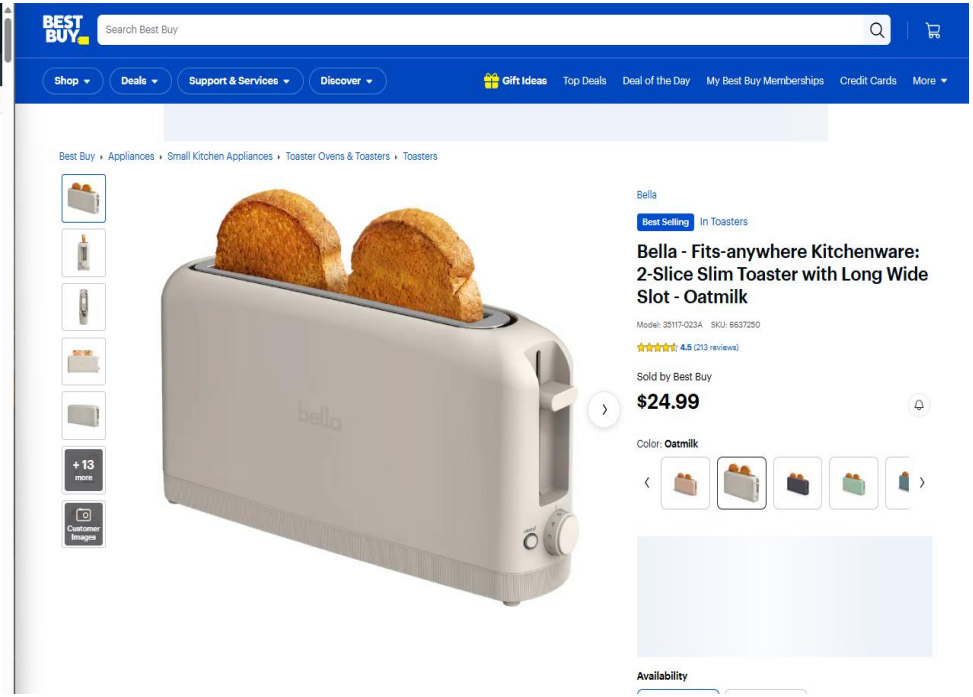
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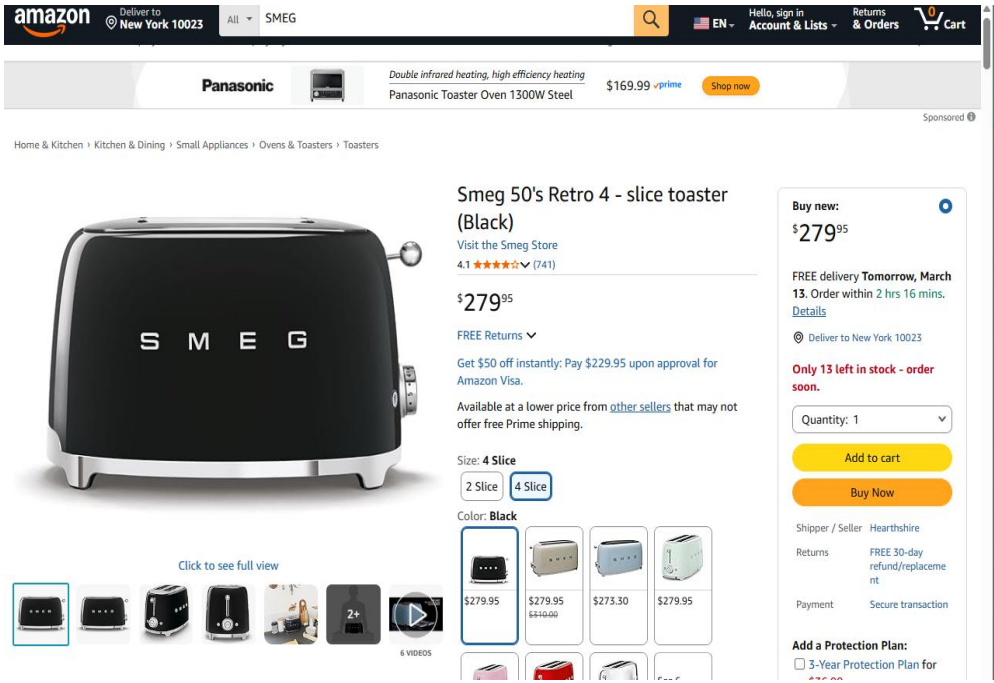


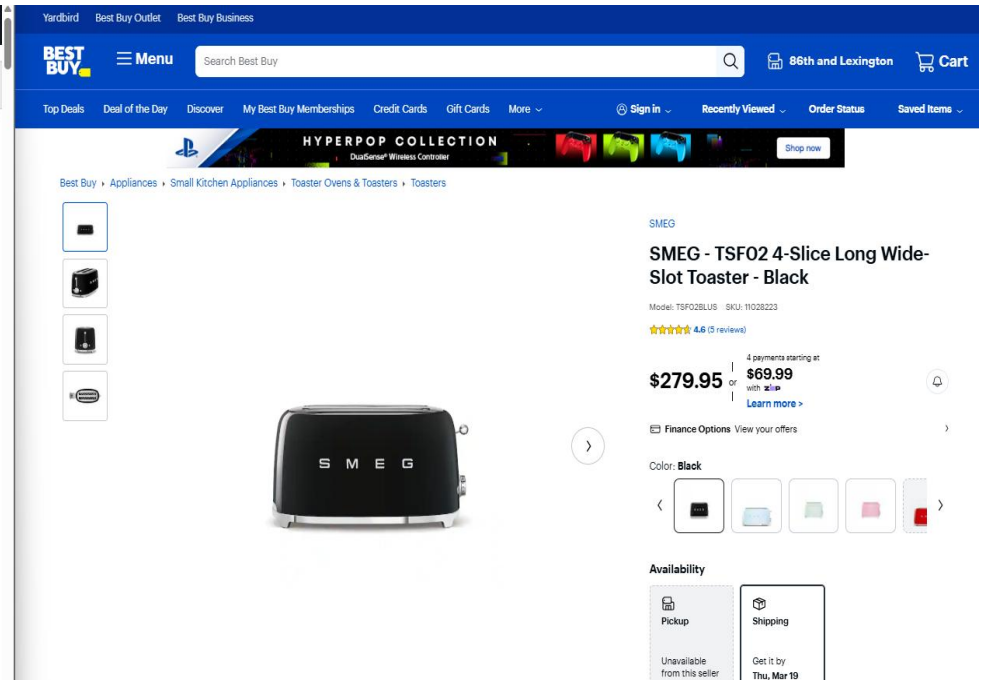


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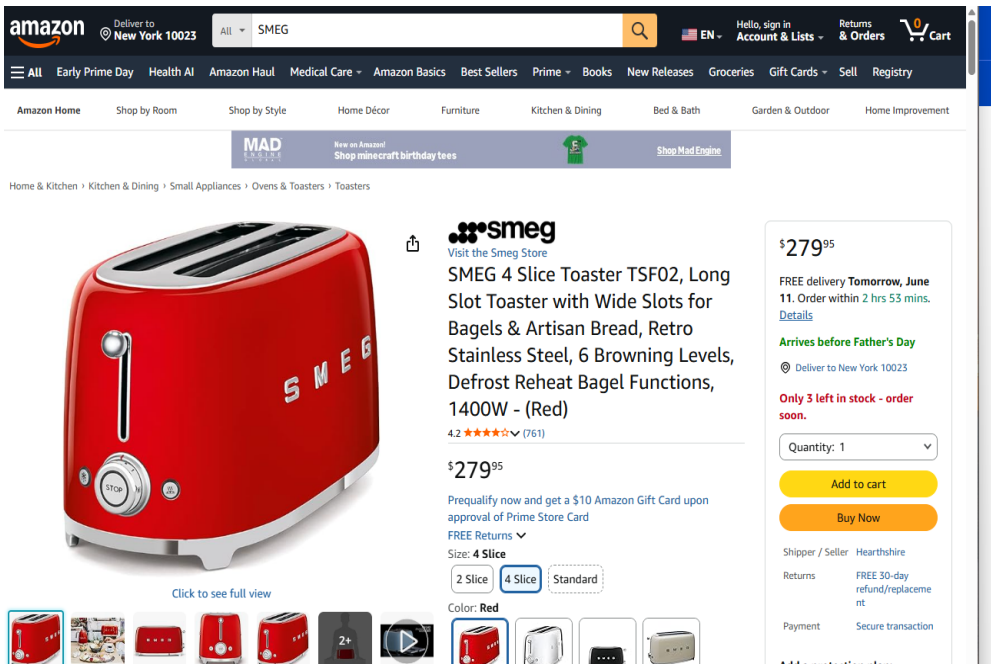
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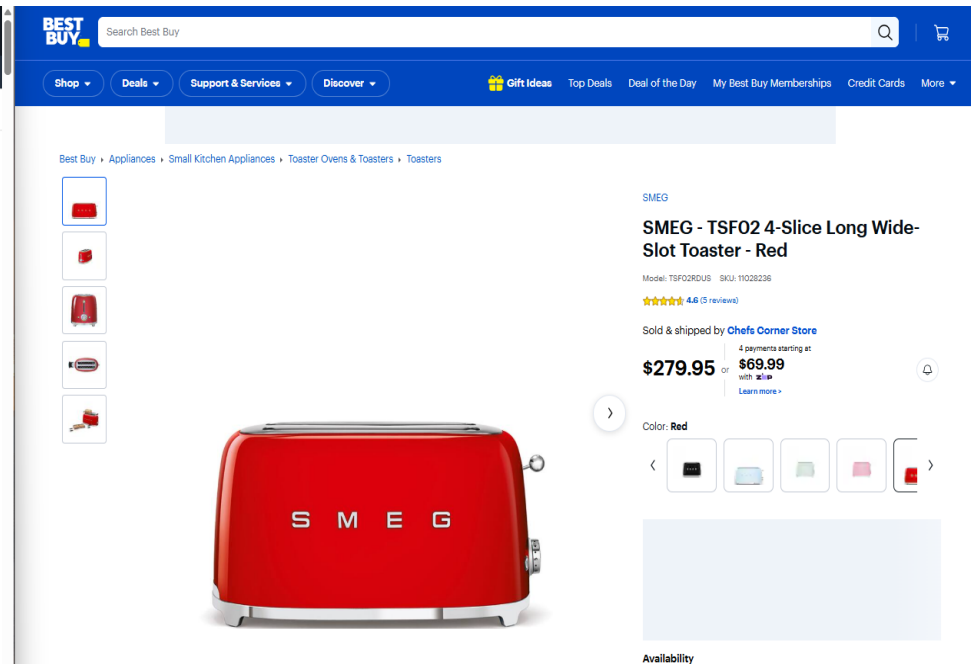
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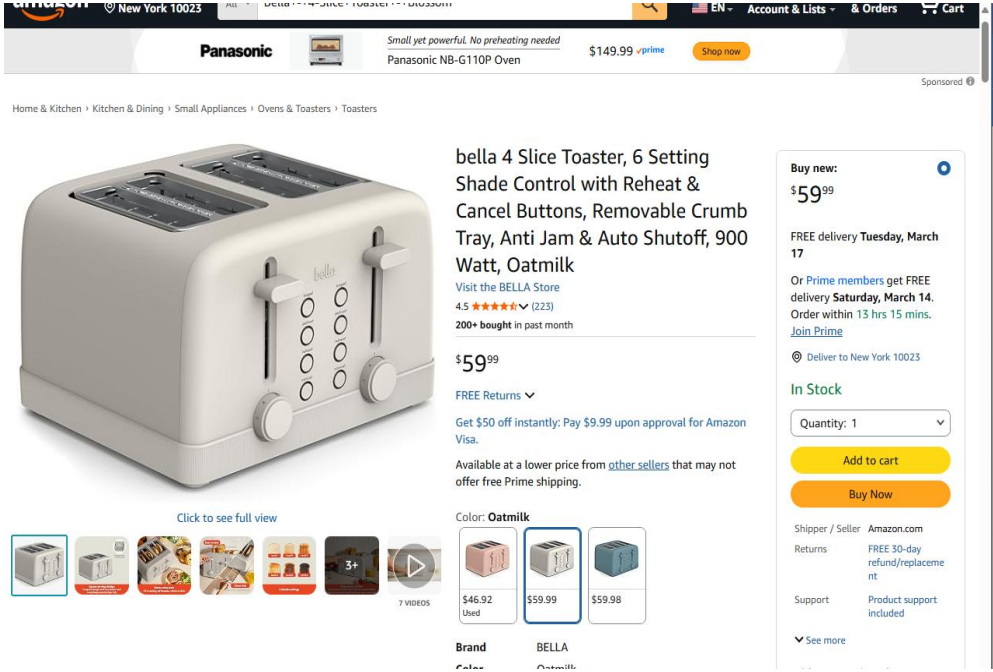


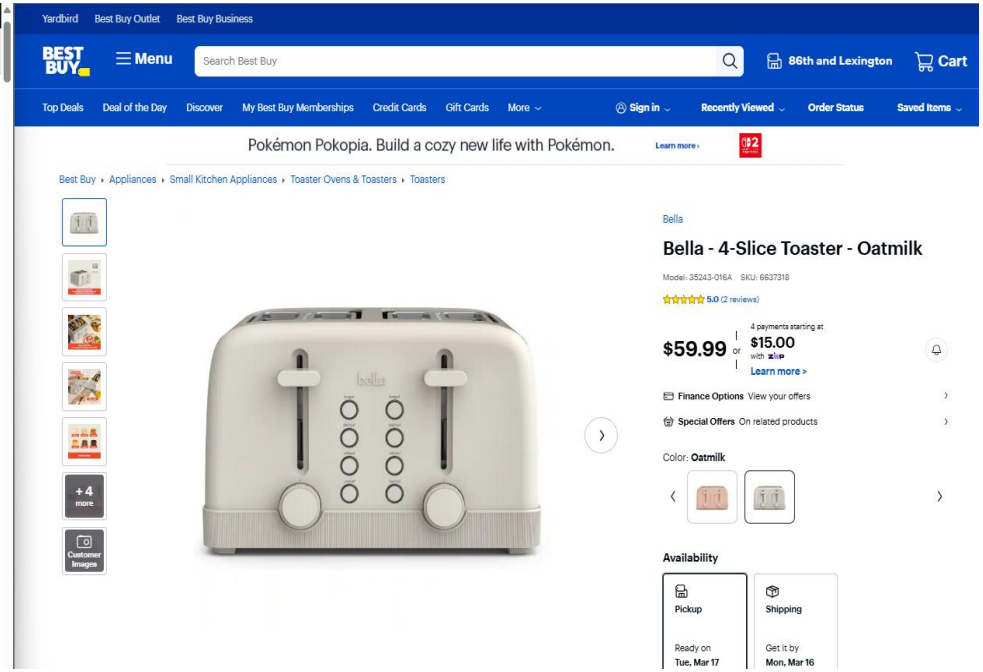


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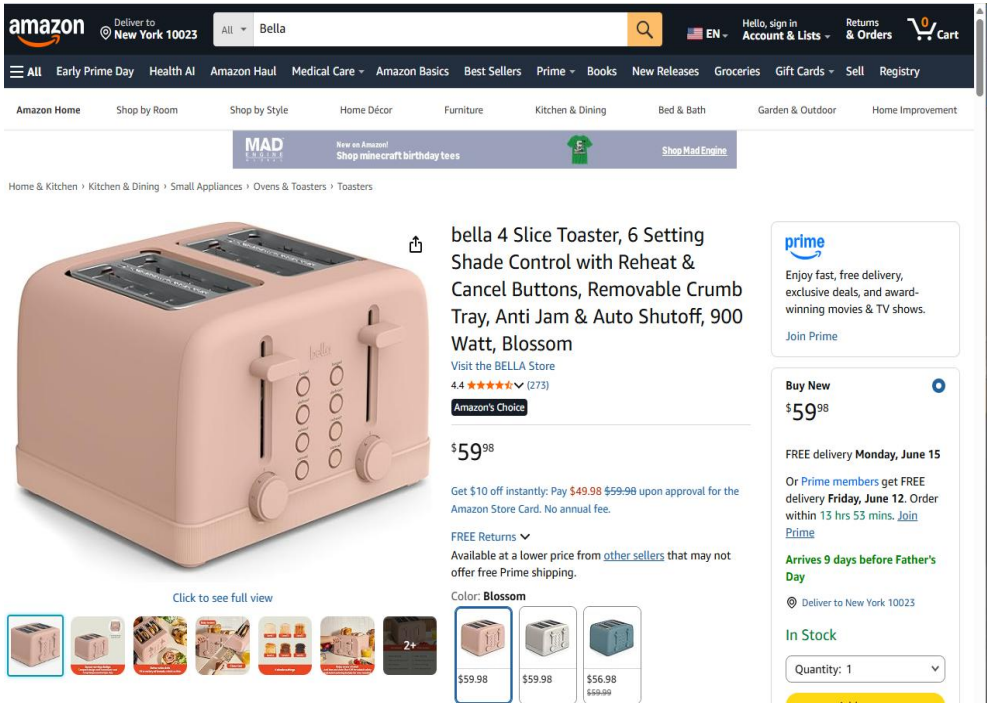
Bespoke – Amazon and Best Buy Identical Items

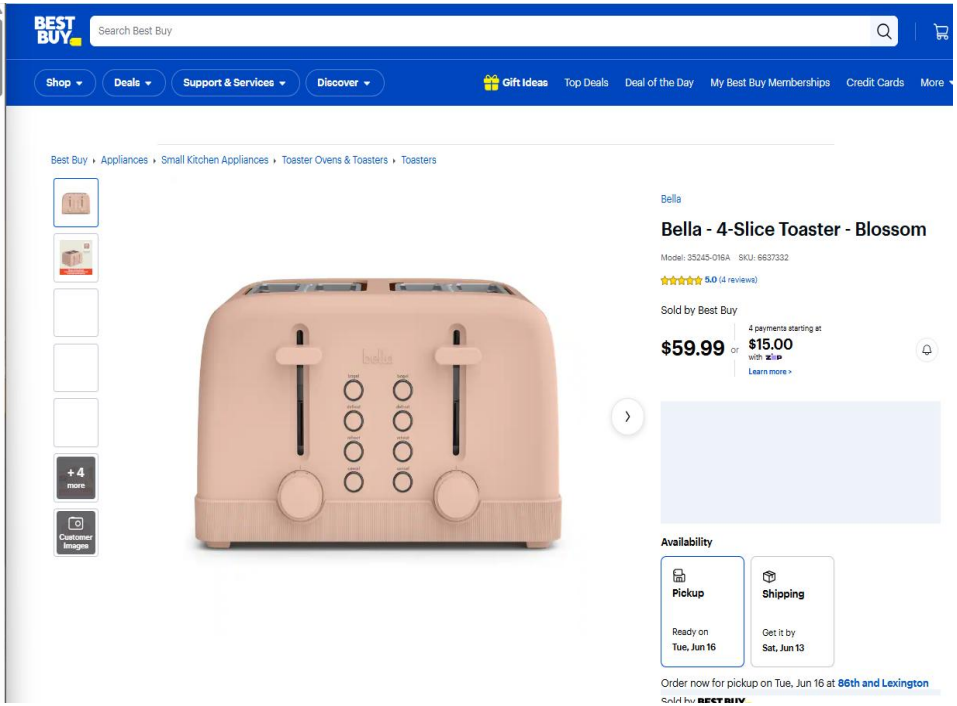
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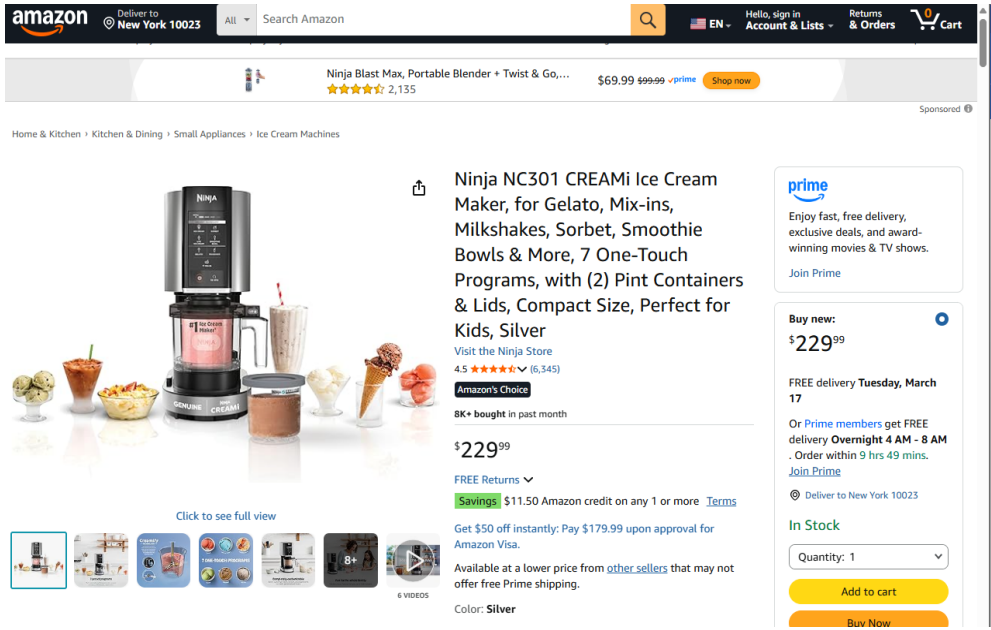
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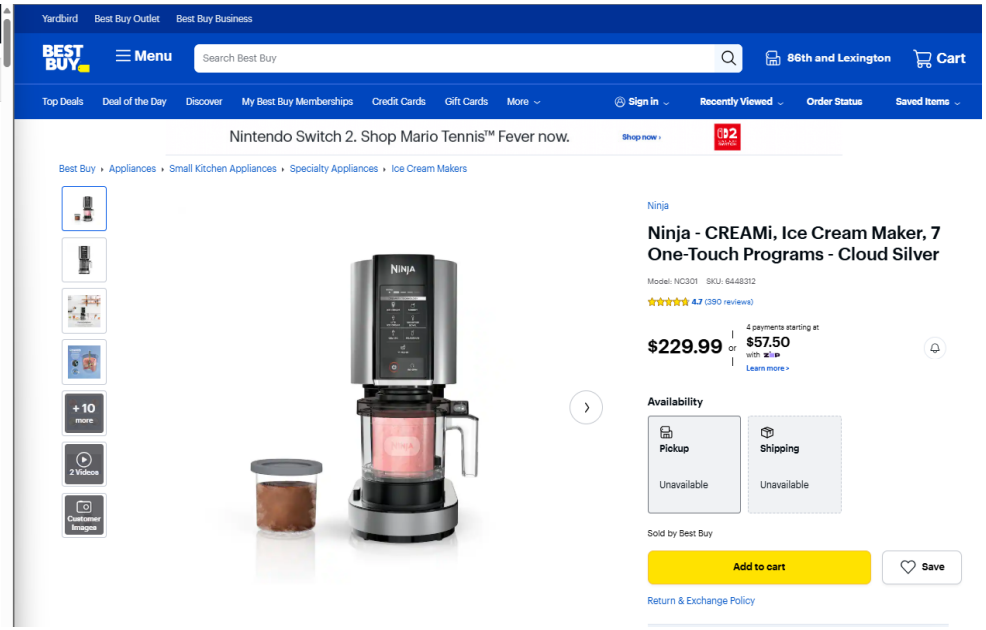




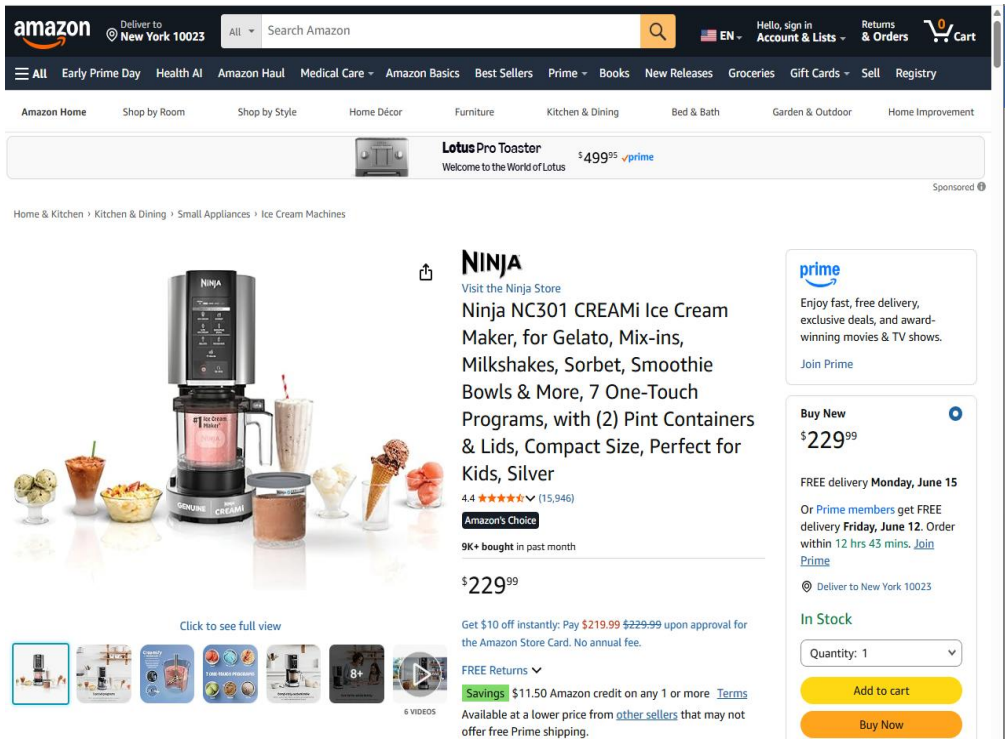
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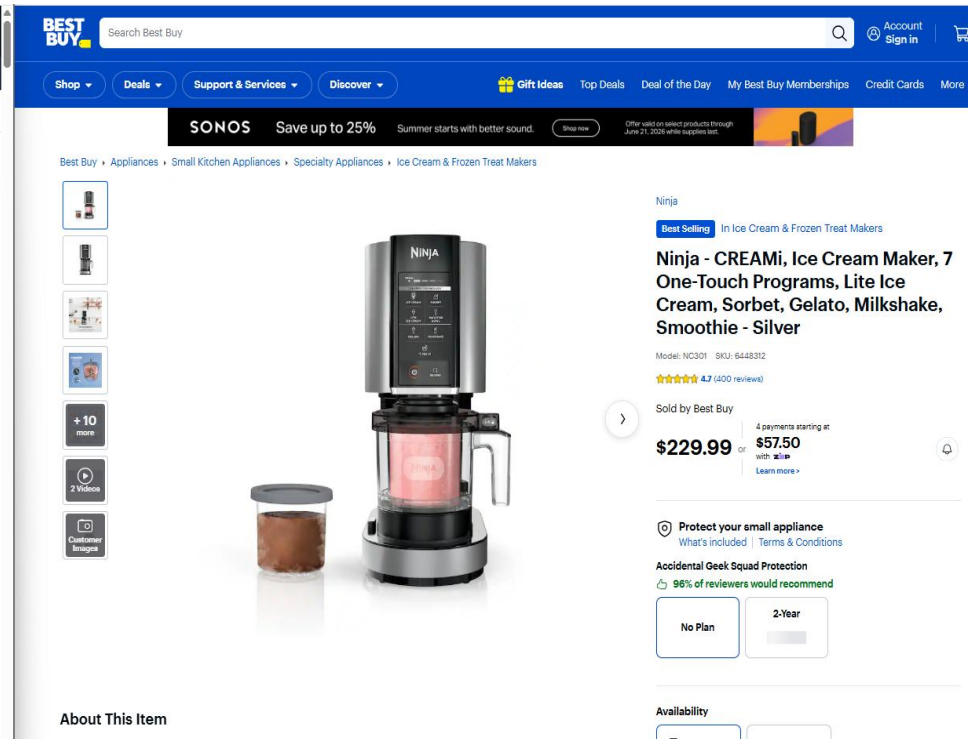
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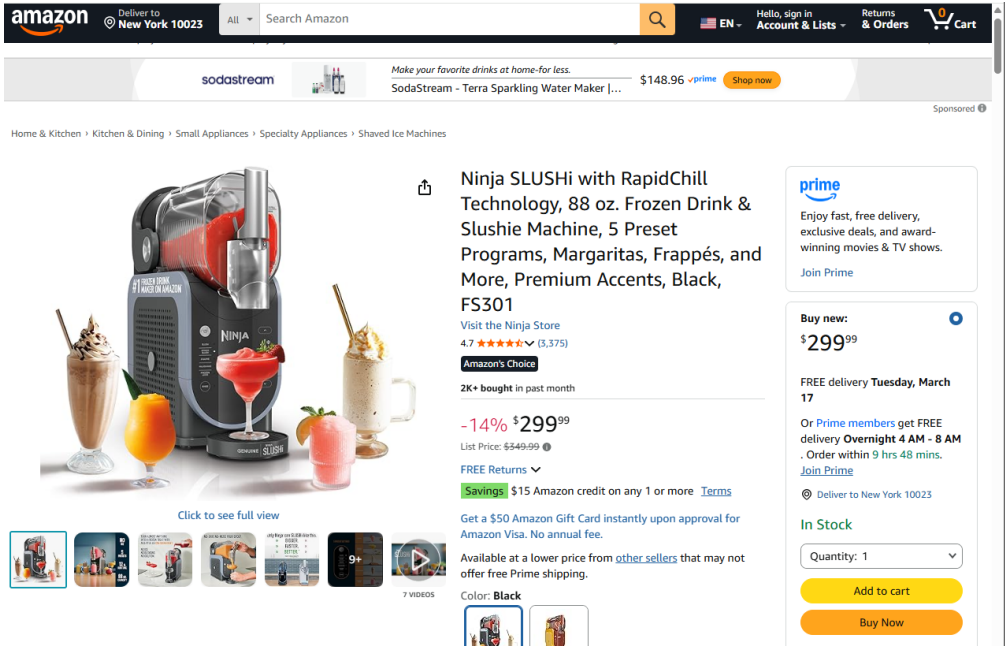
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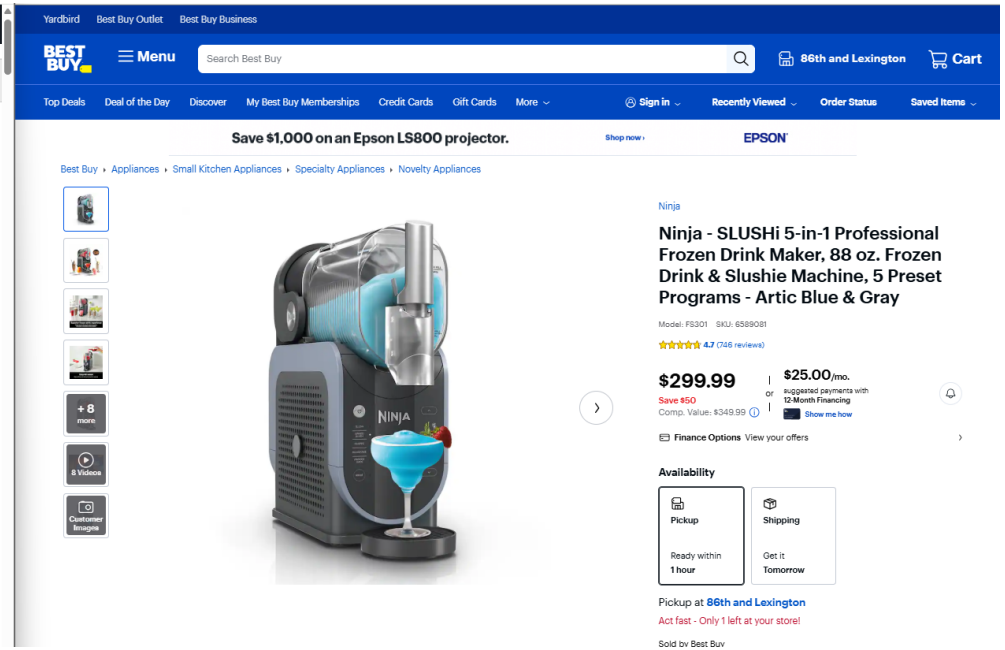




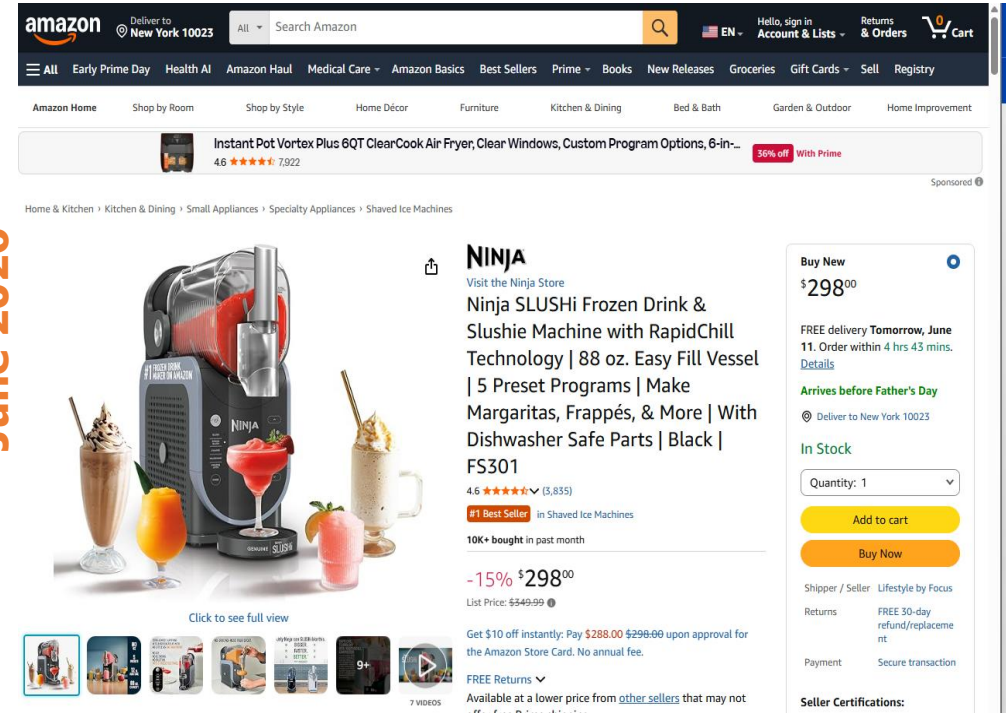
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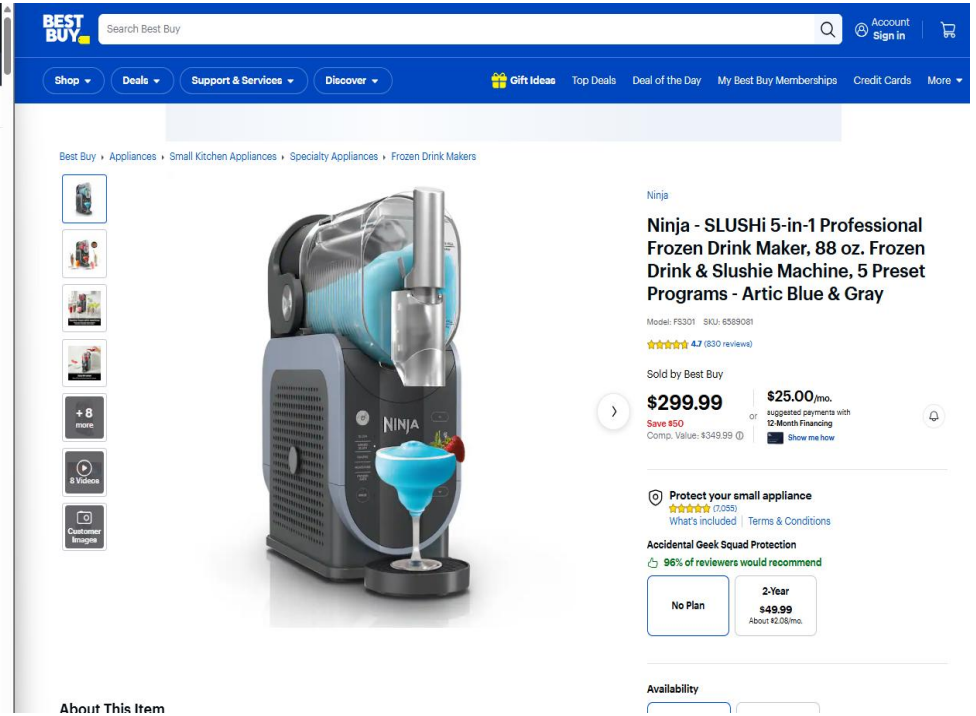
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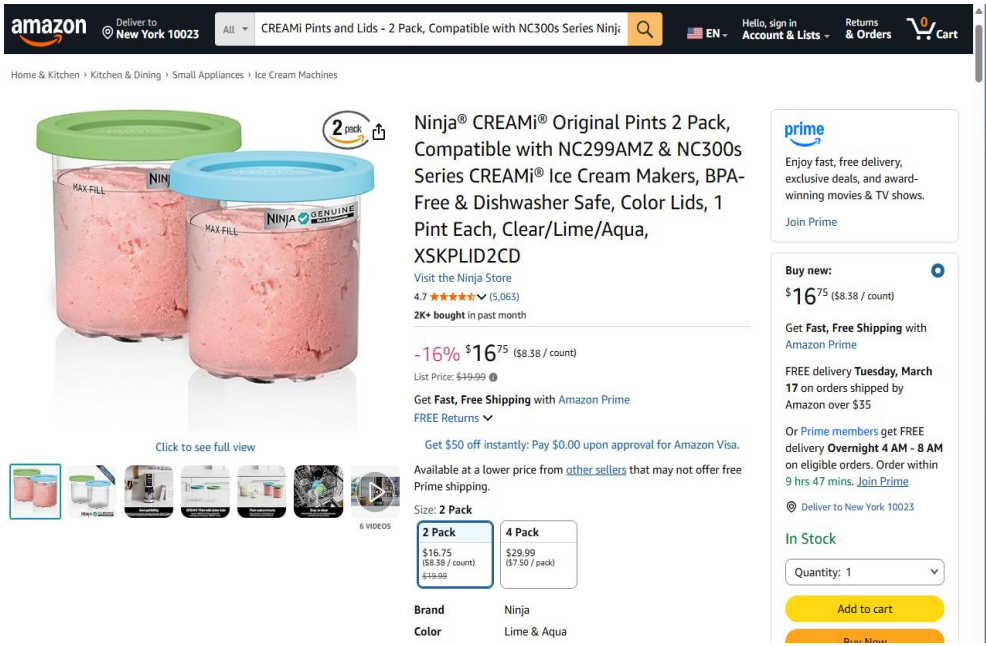


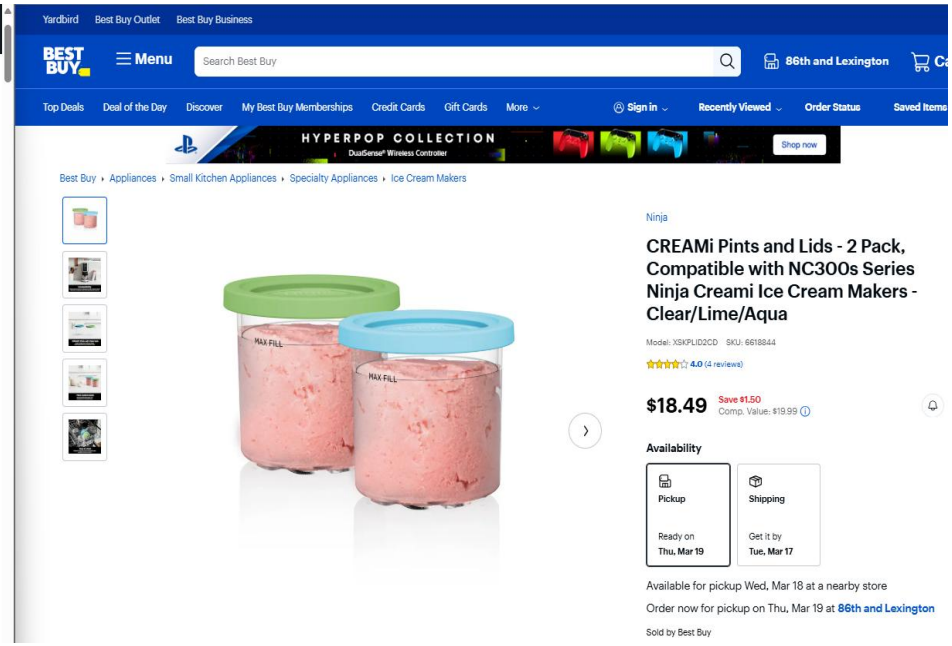


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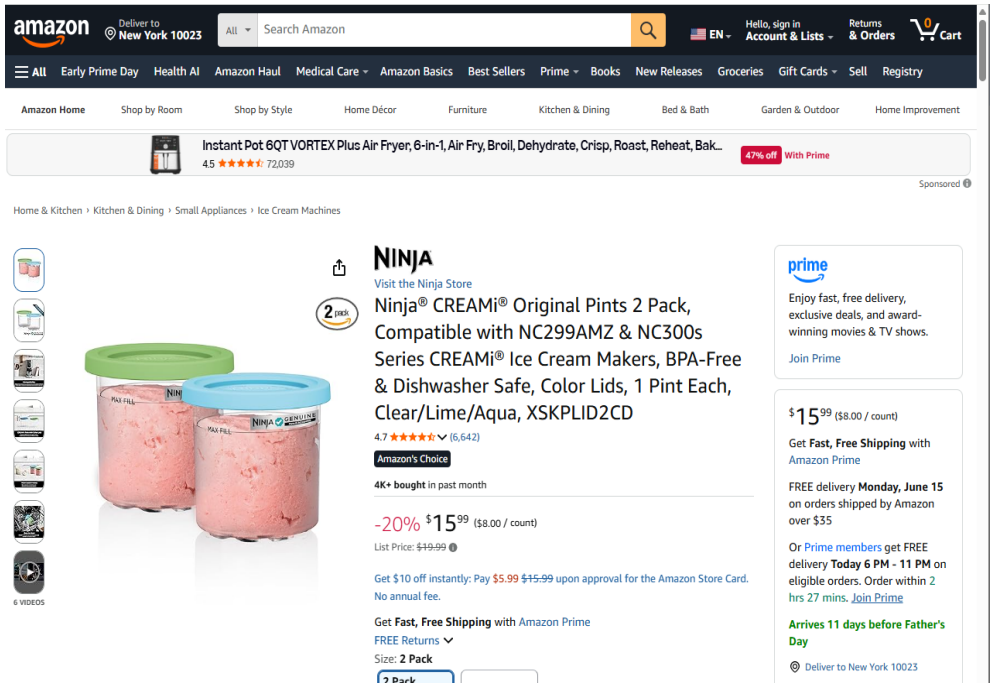
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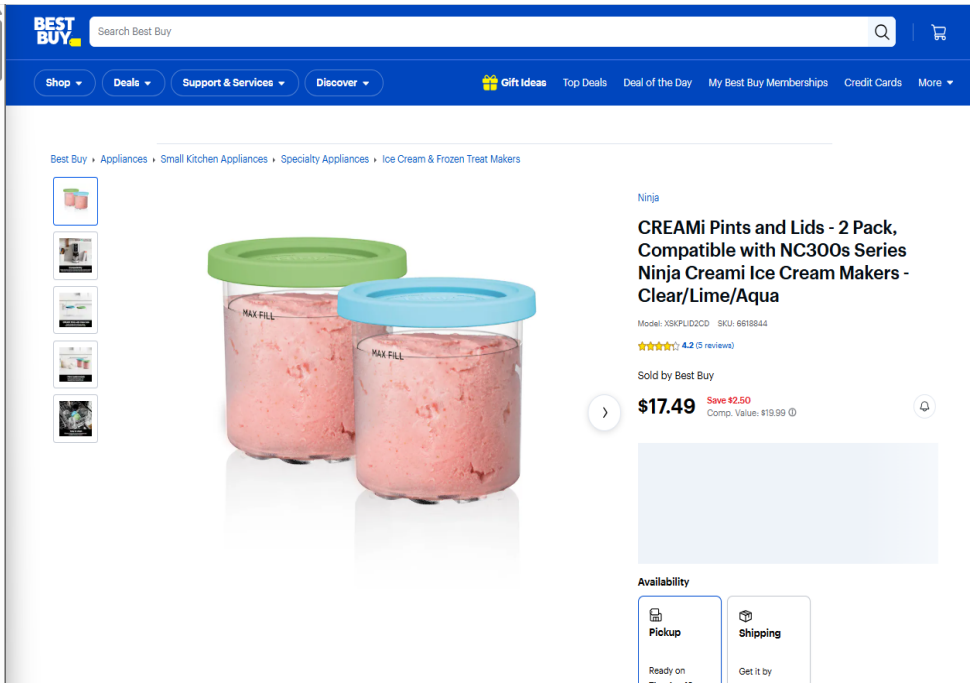
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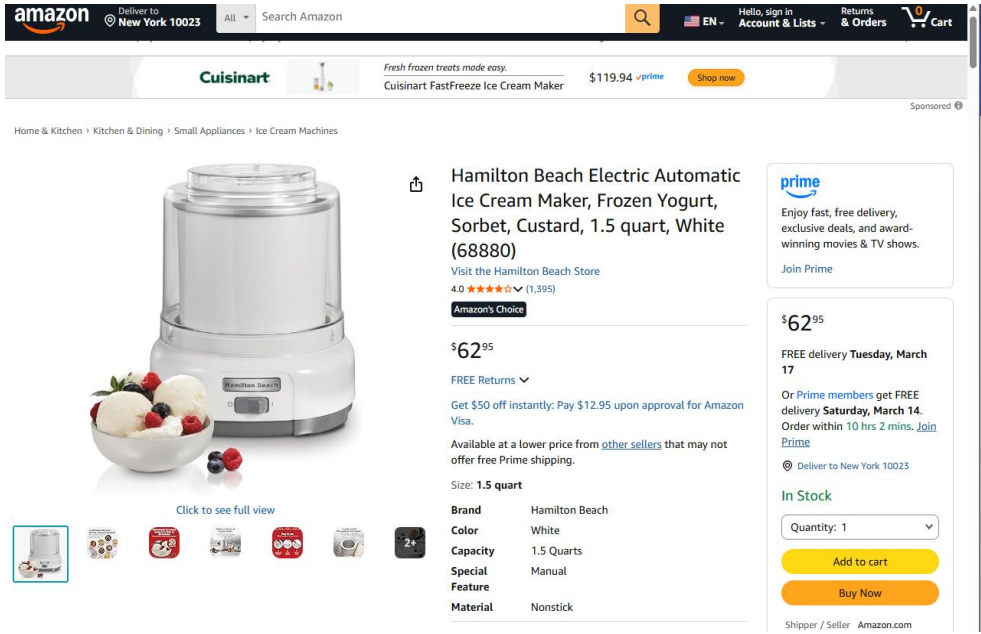


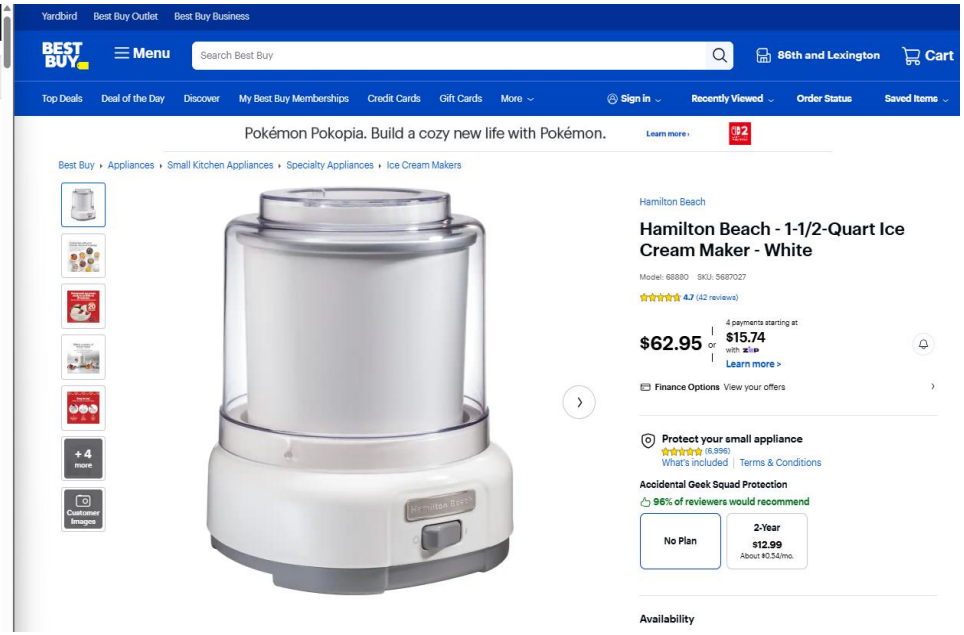


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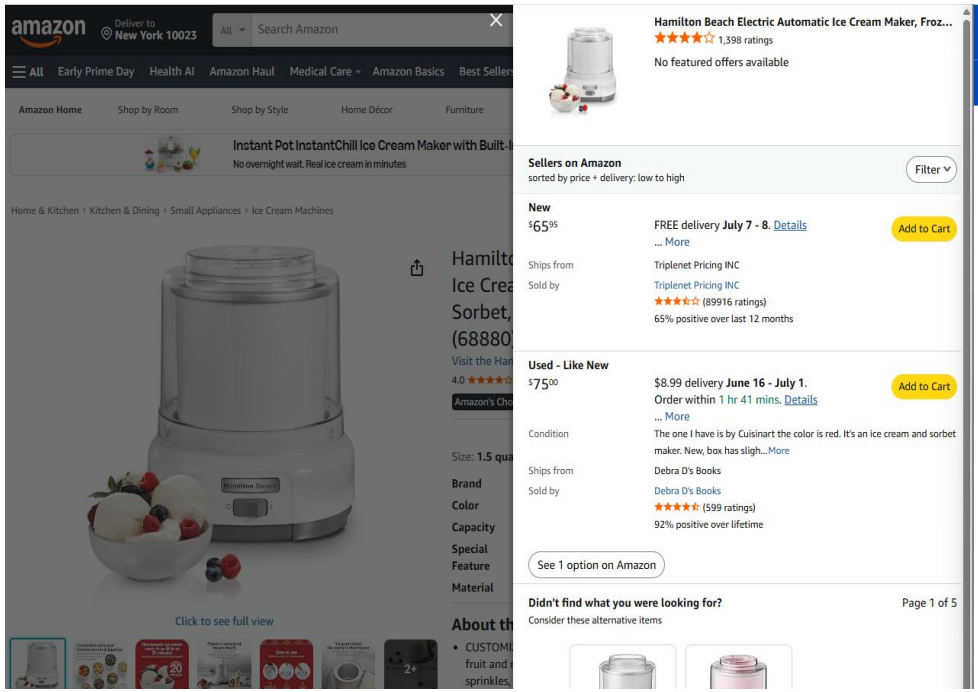
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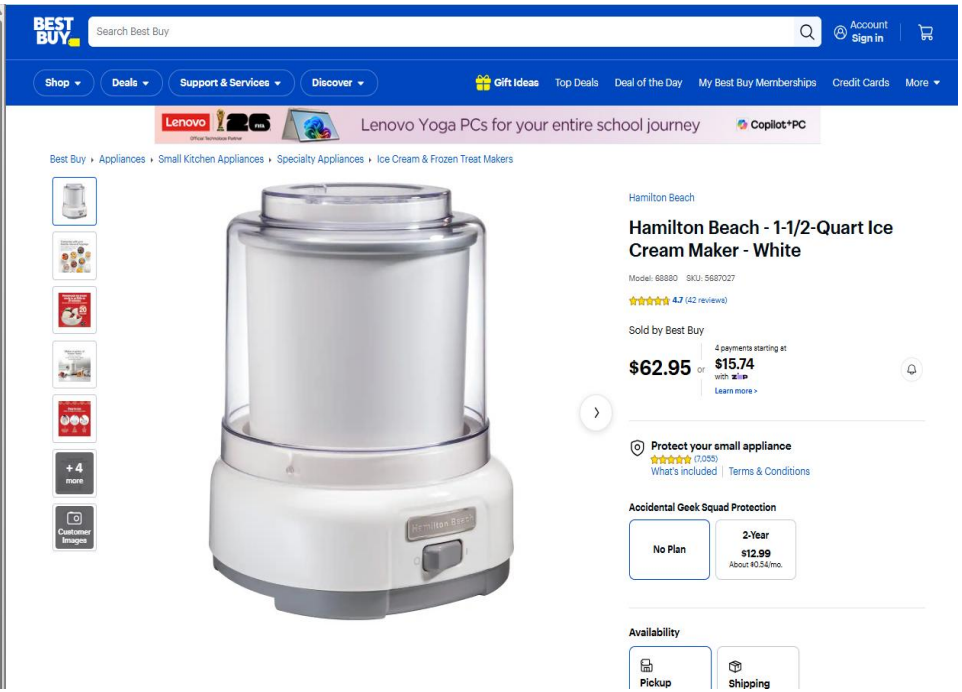
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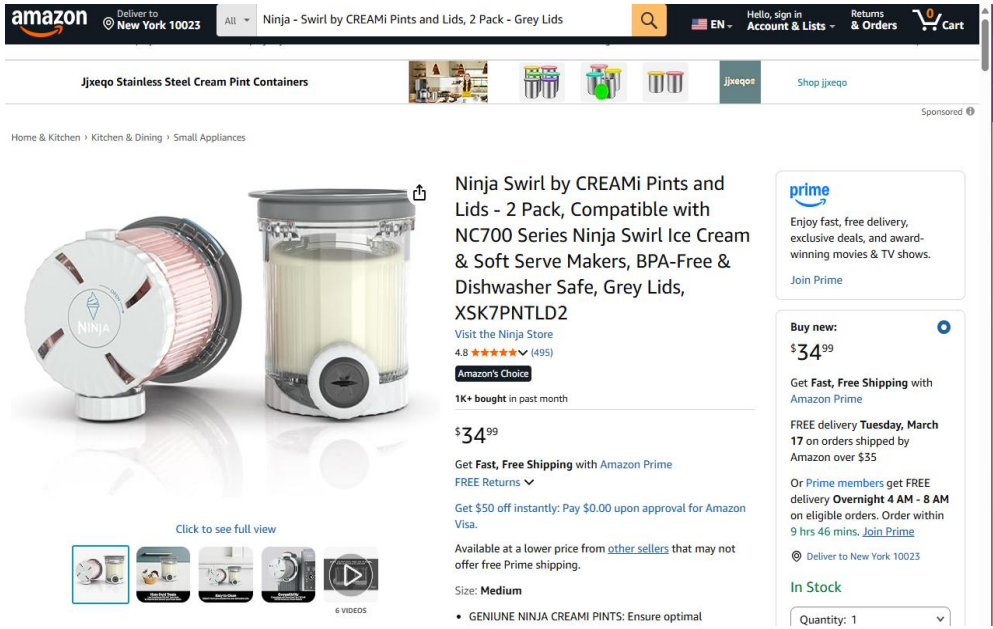
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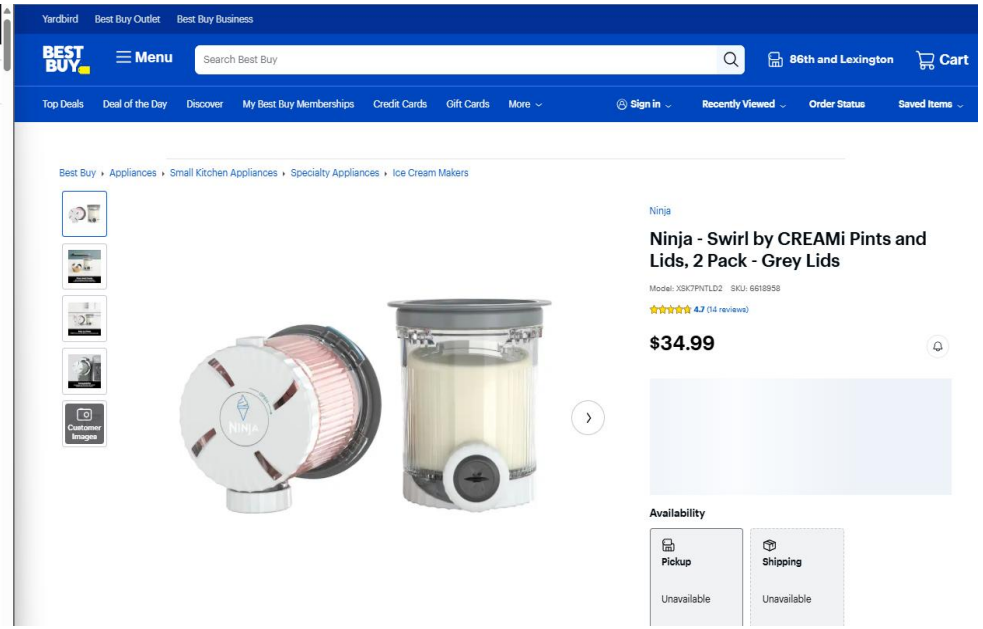




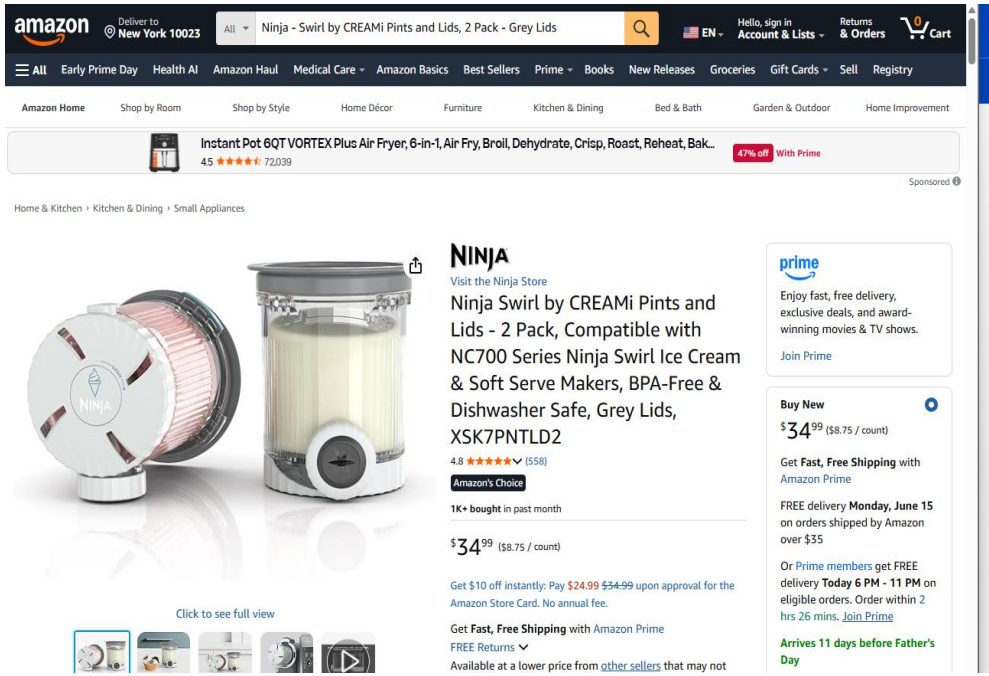
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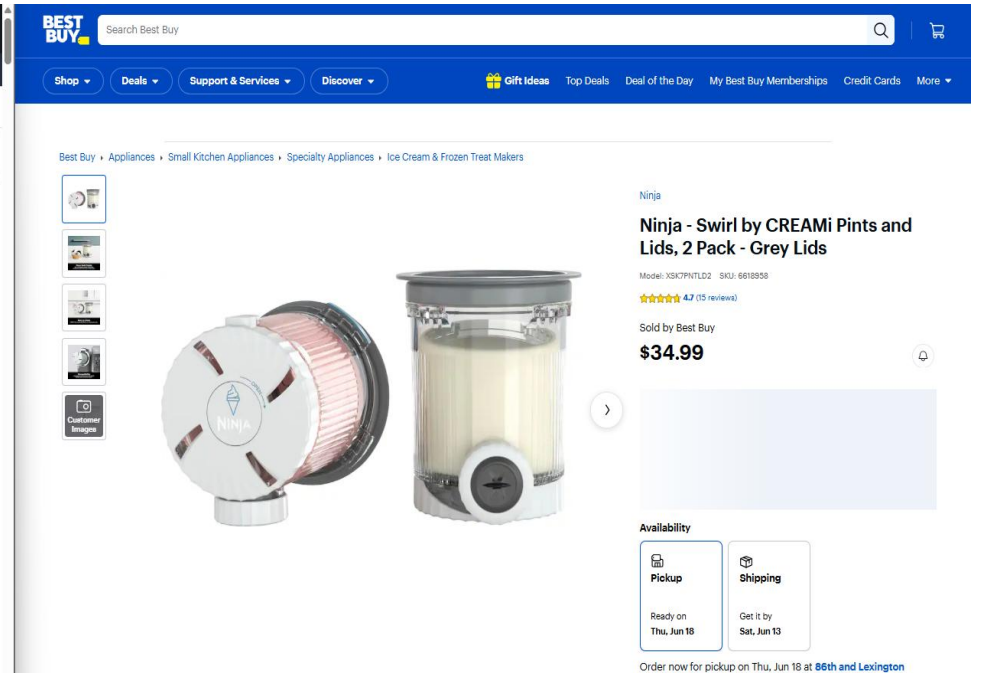
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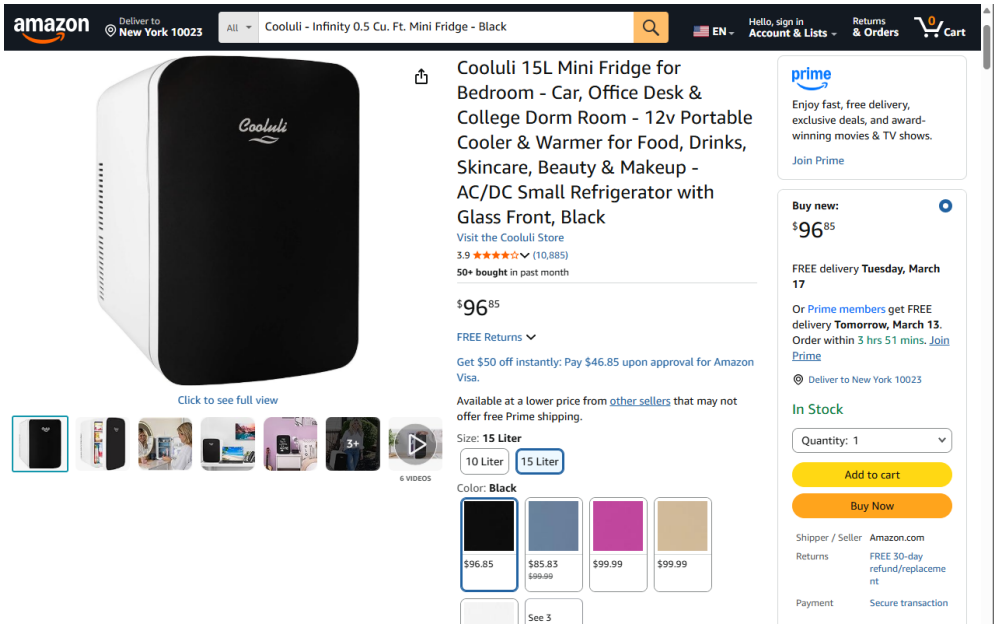


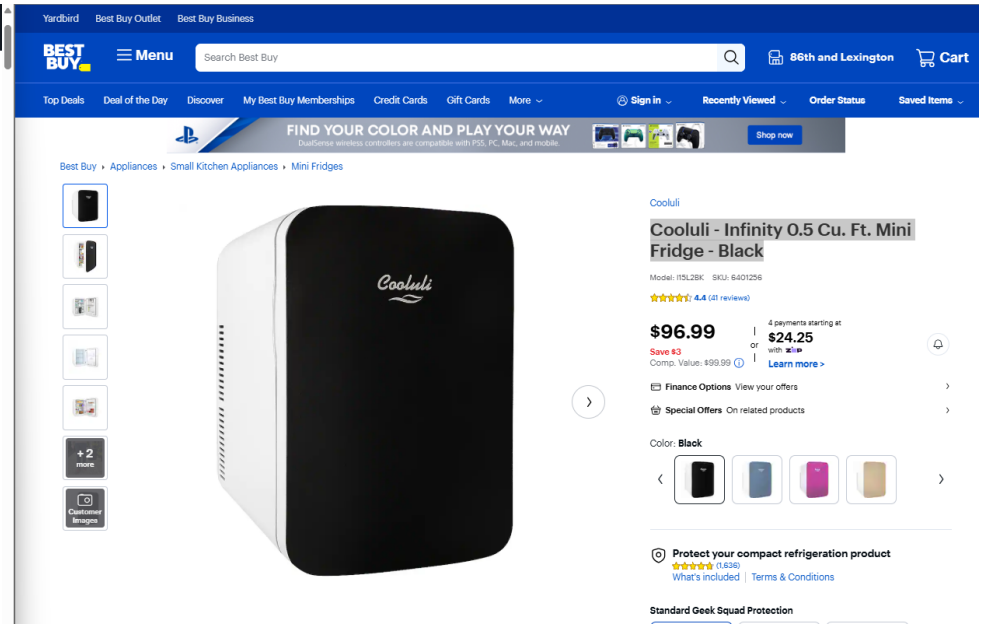


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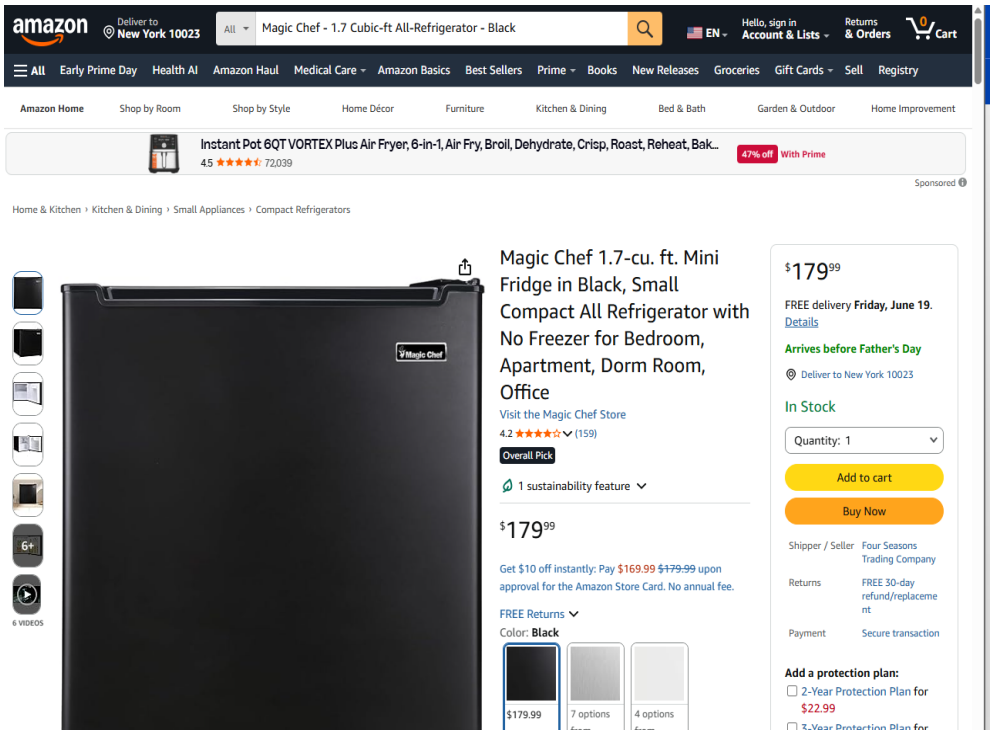
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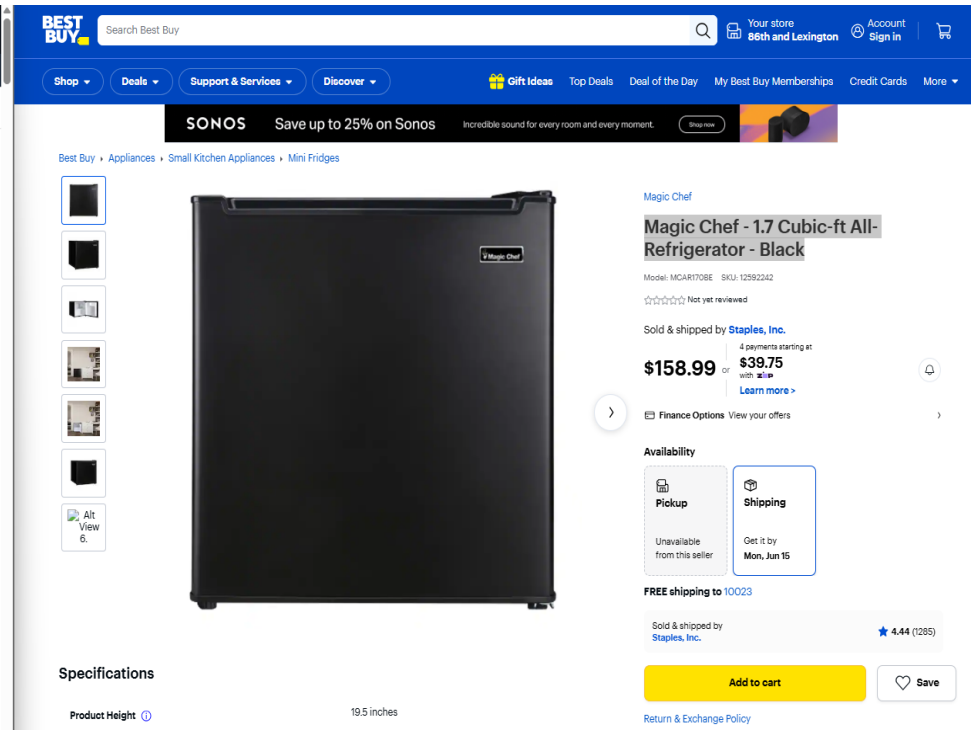
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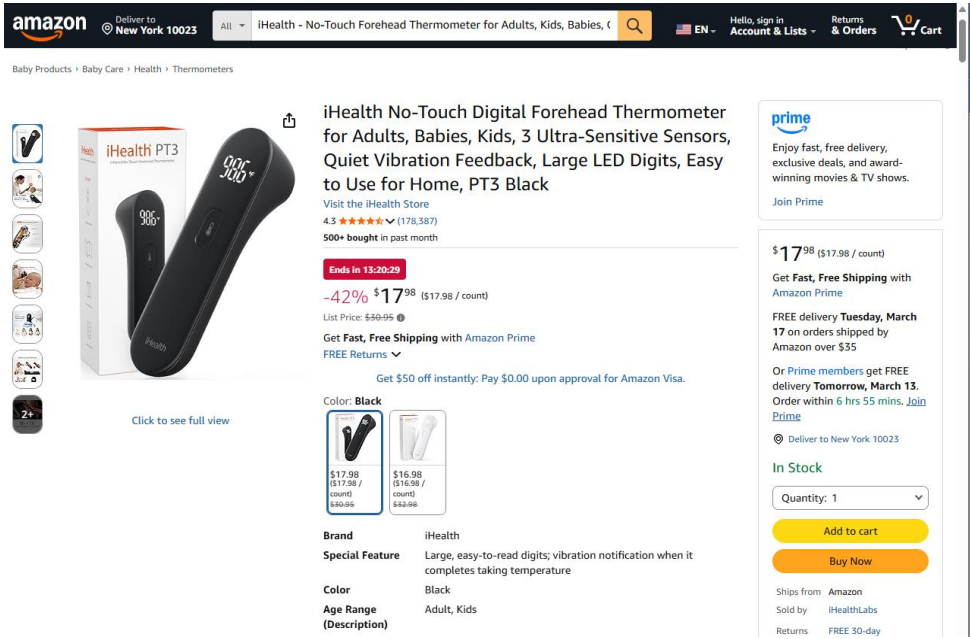


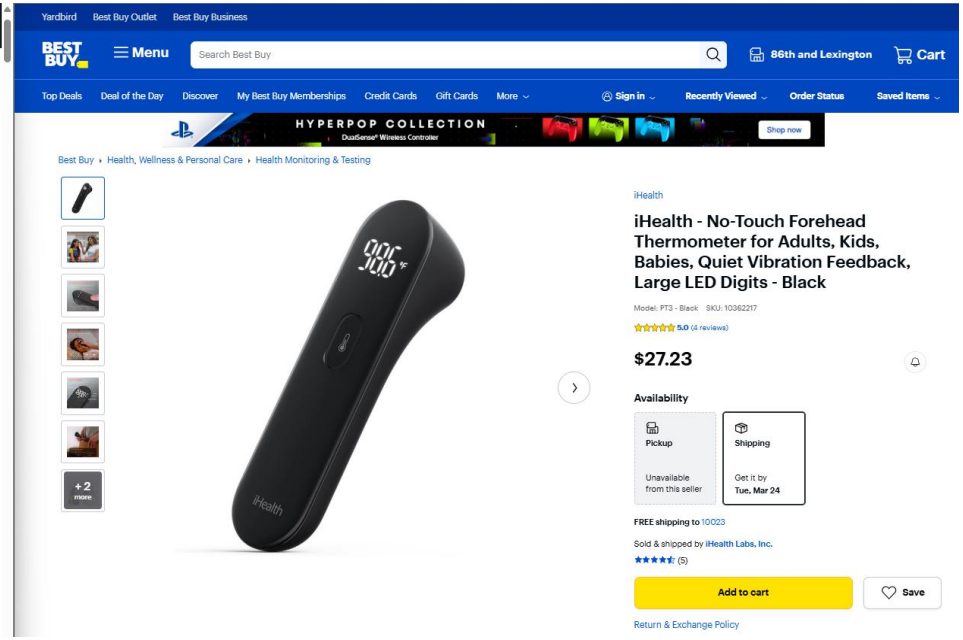


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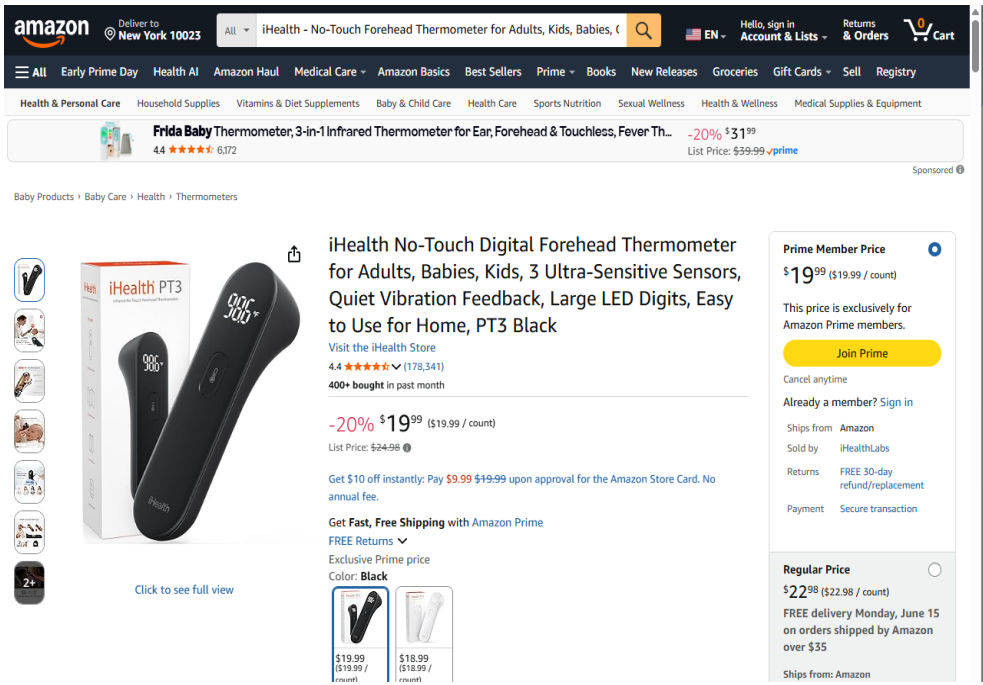
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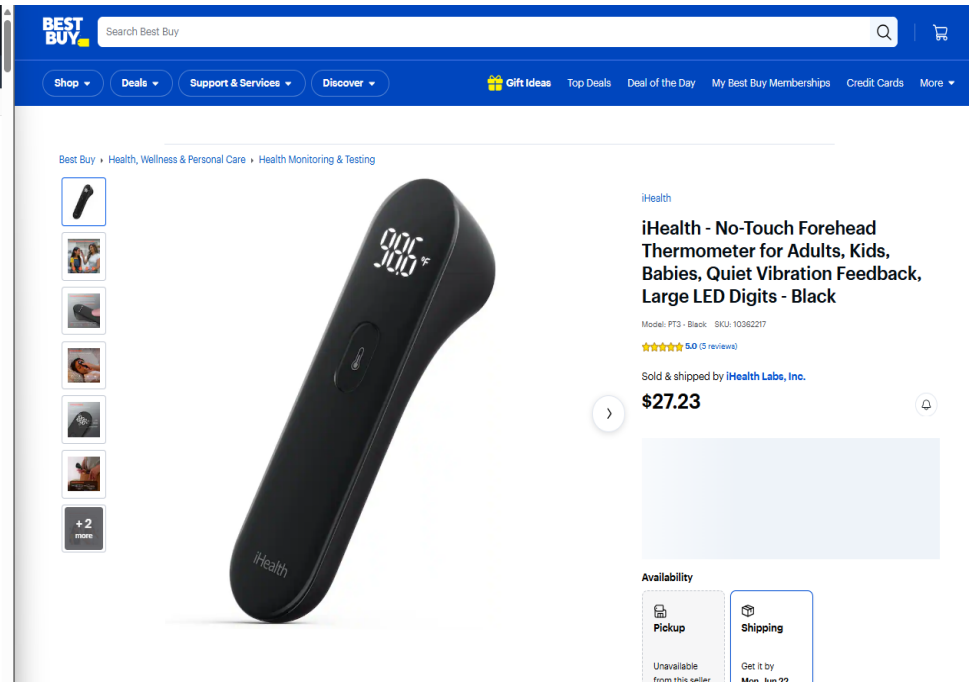
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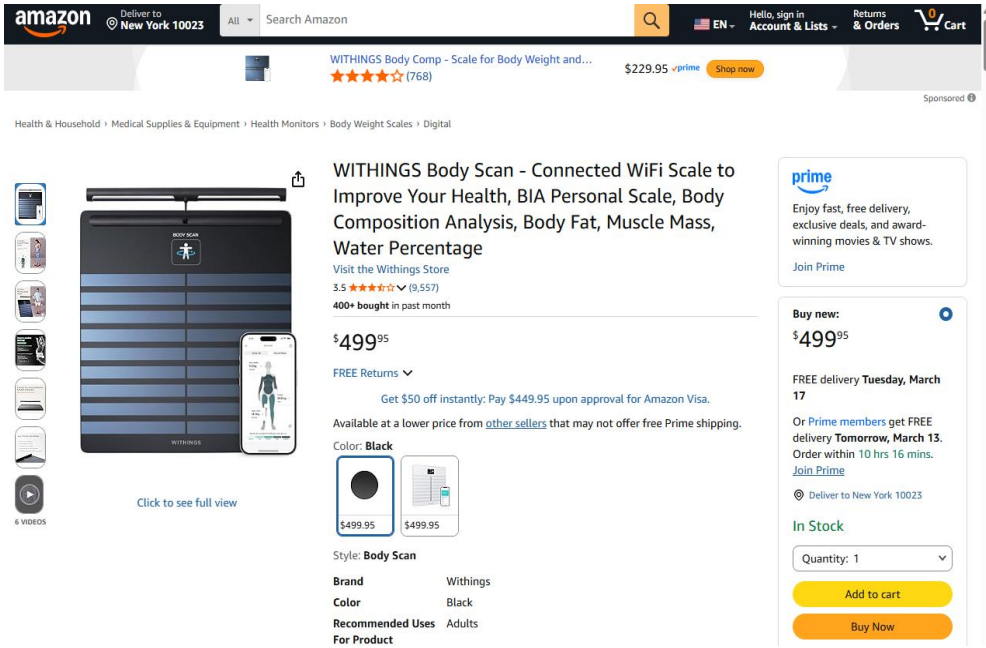


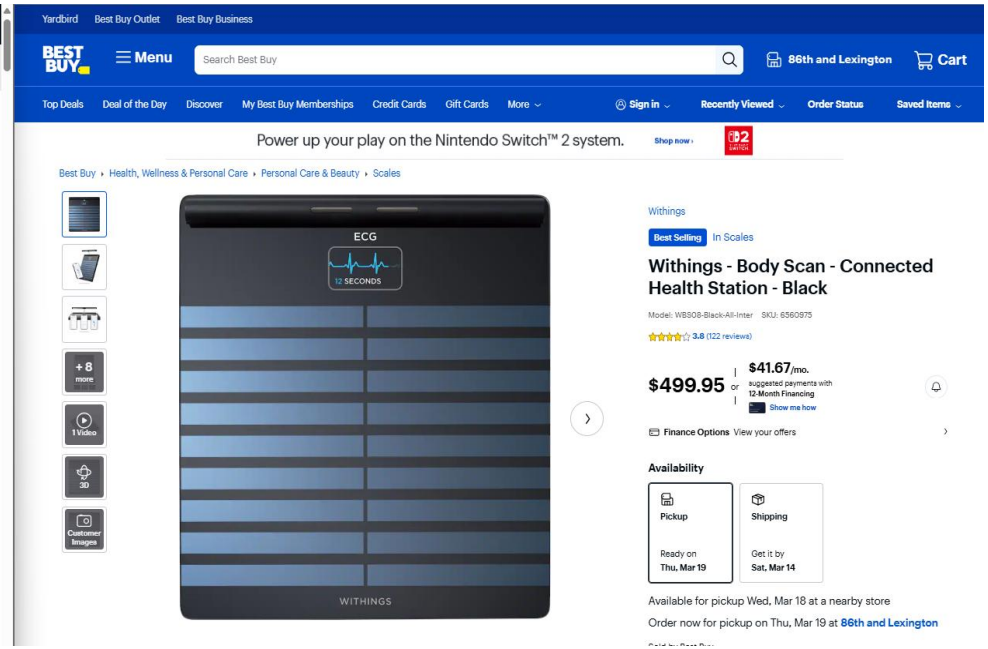


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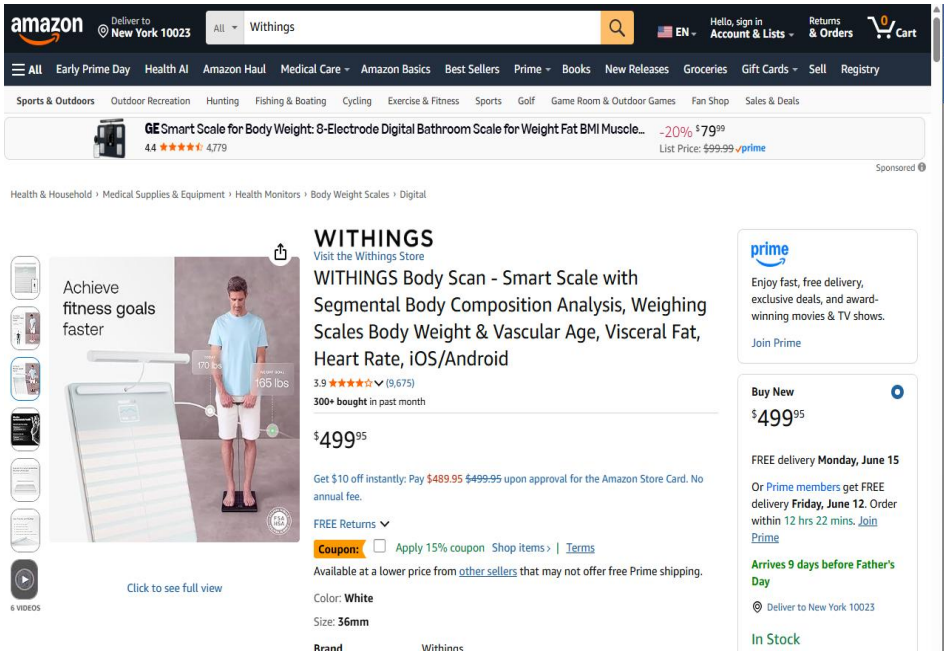
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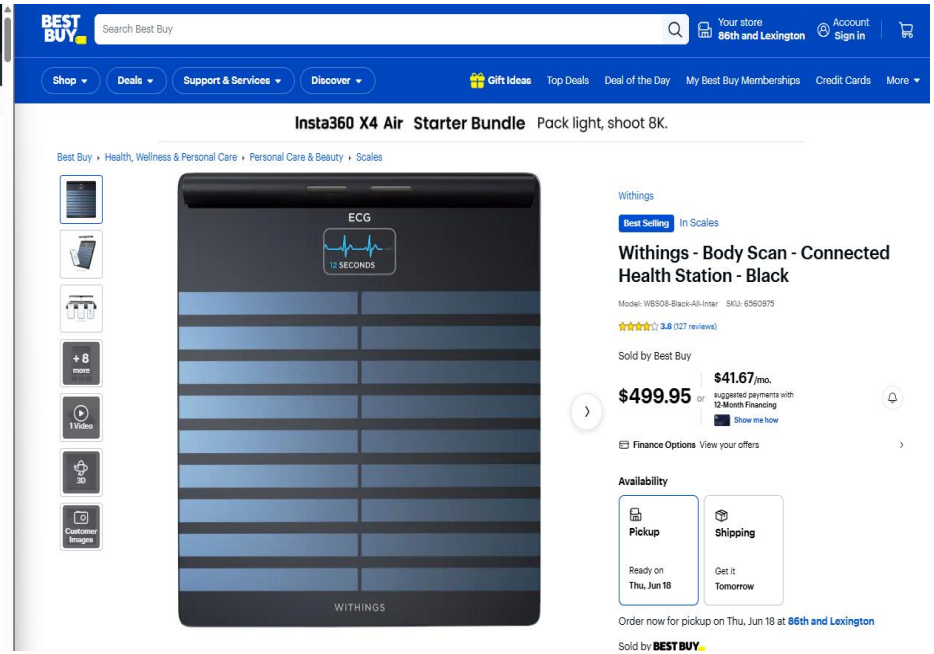
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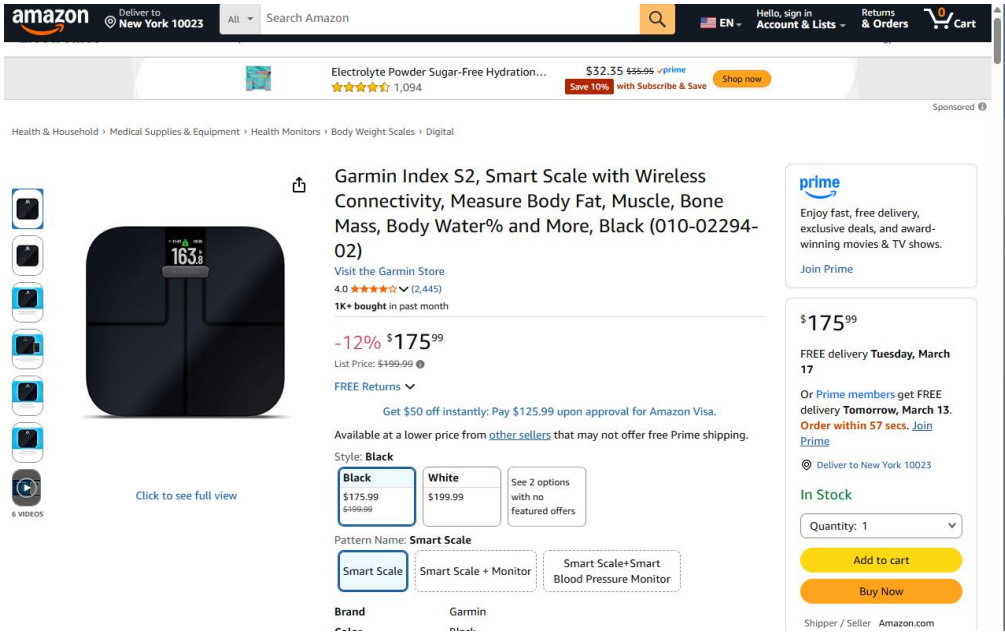


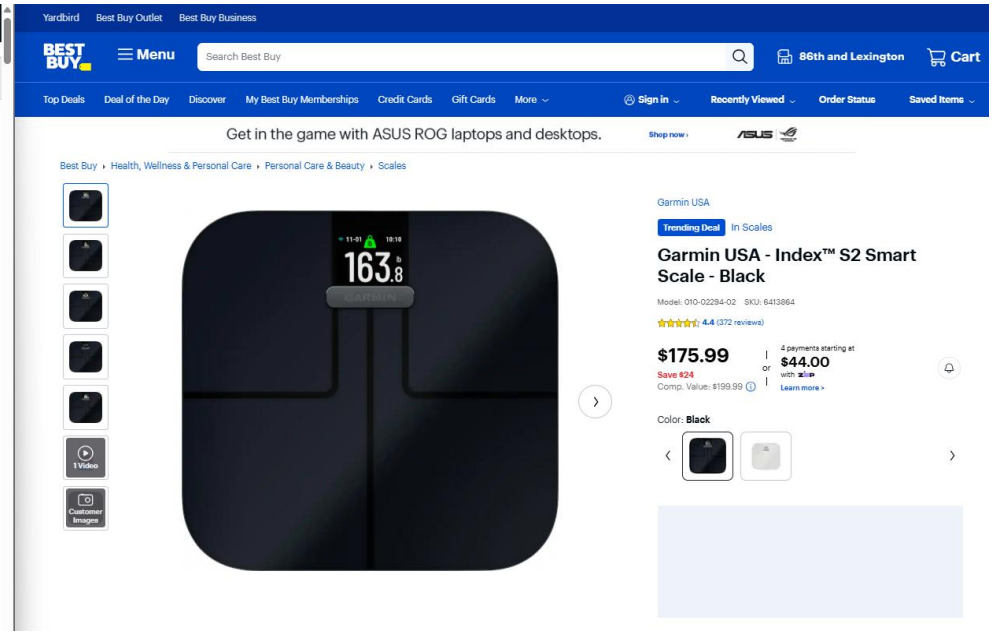


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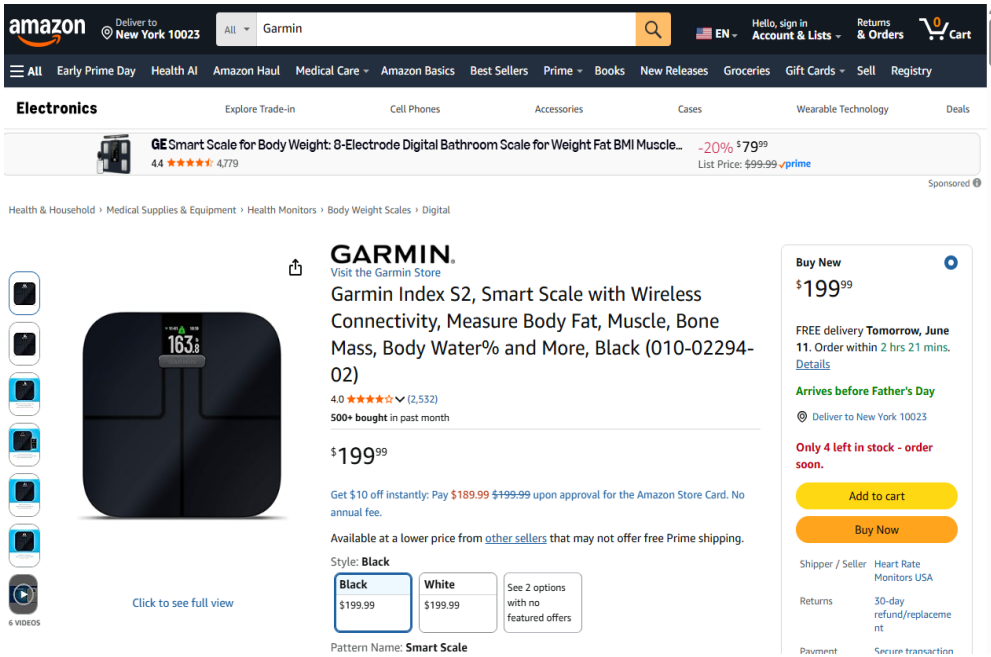
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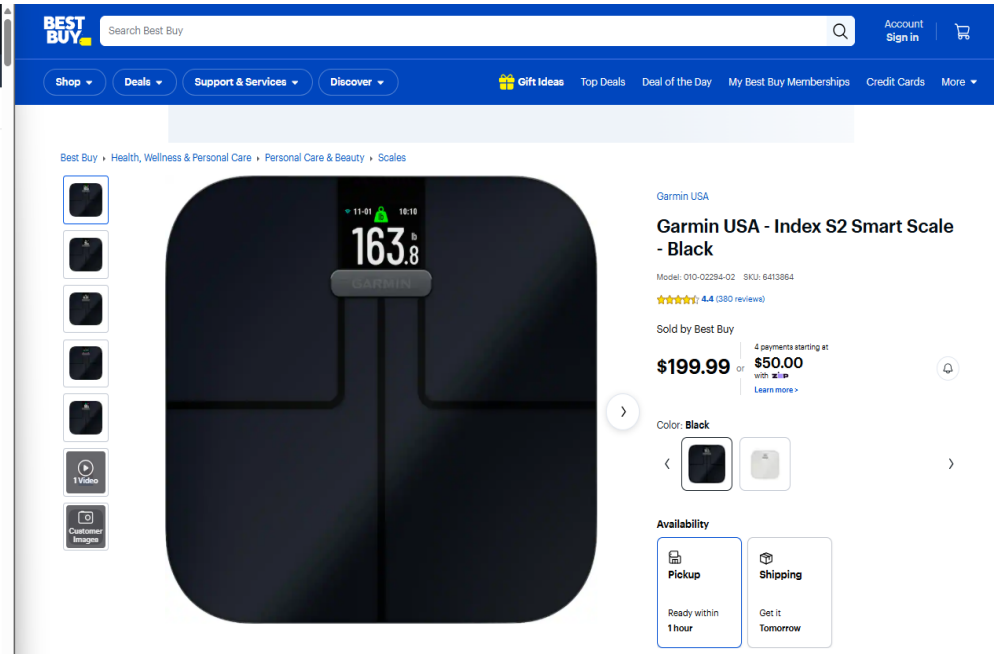
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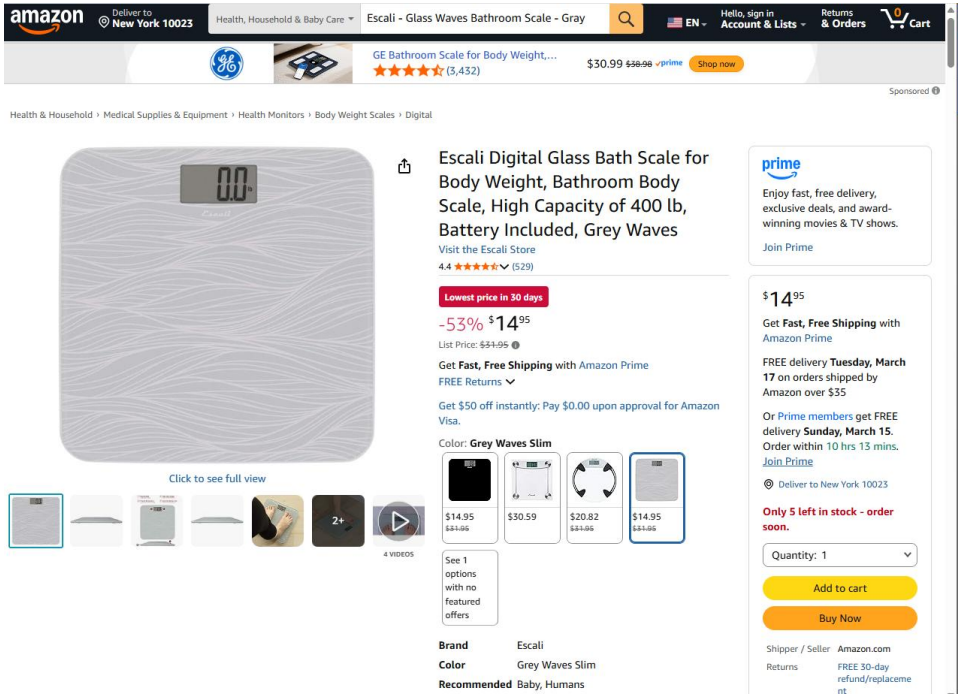


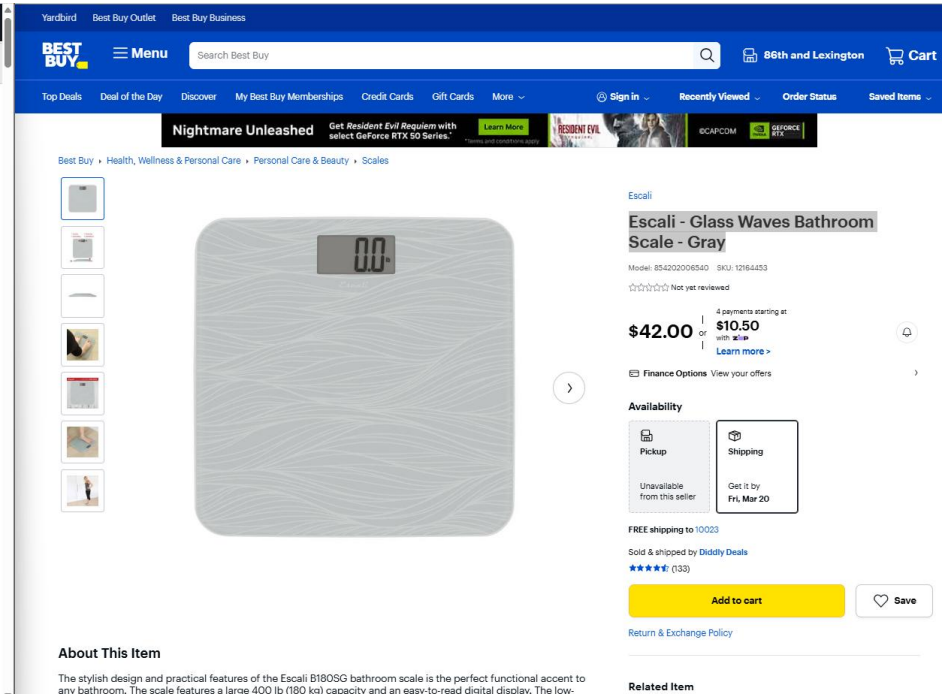


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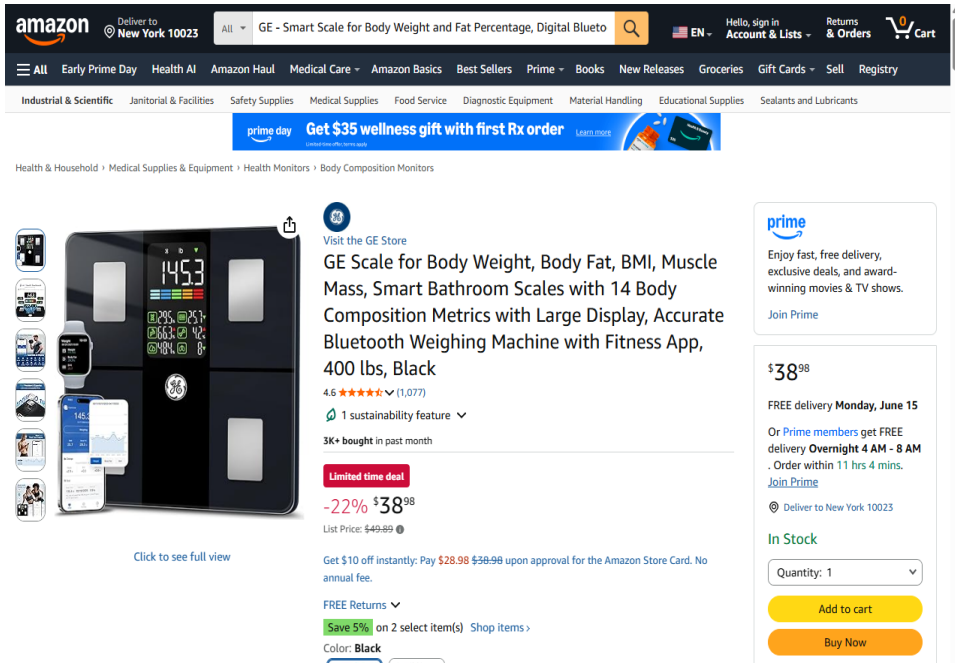
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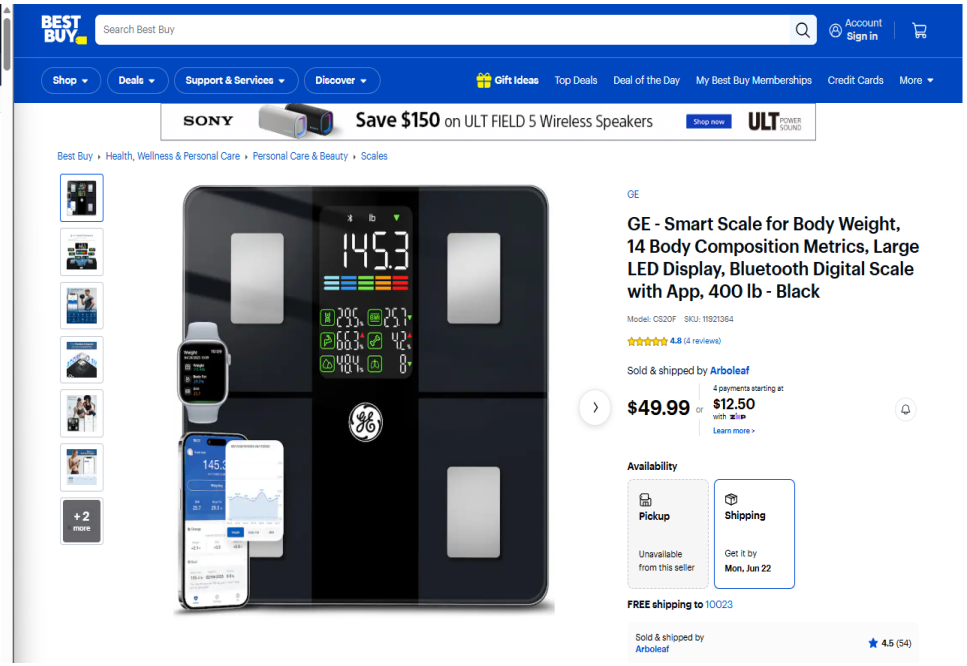
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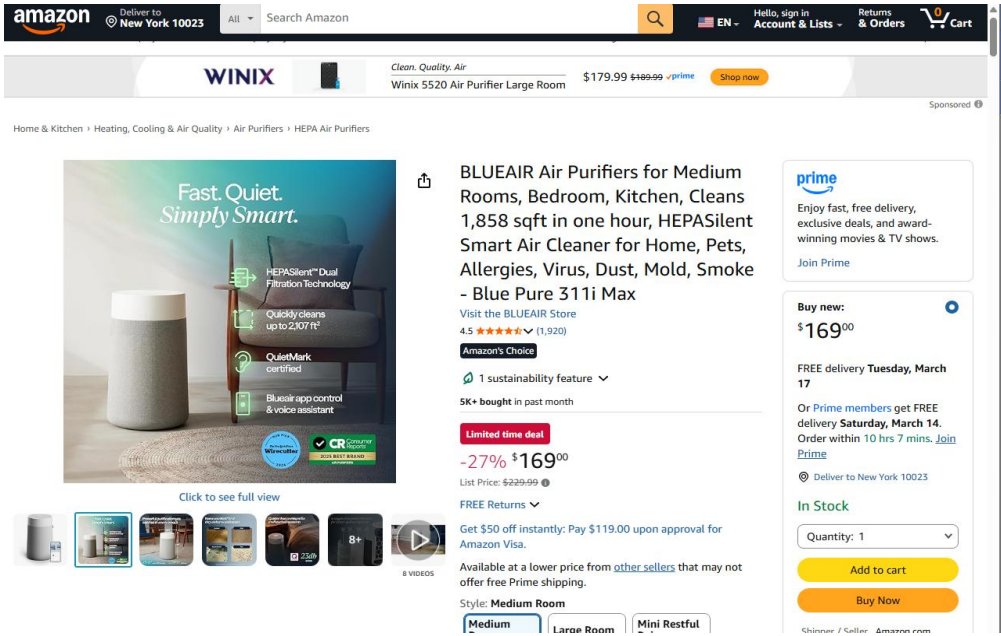


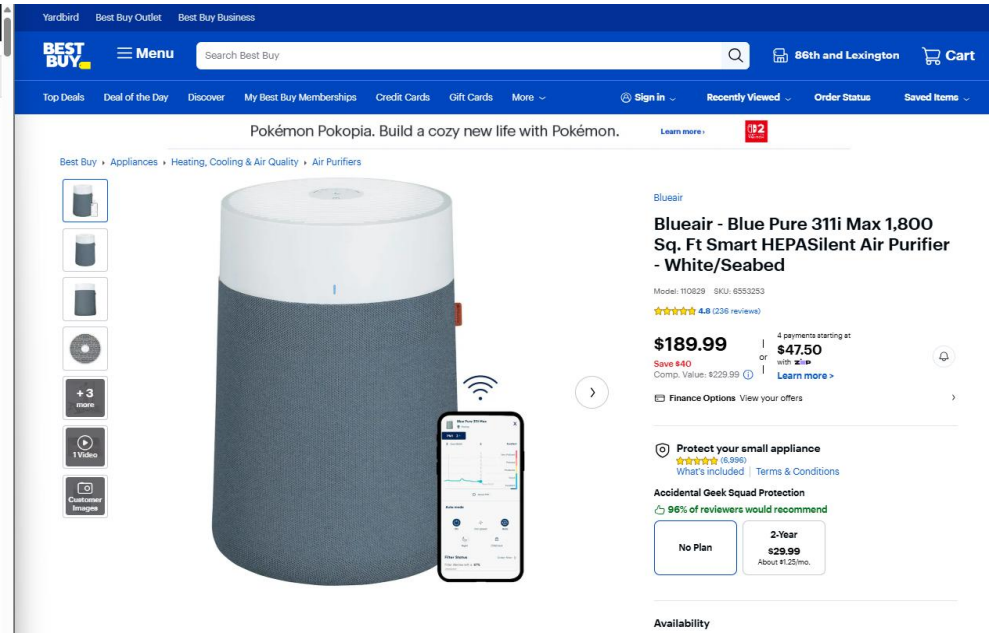


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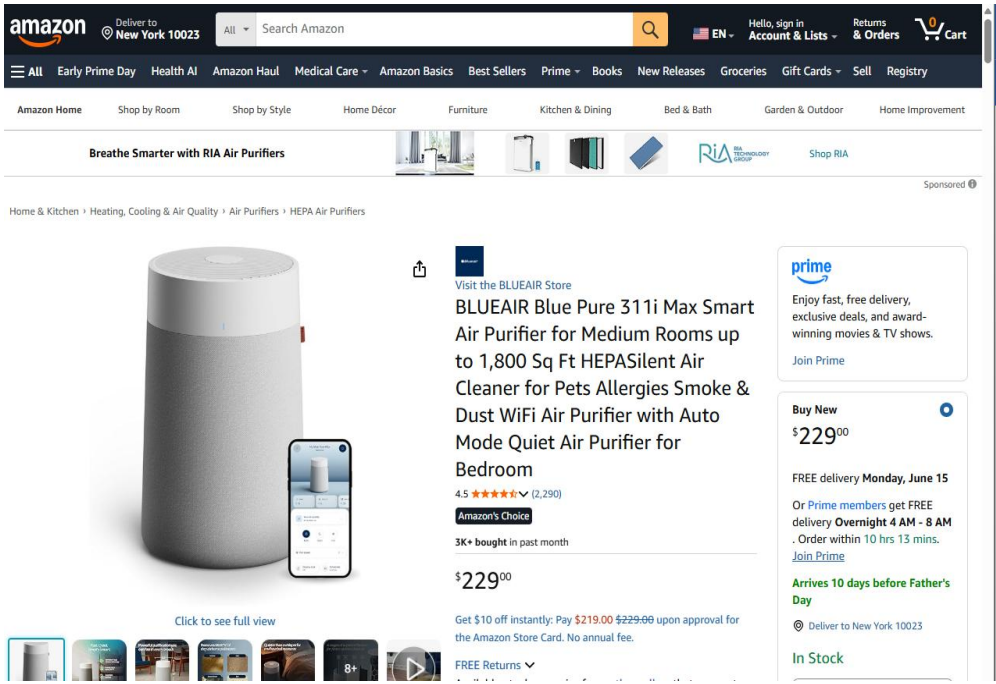
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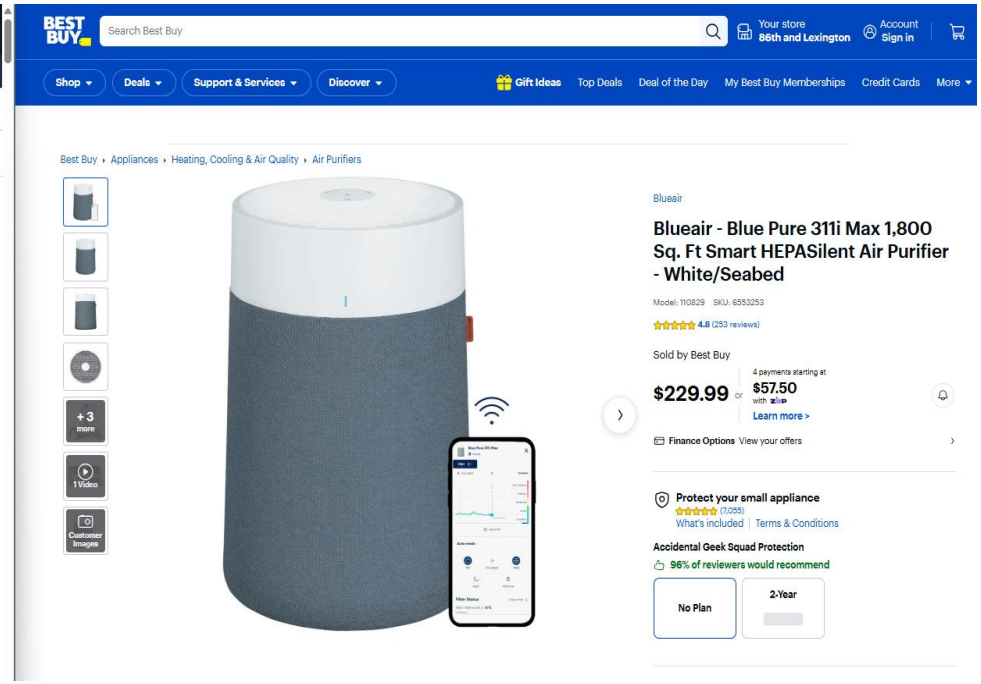
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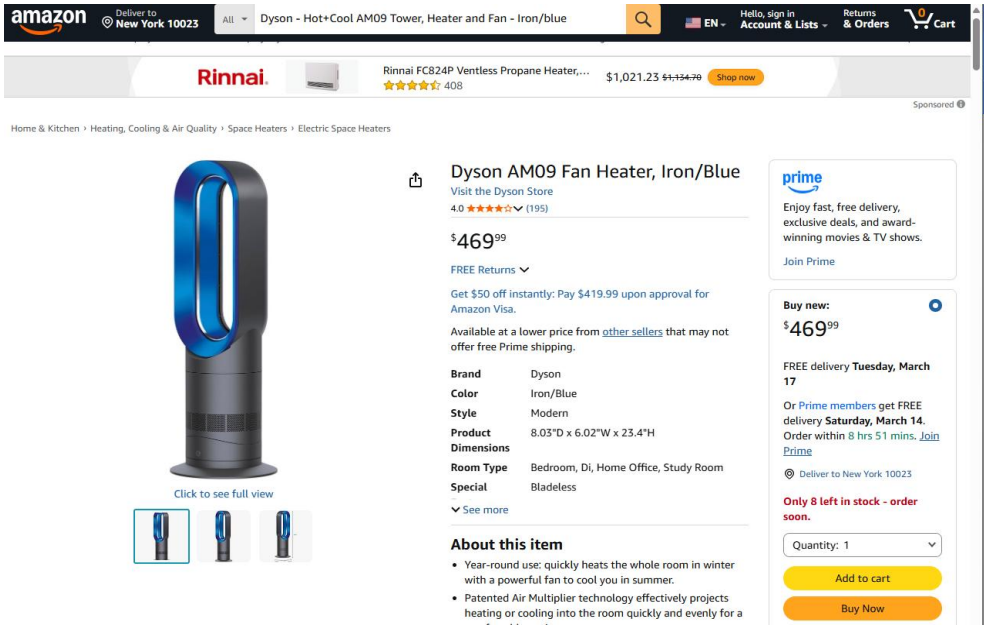
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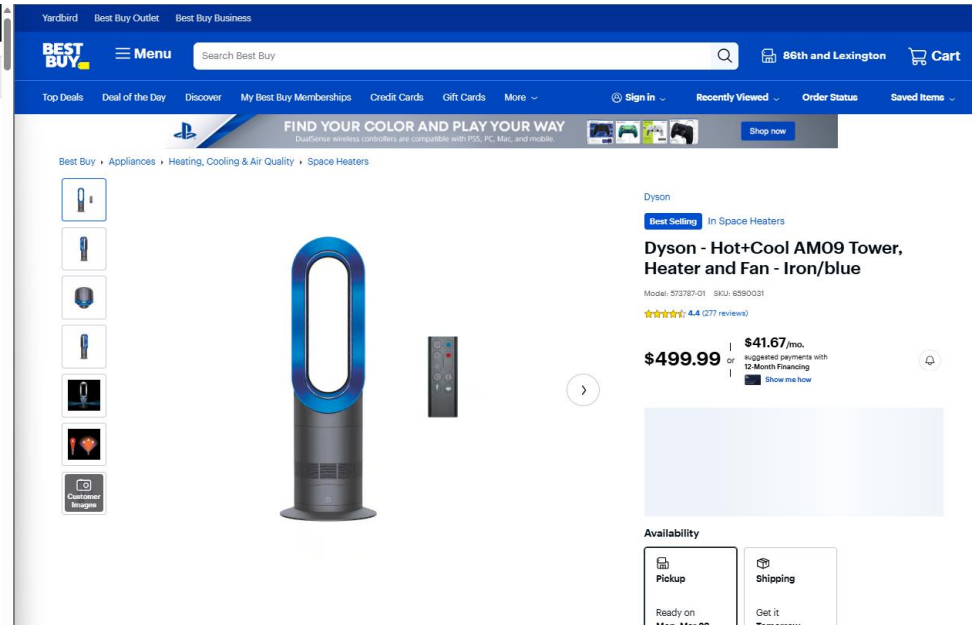




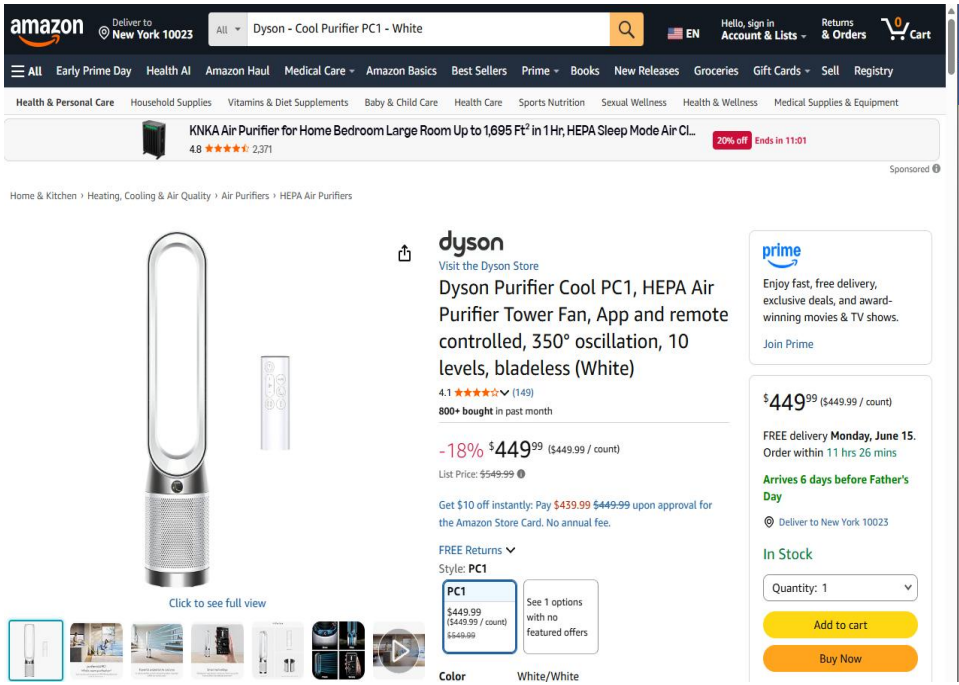
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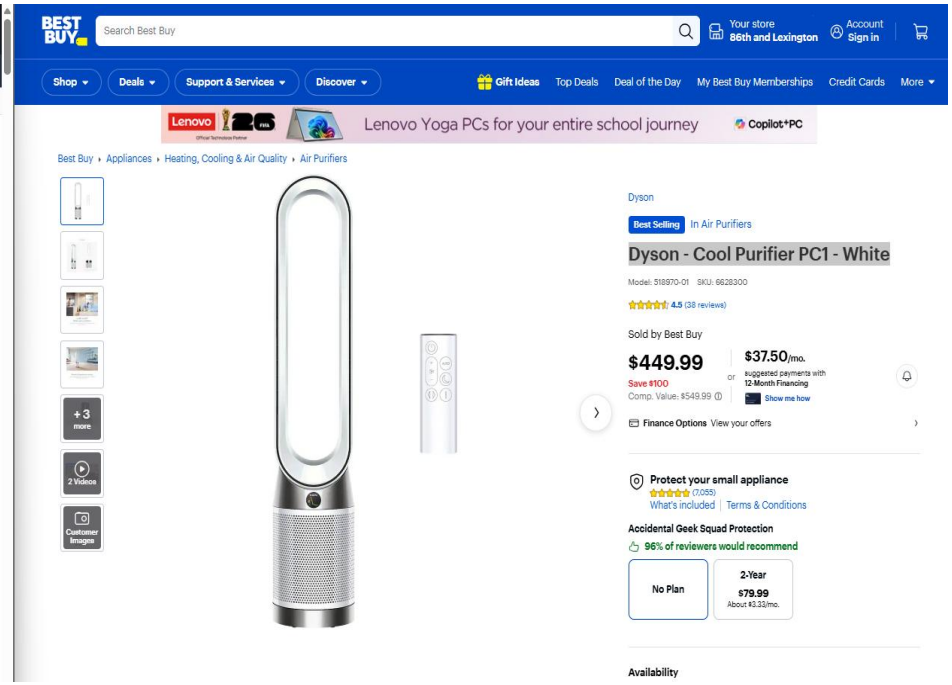
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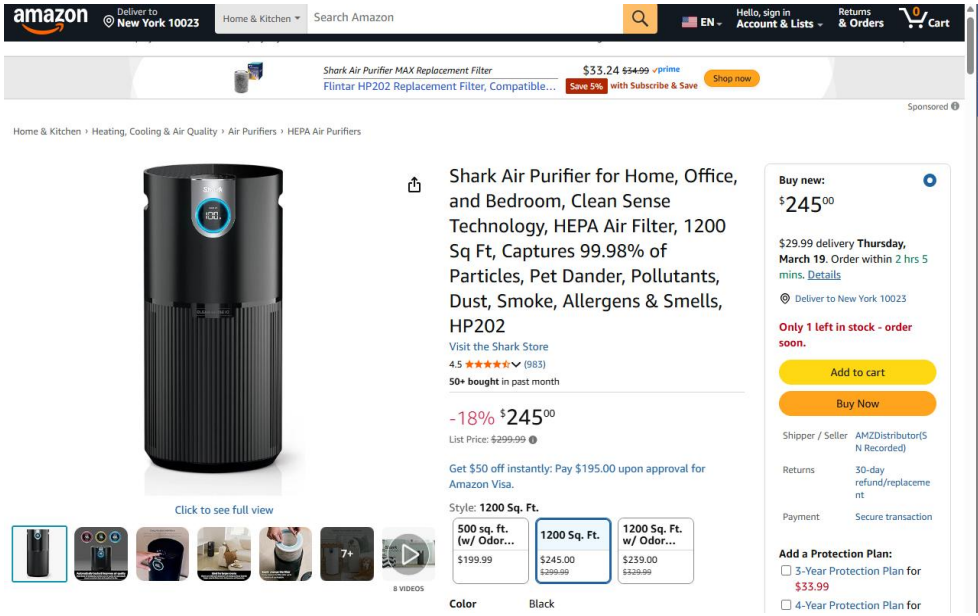
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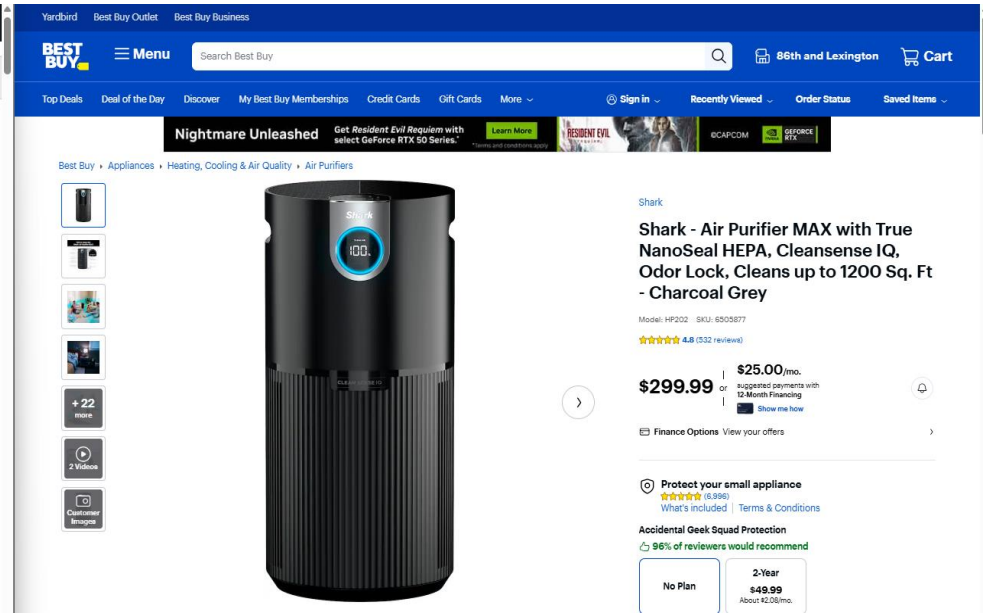




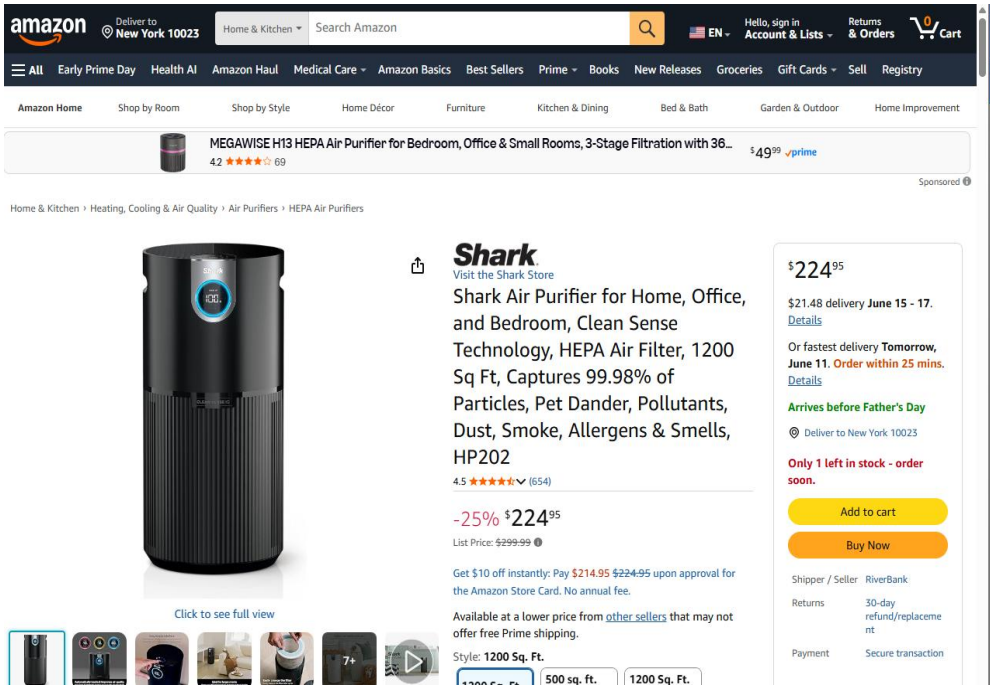
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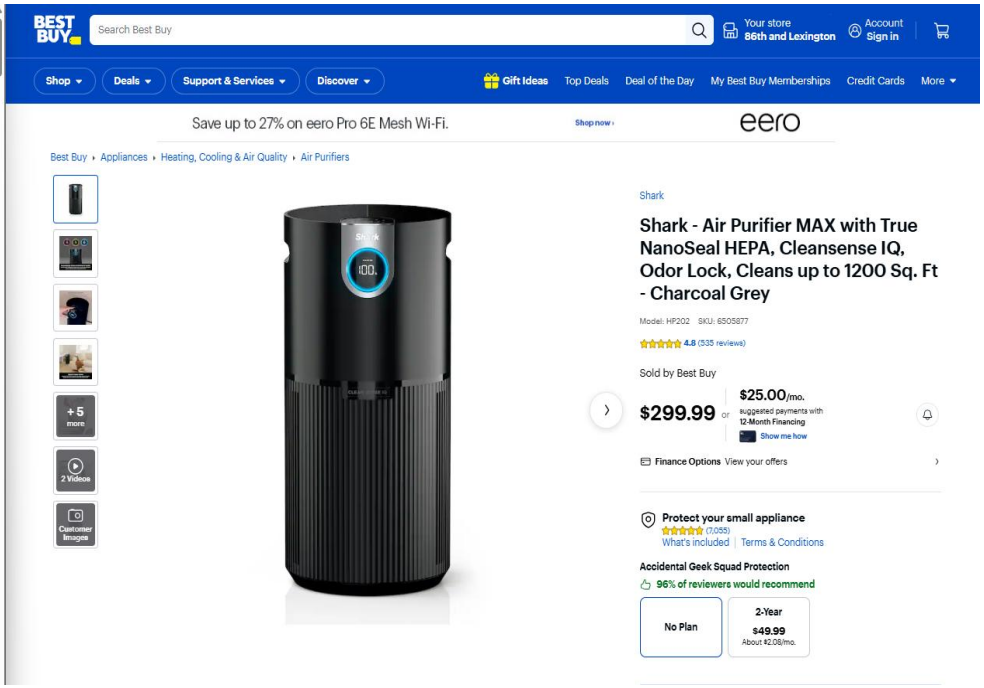
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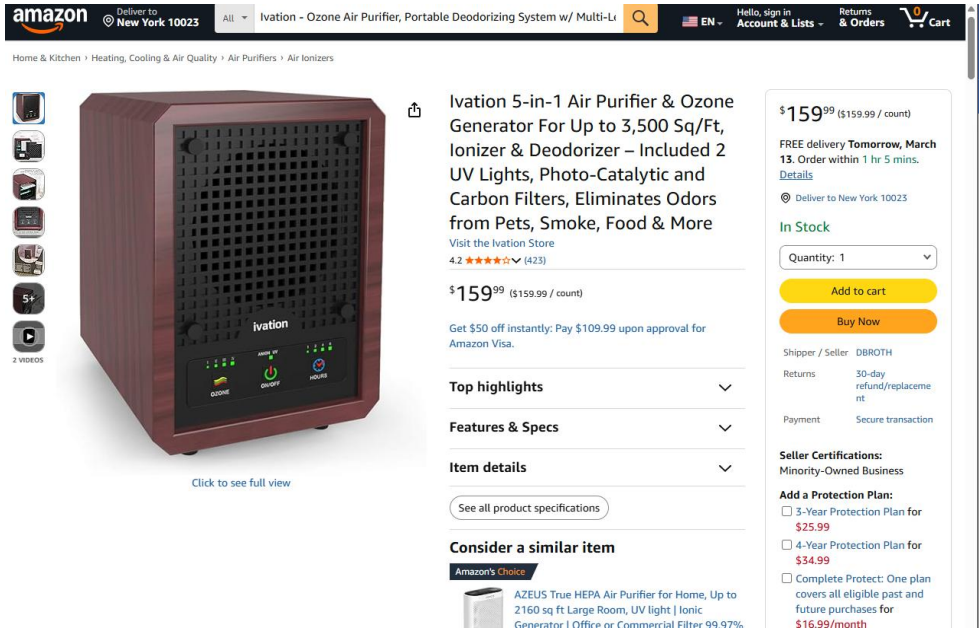


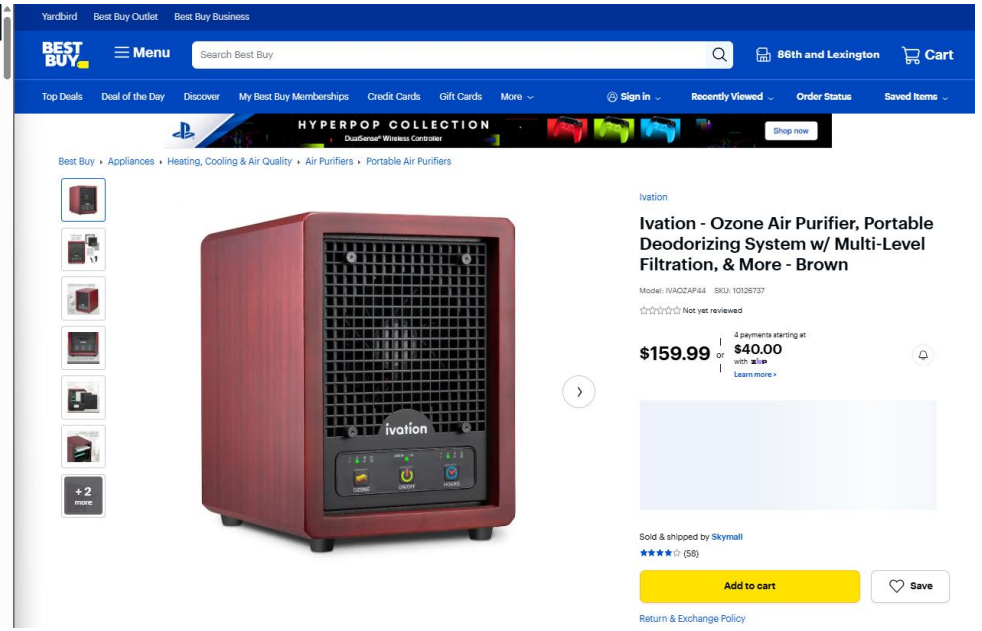


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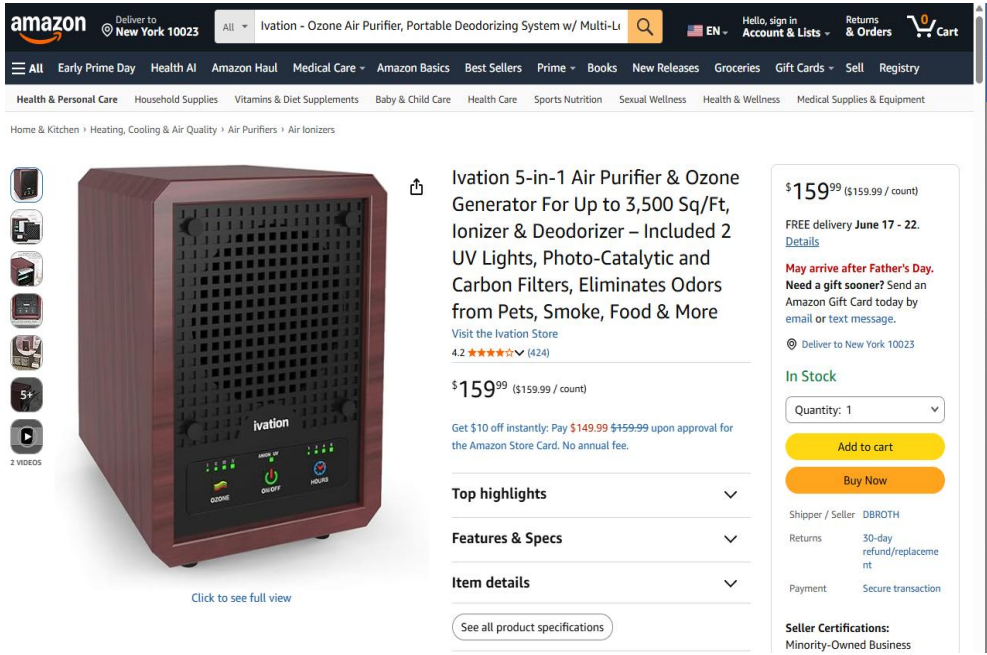
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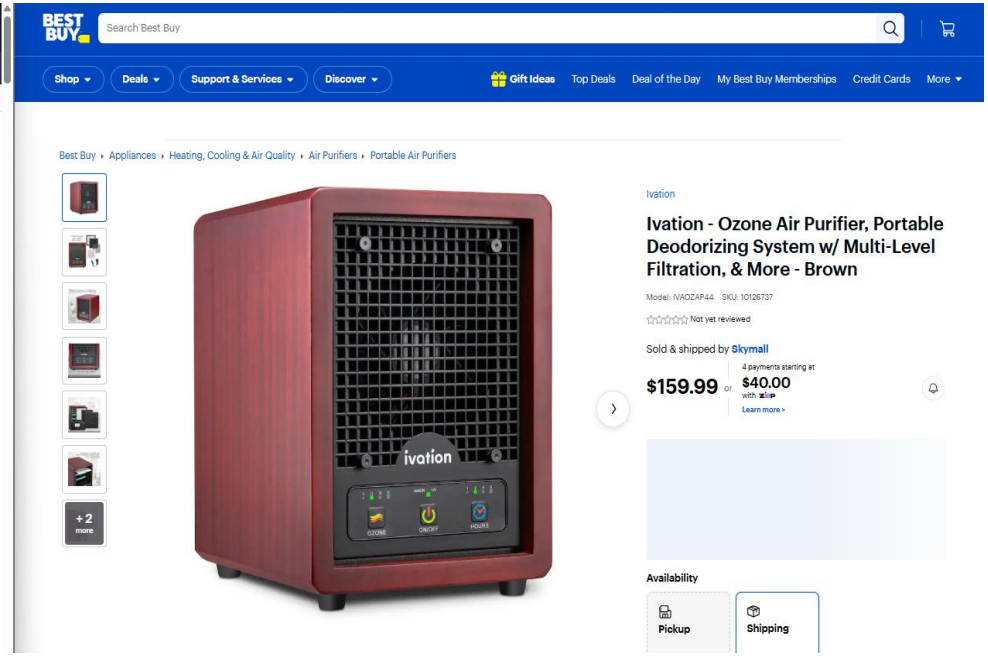
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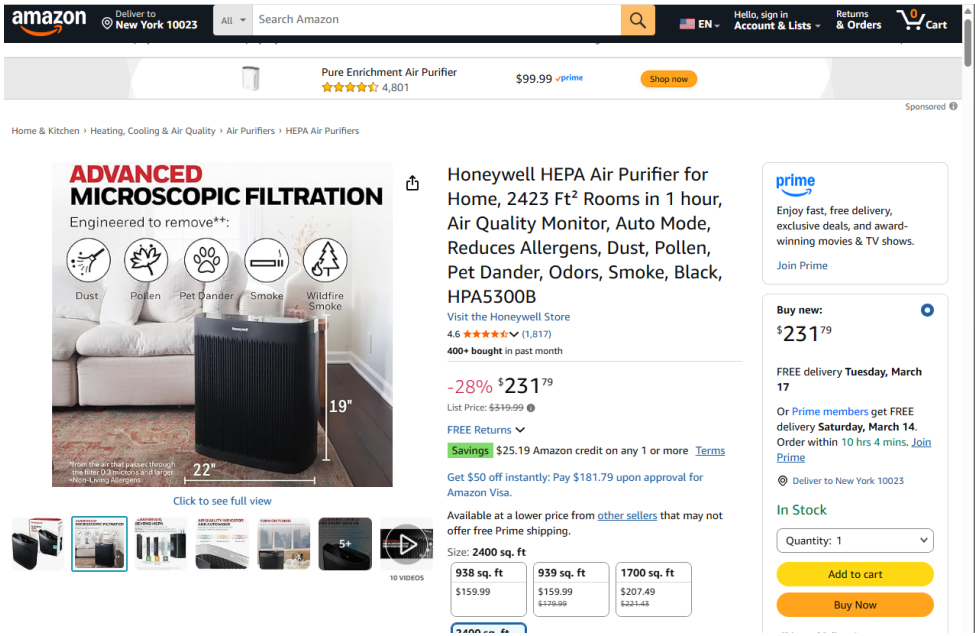


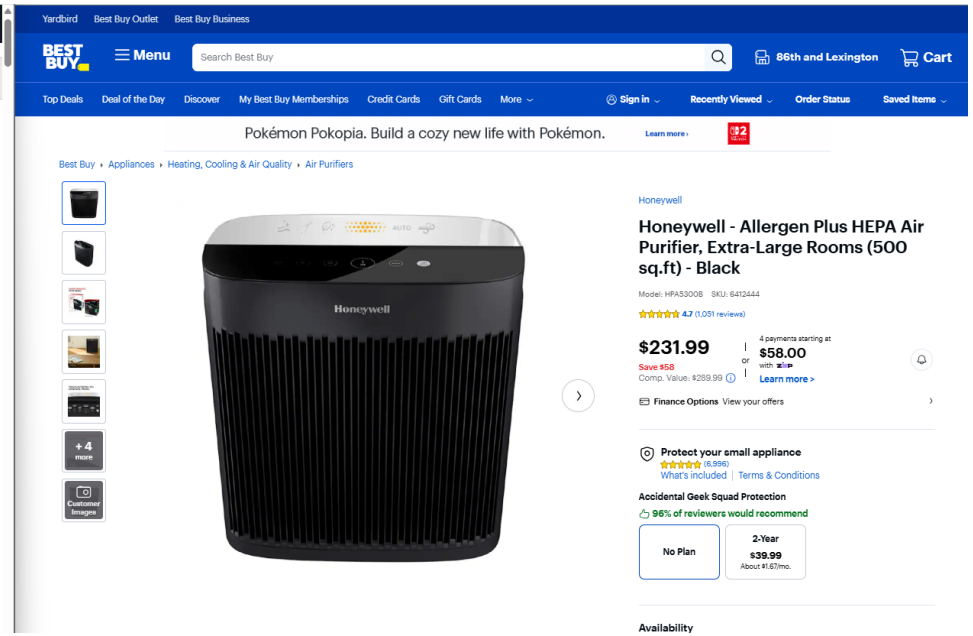


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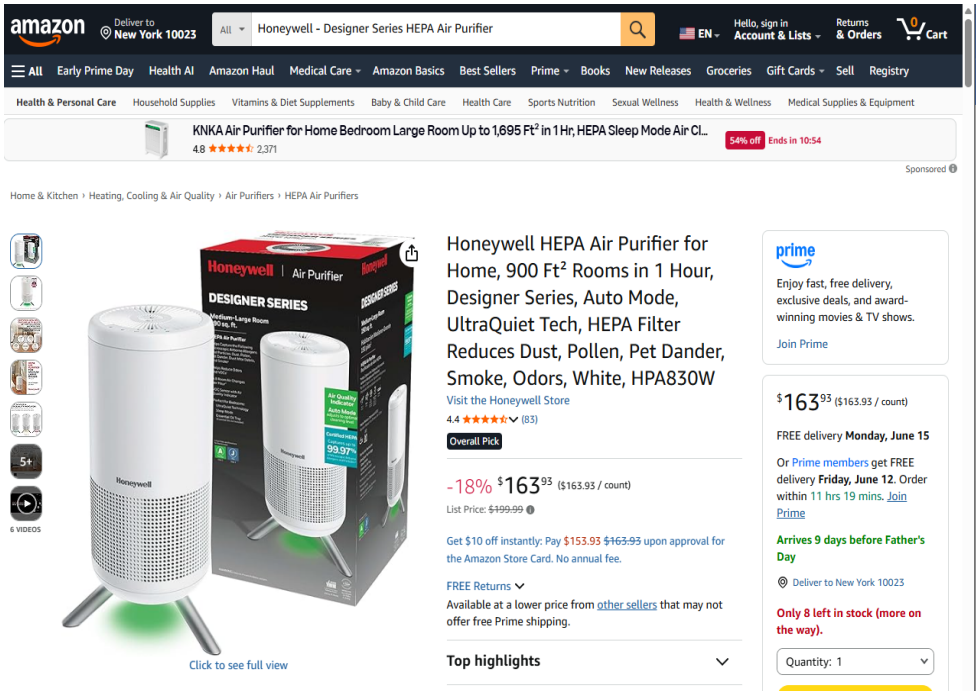
Bespoke – Amazon and Best Buy Identical Items

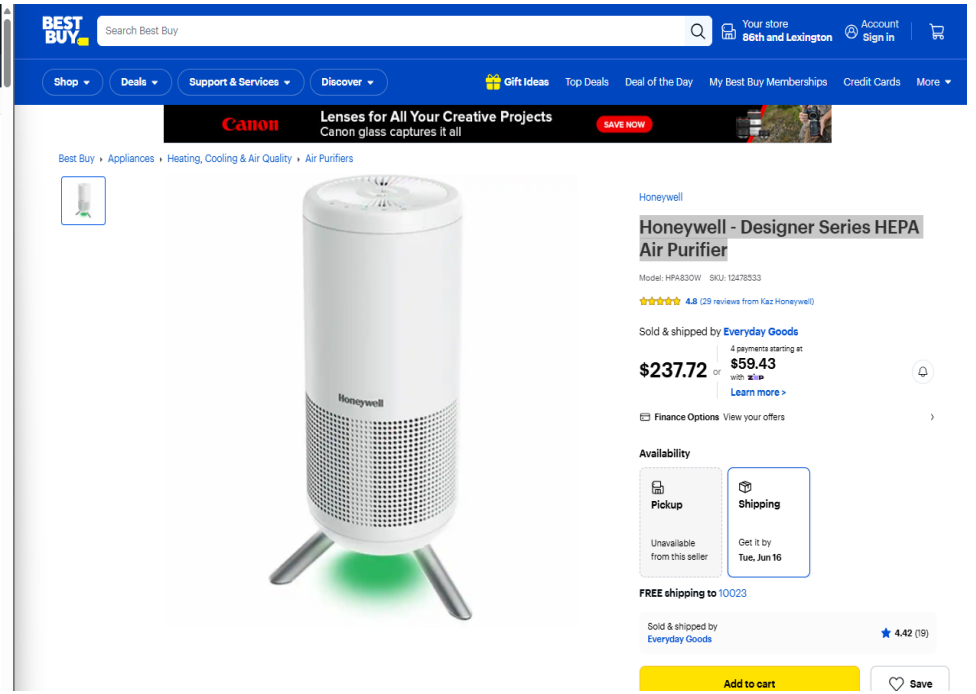
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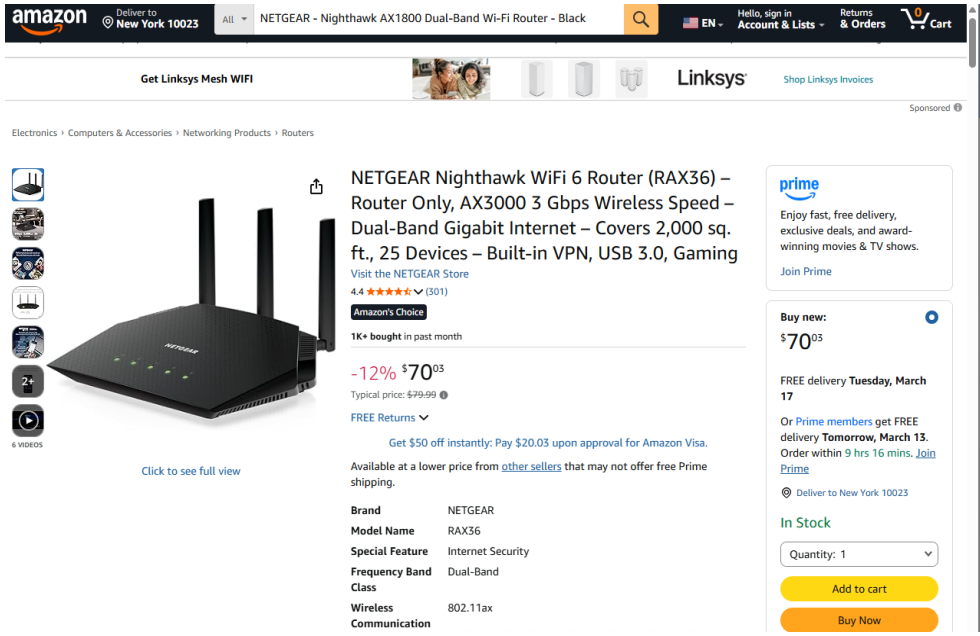


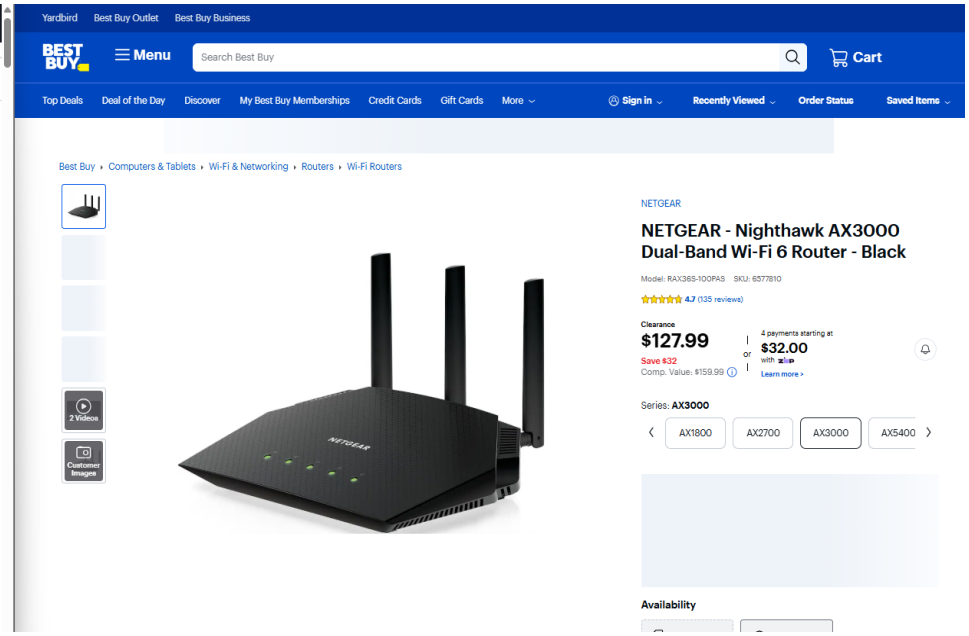


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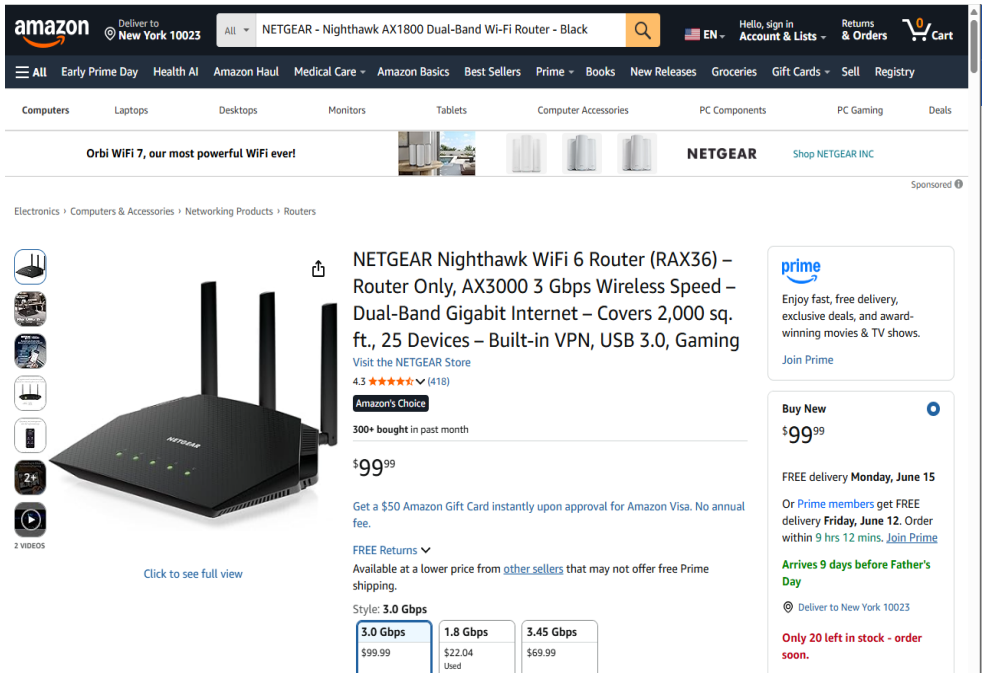
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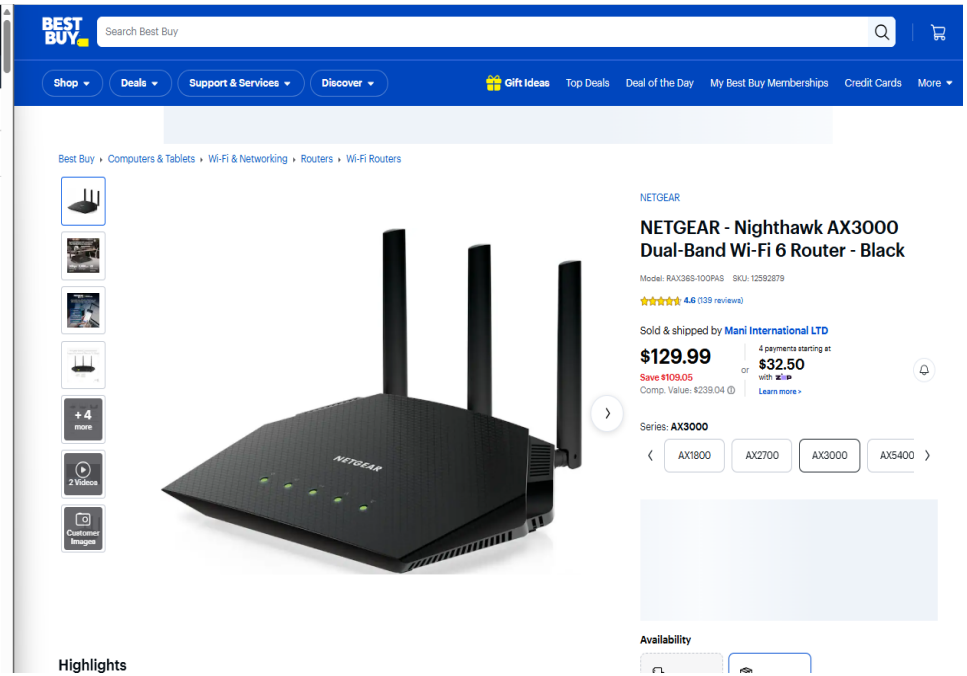
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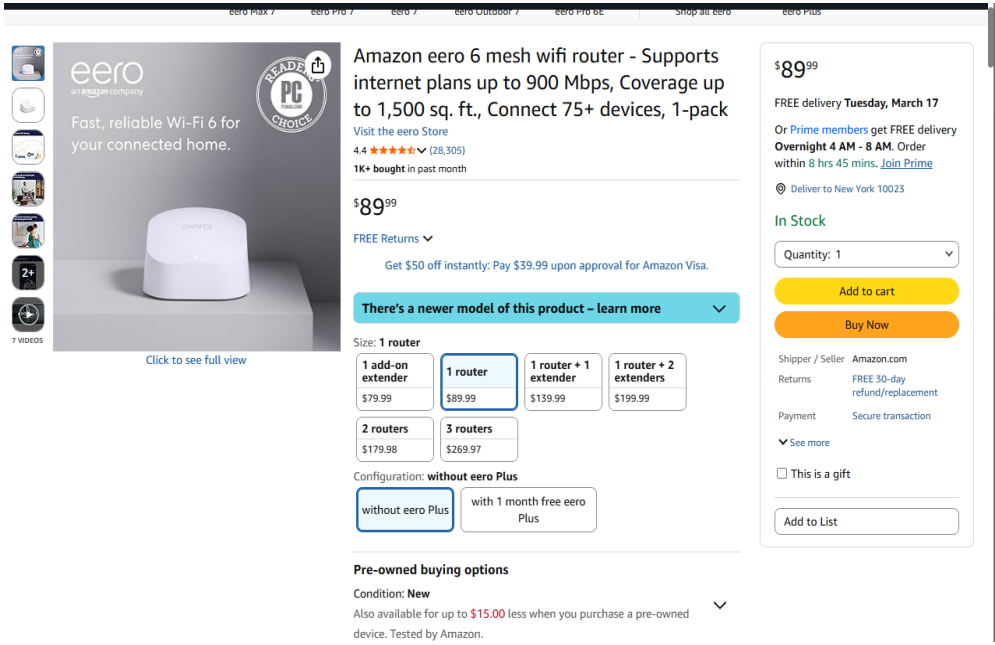


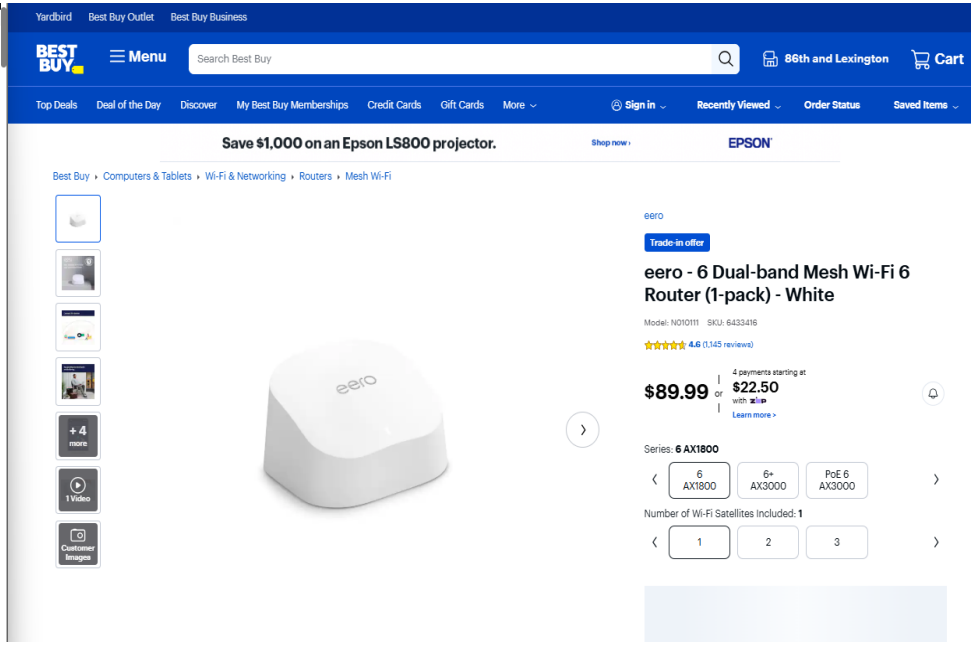


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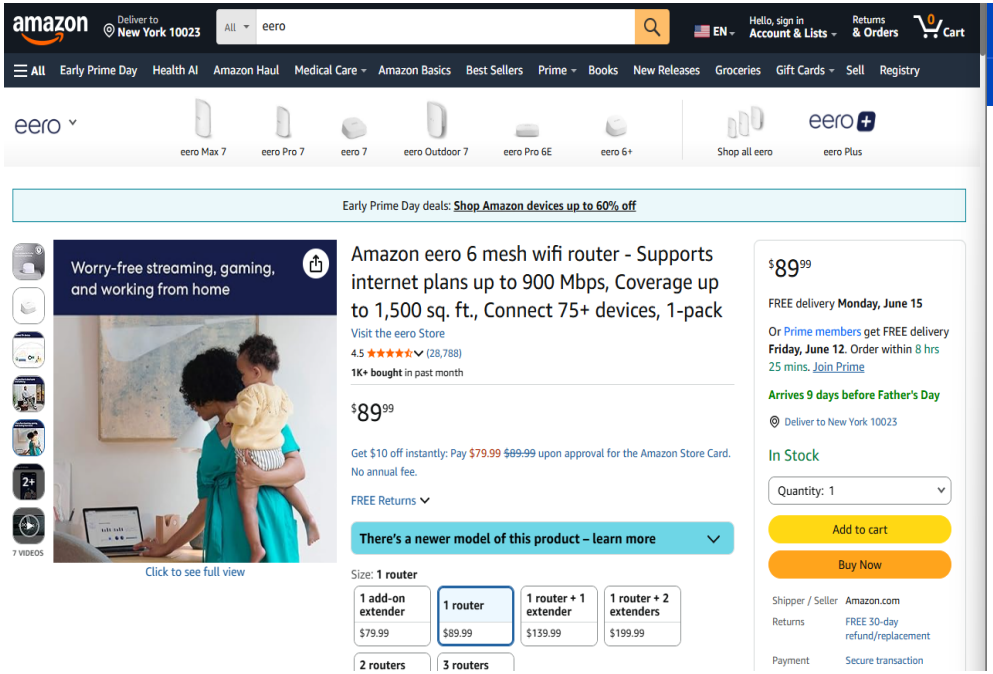
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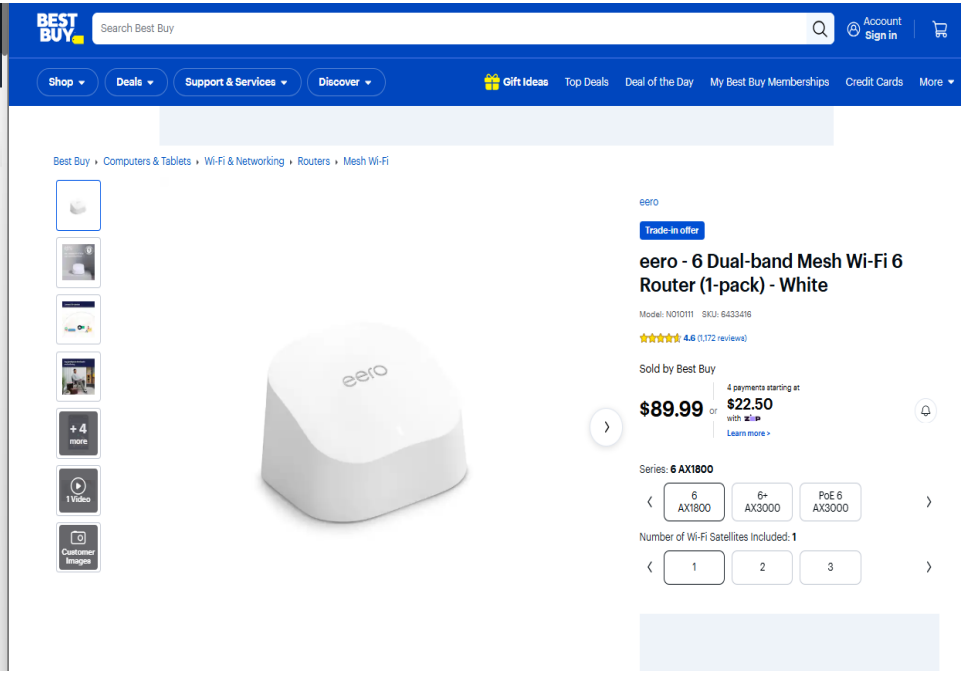
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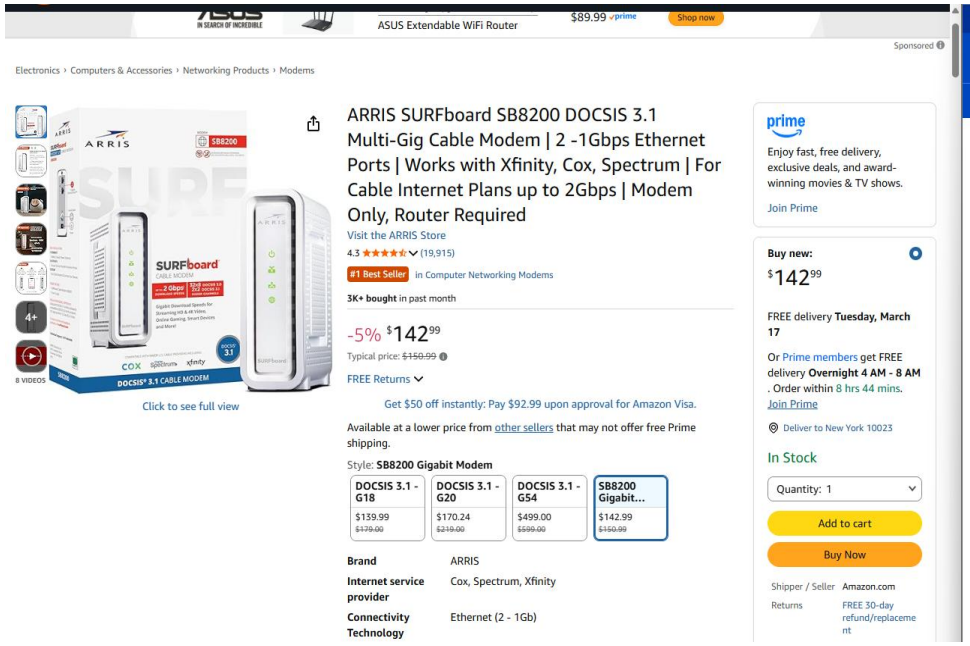


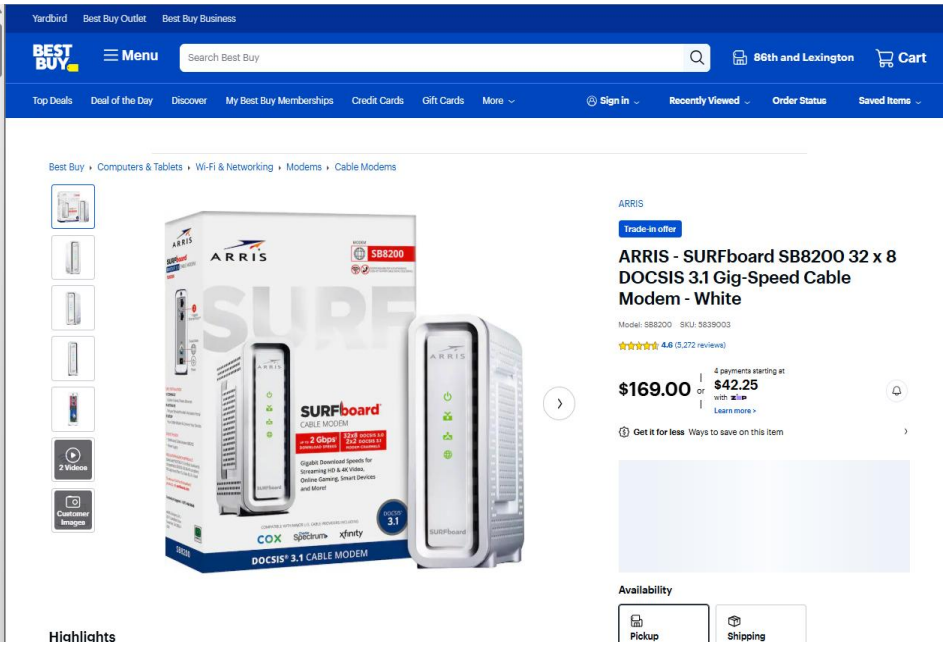


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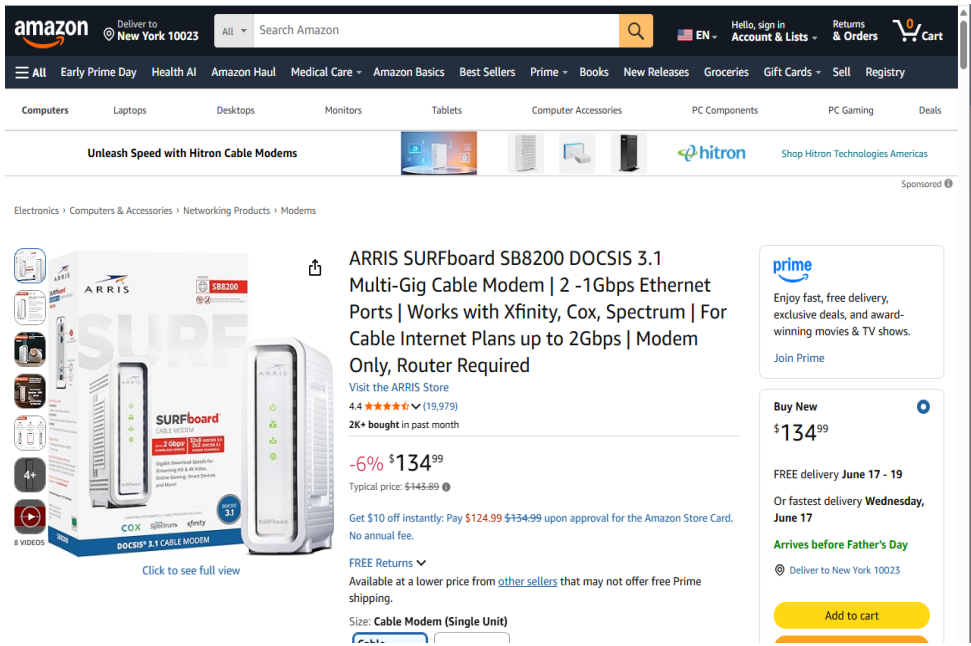
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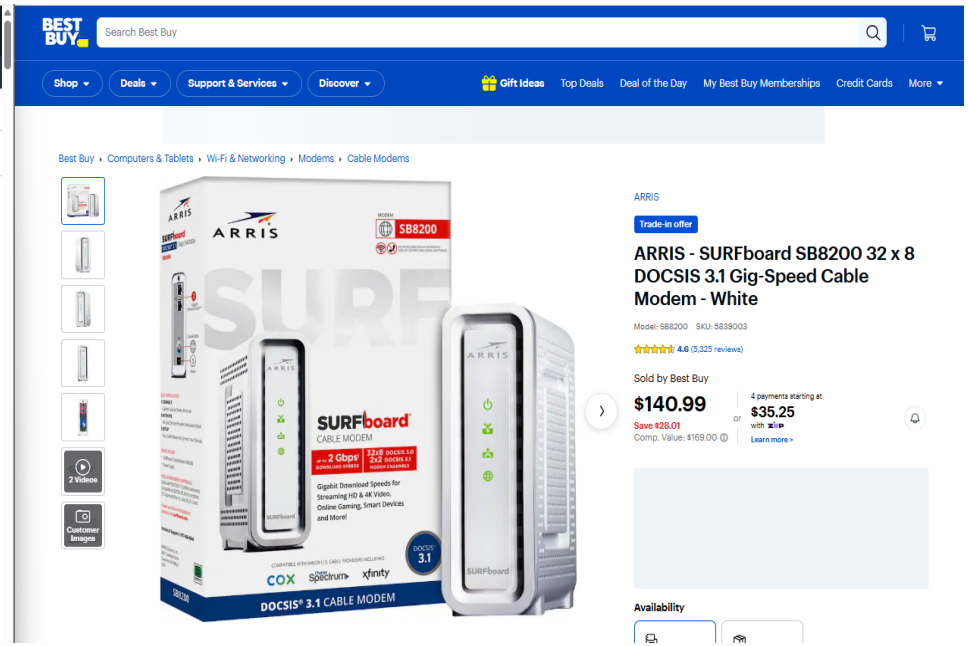
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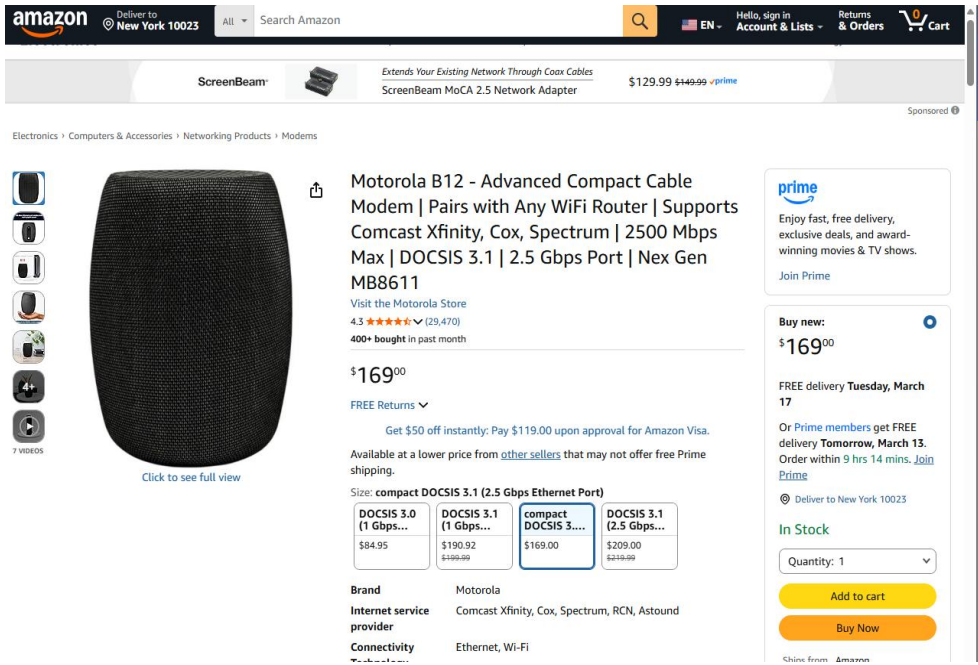


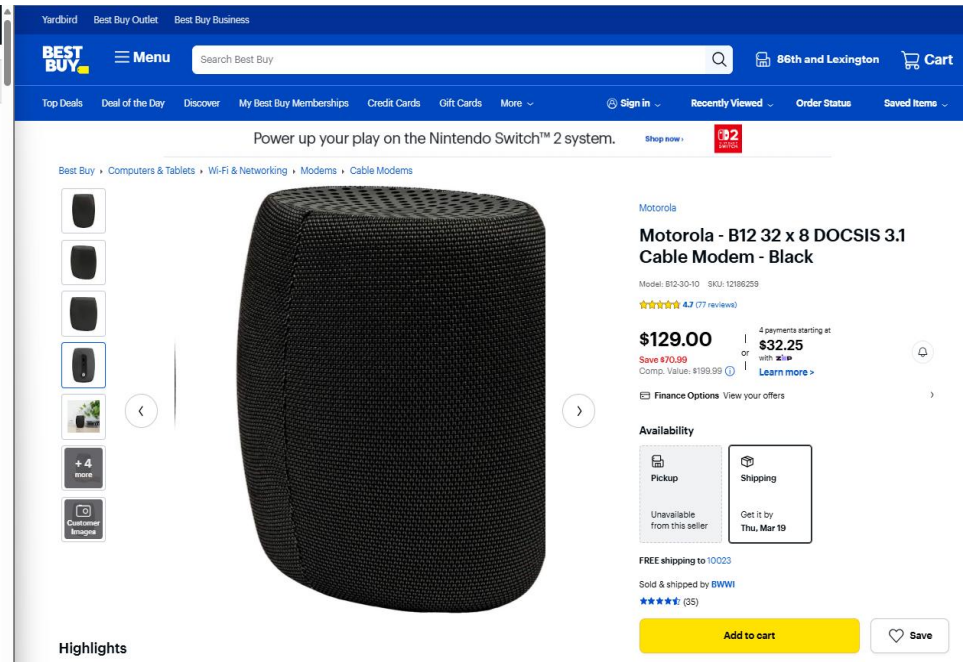


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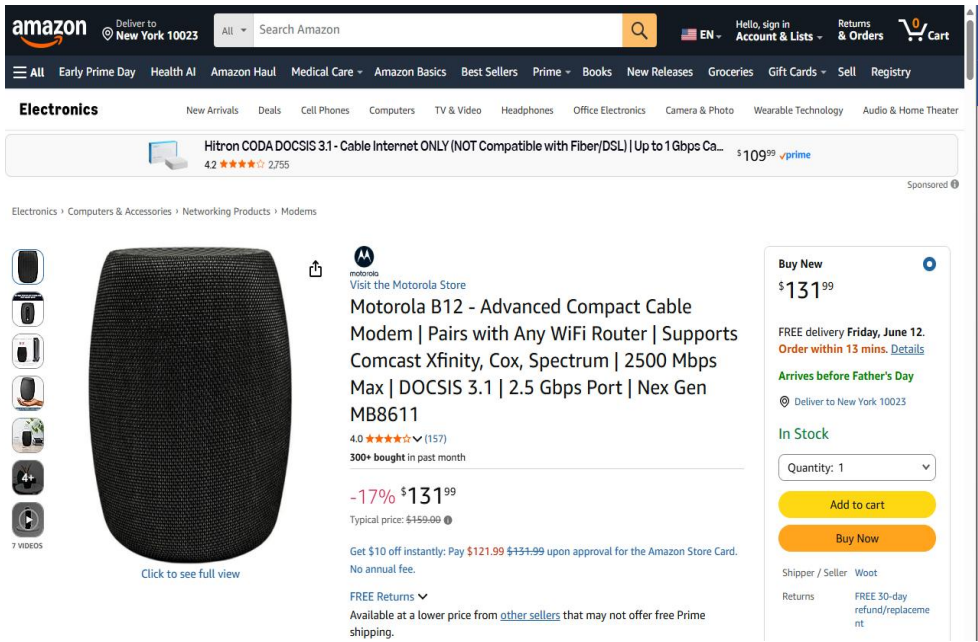
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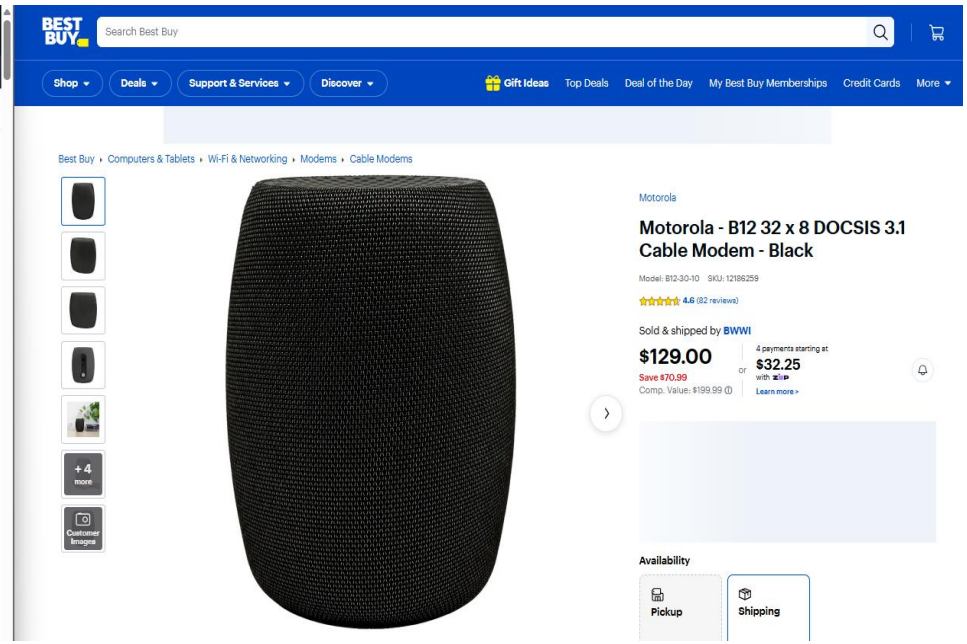
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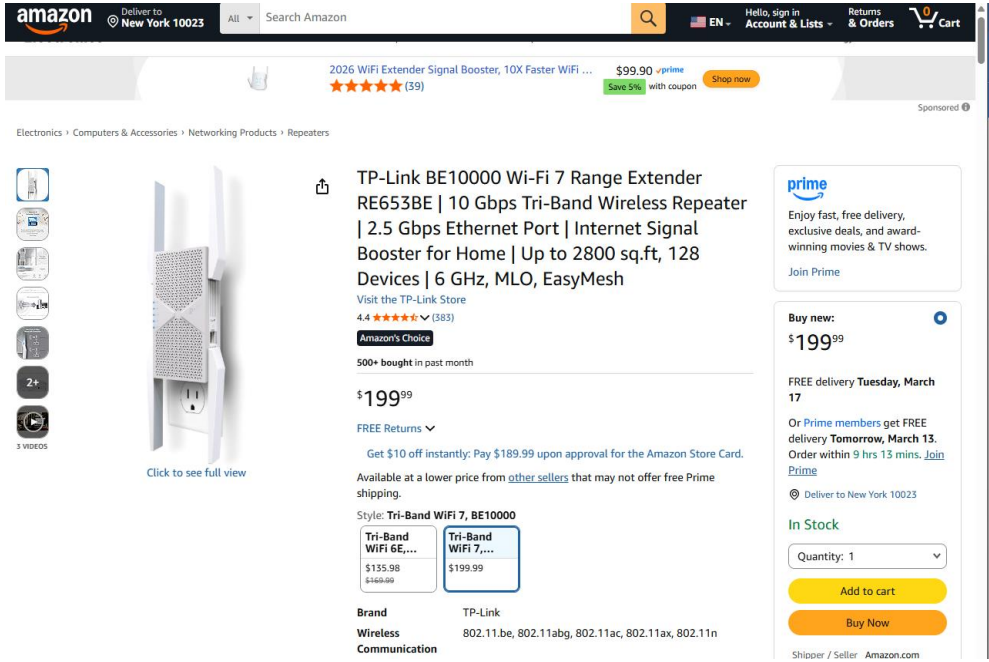
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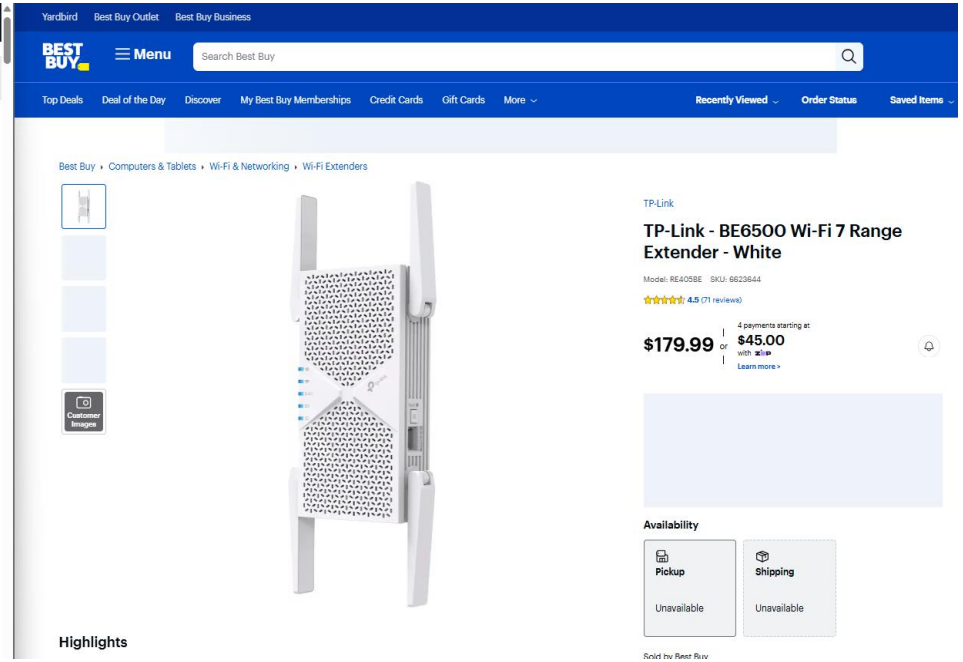




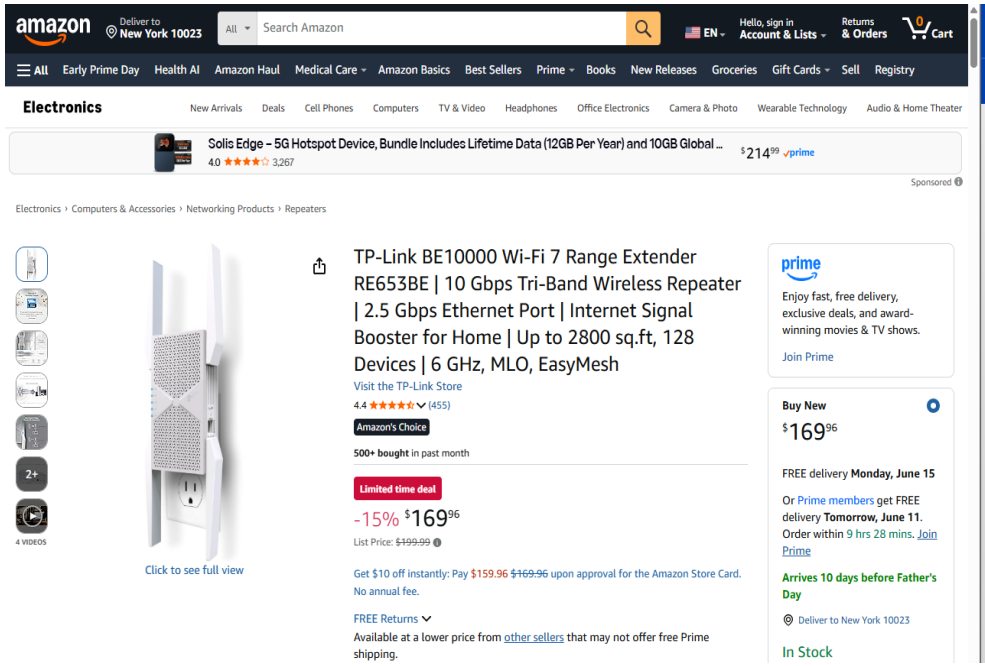
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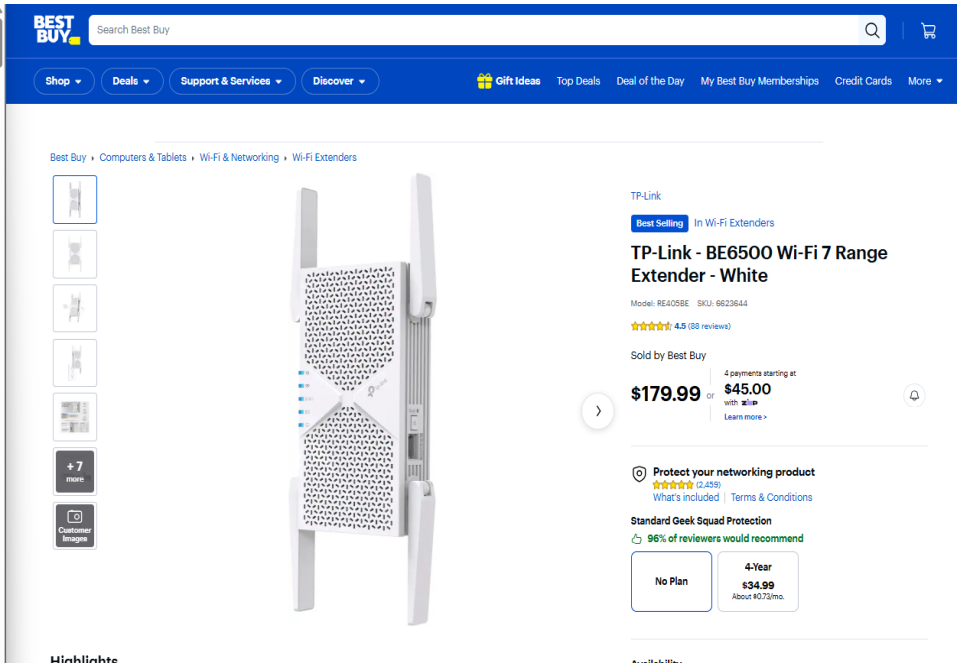
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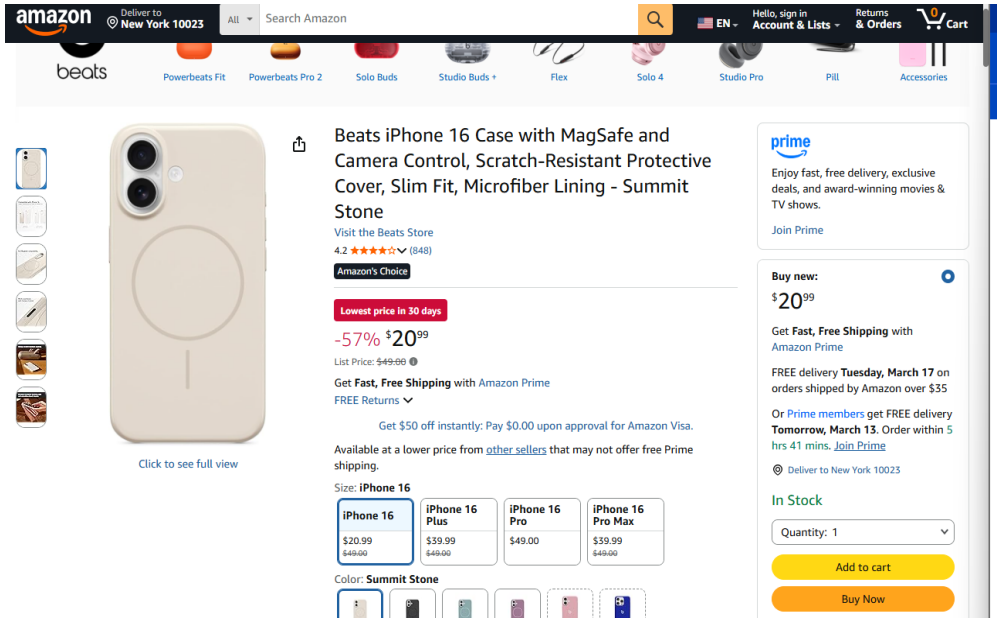


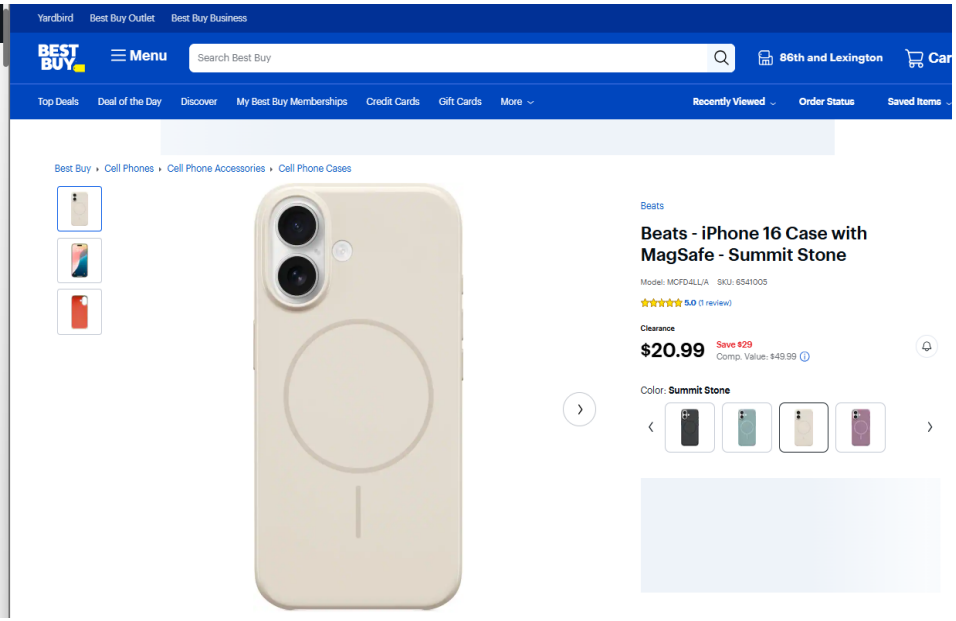
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Best Buy Primary Research

Bespoke – Amazon and Best Buy Identical Items

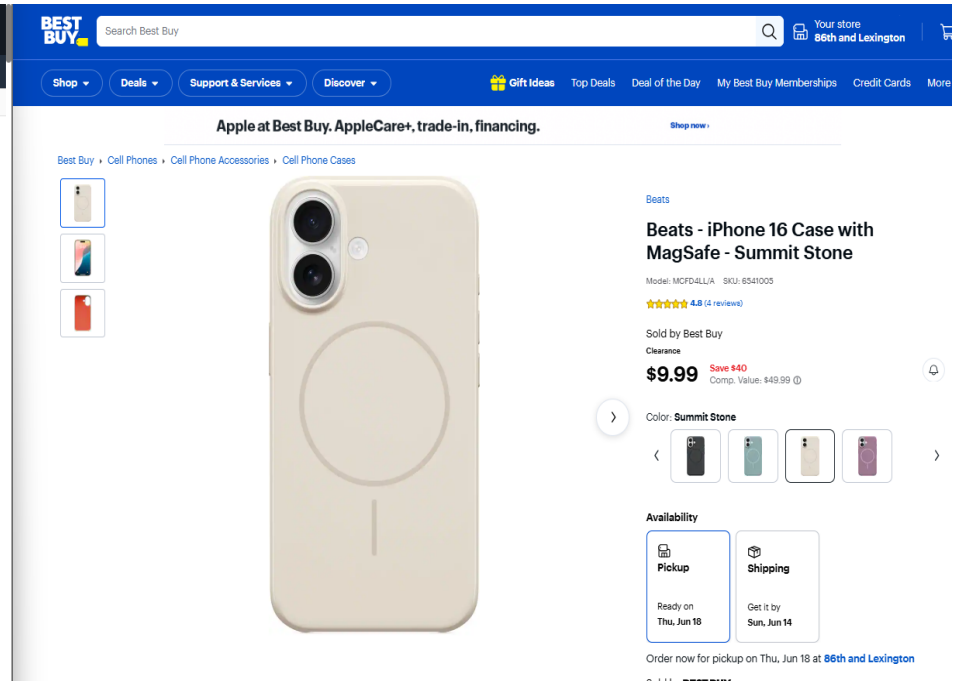
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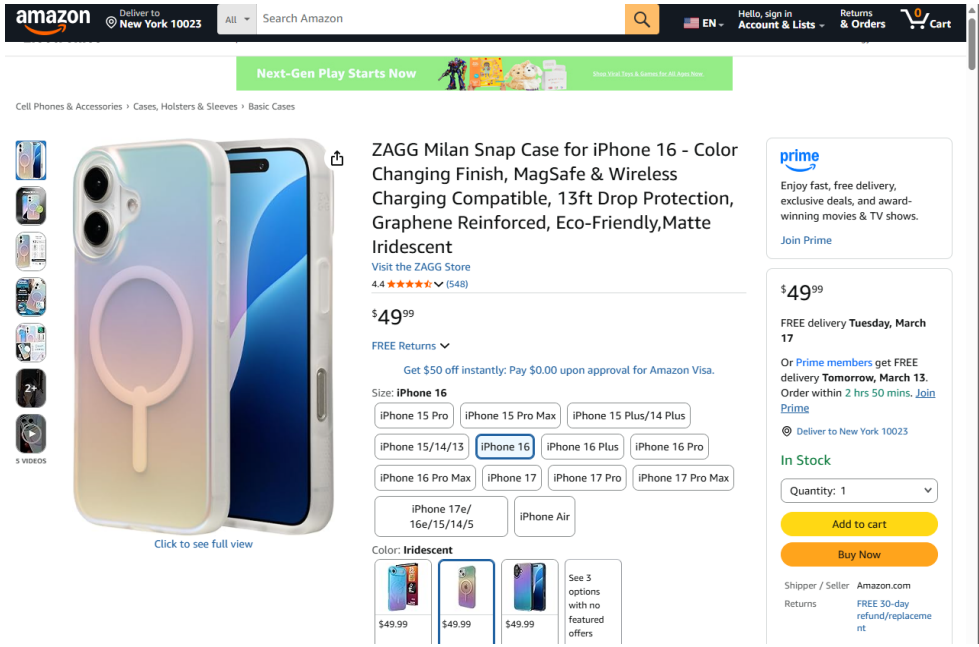


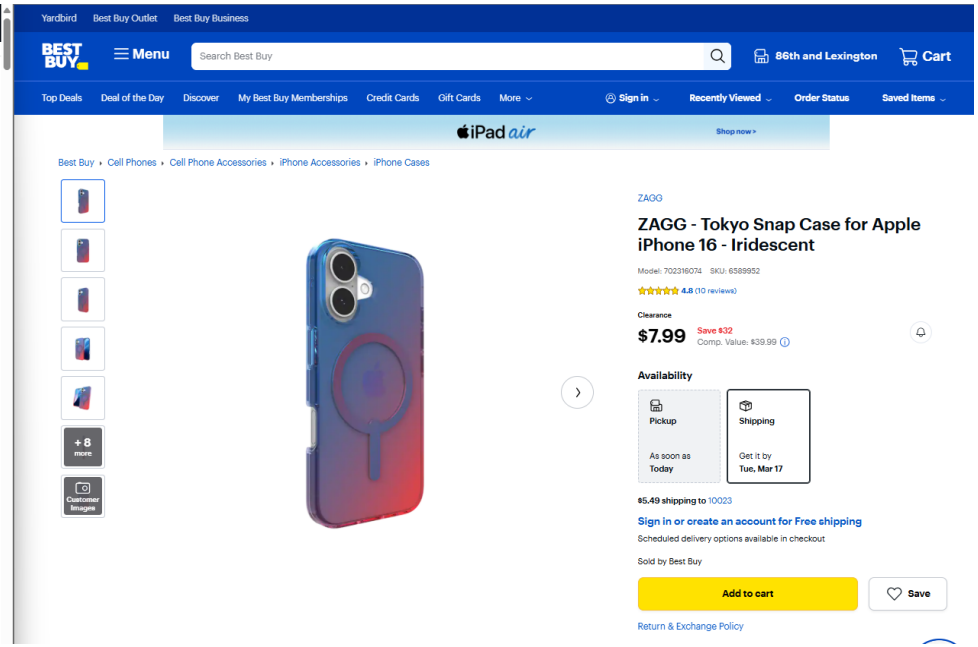


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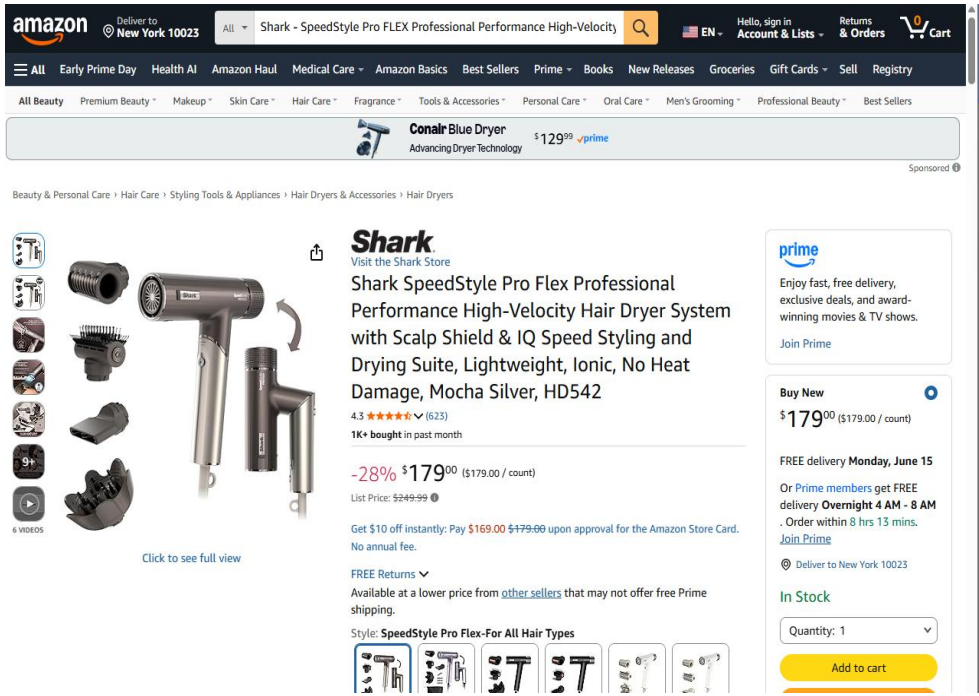
Bespoke – Amazon and Best Buy Identical Items

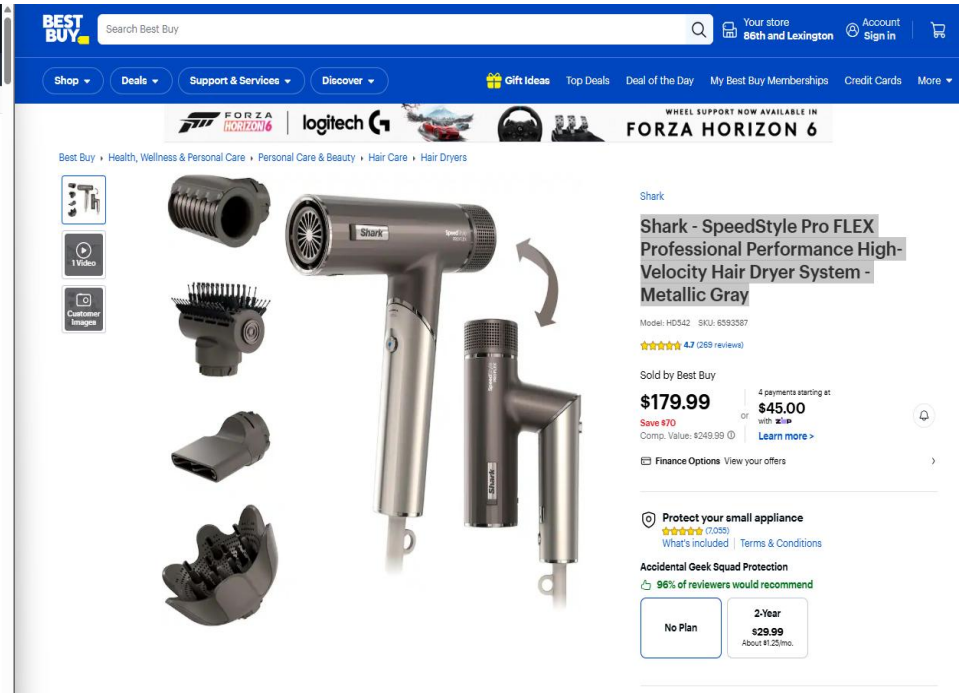
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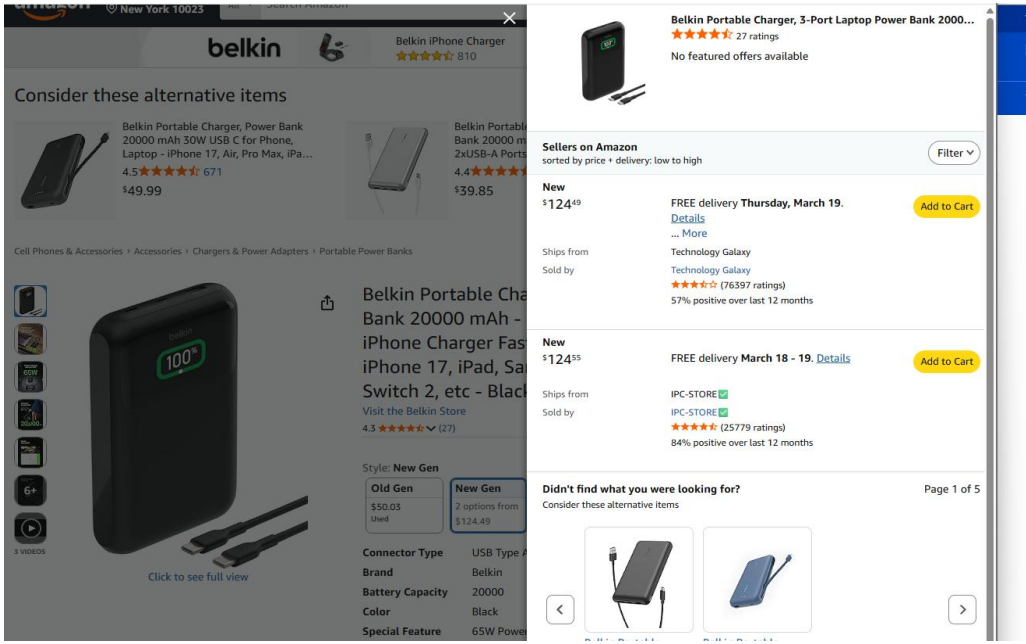


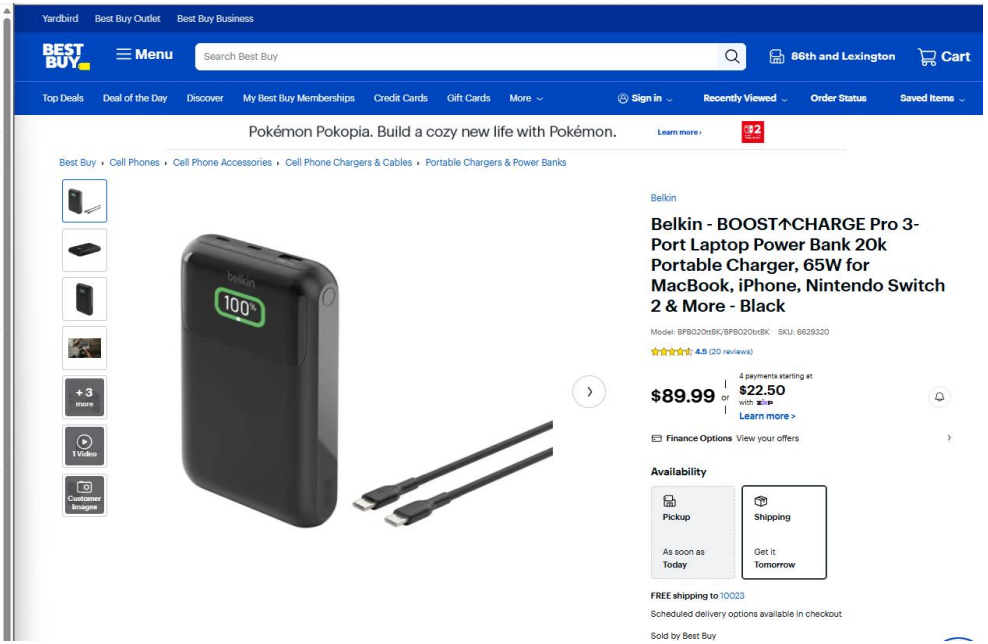


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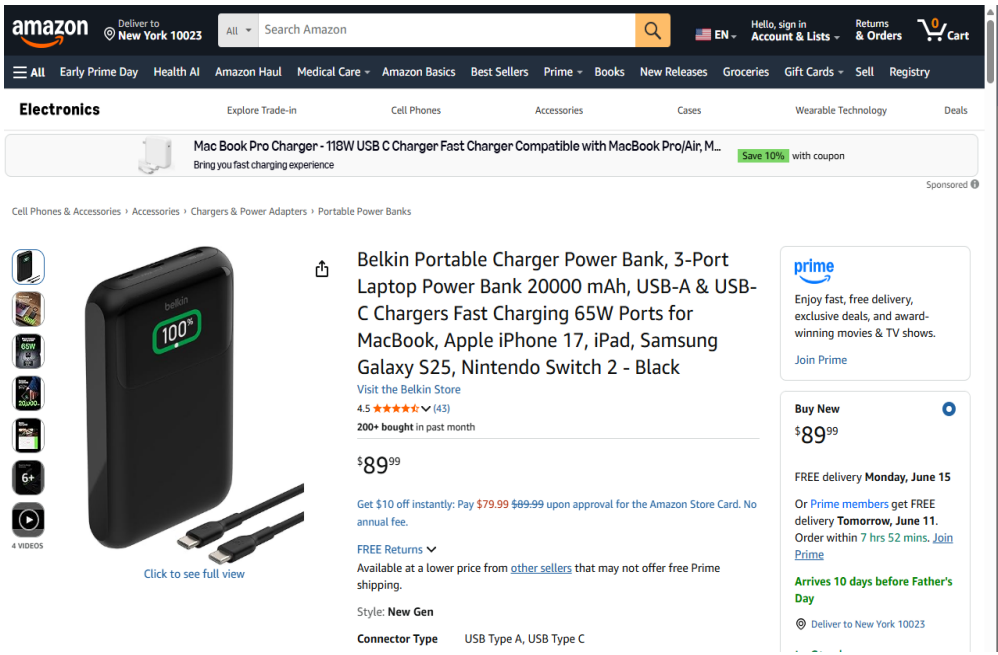
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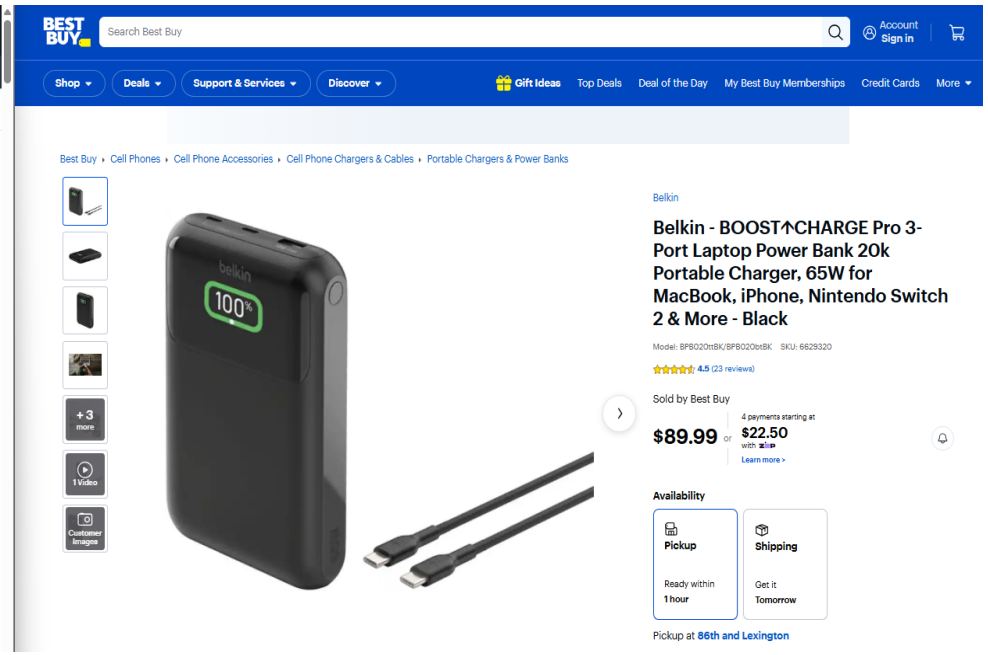
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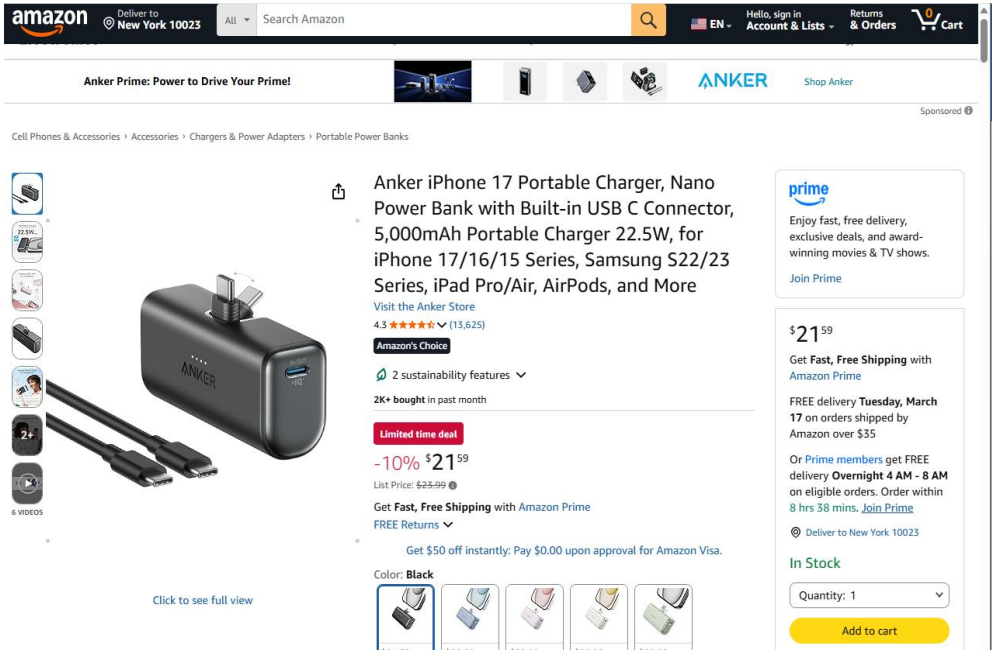


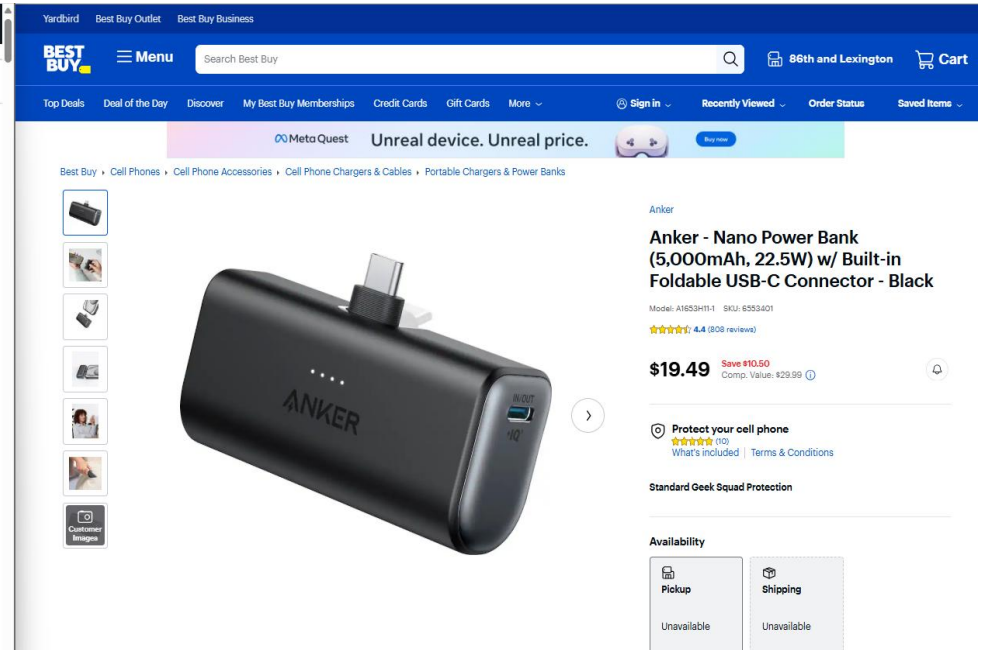


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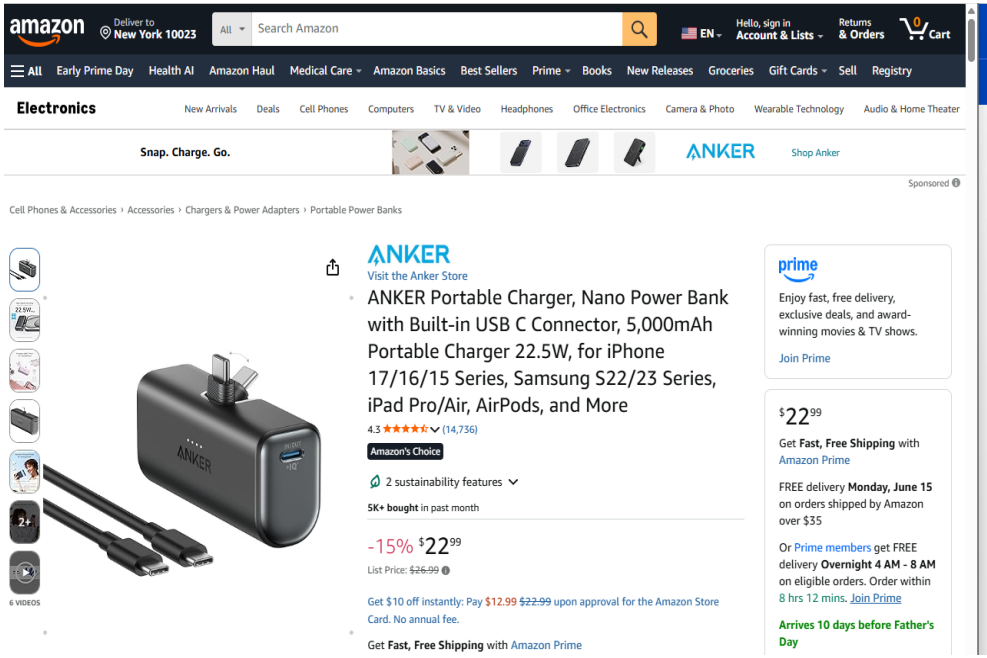
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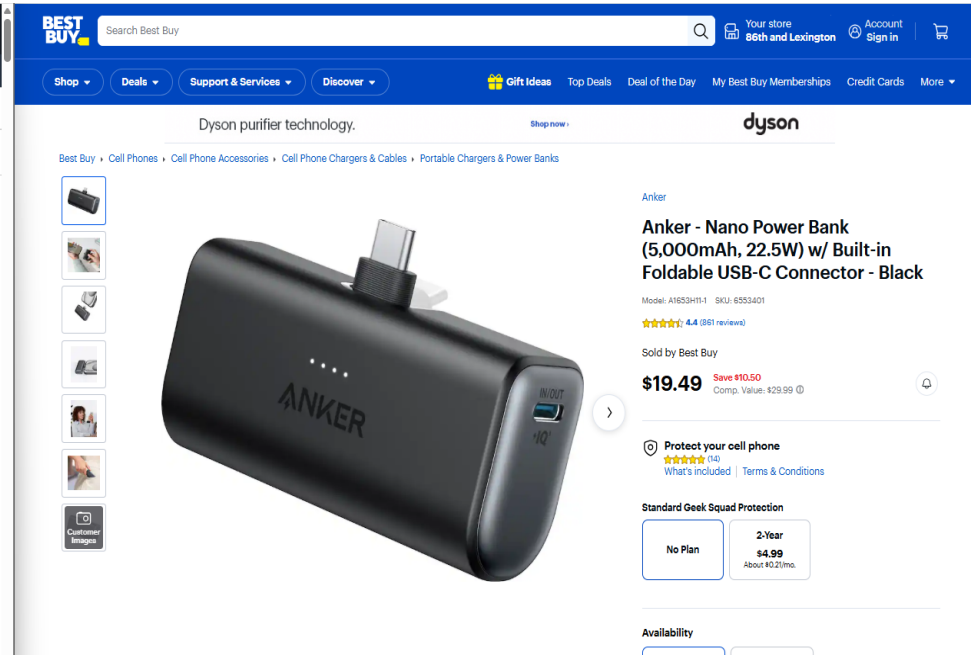
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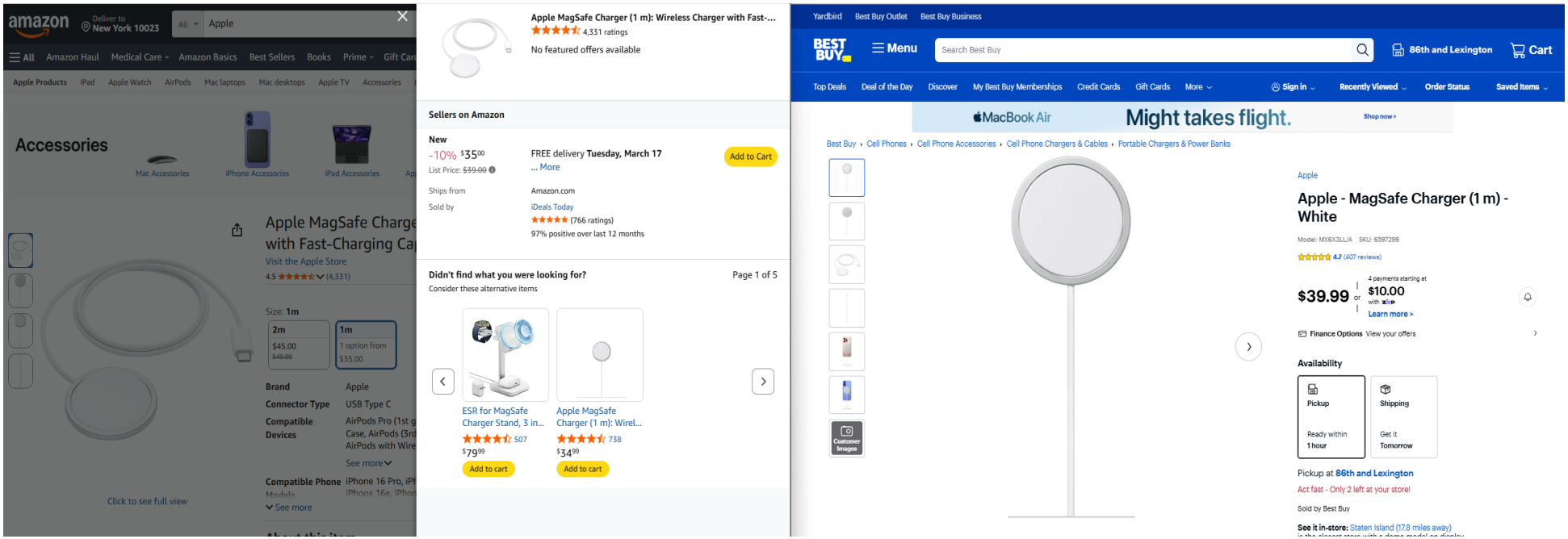




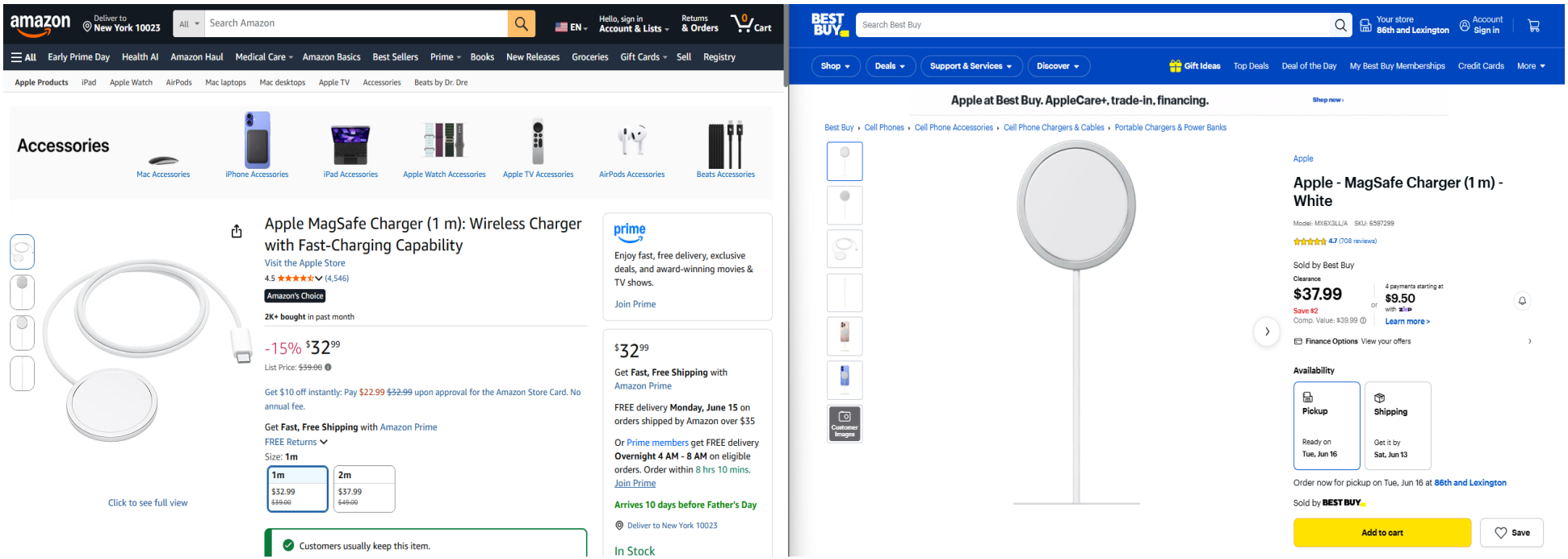
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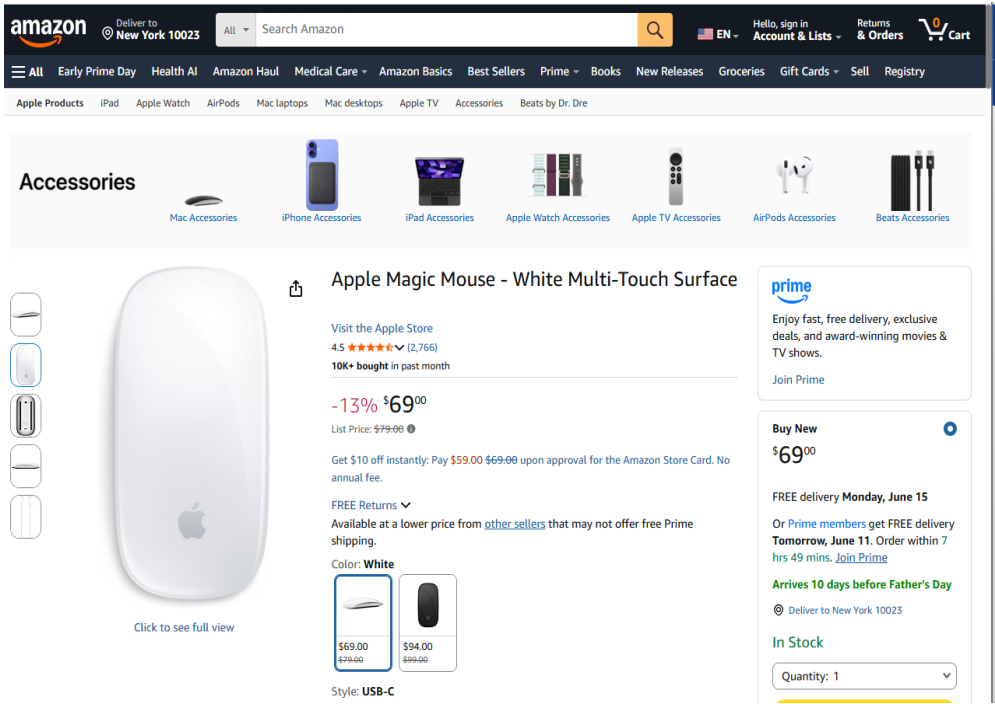
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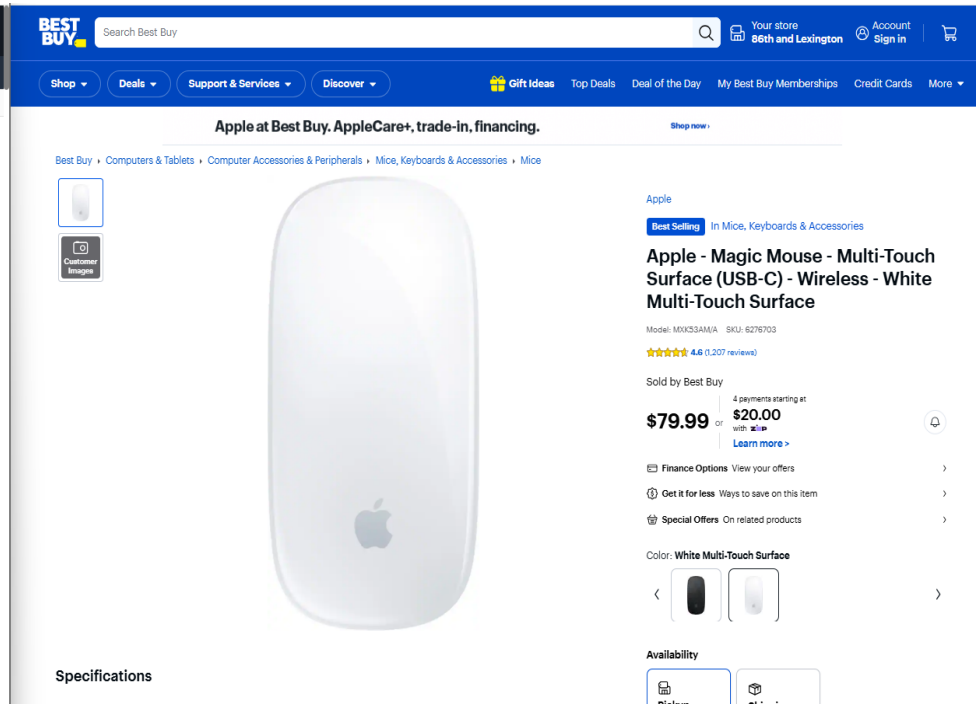
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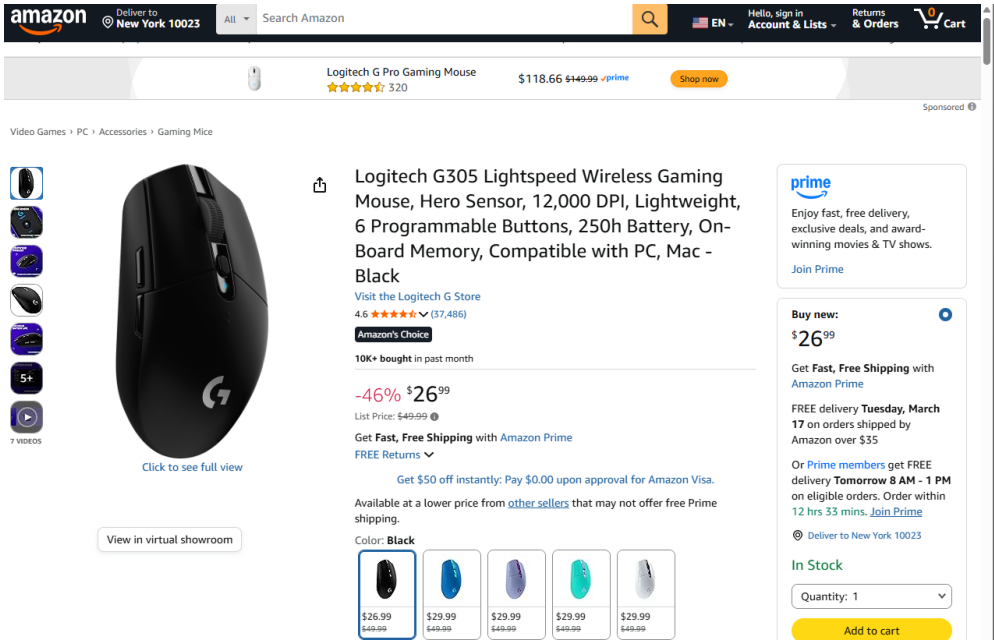


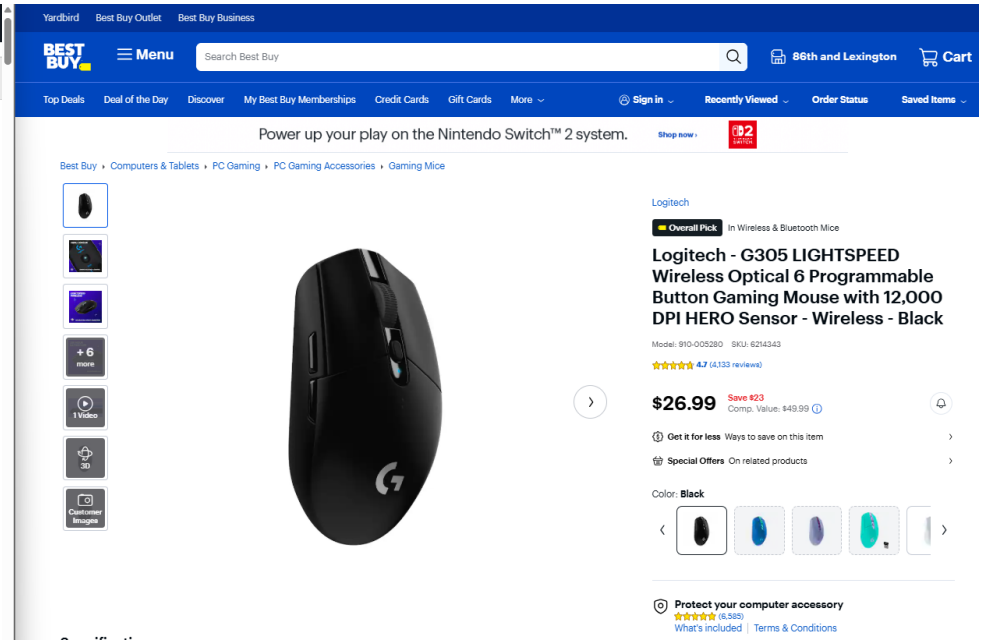


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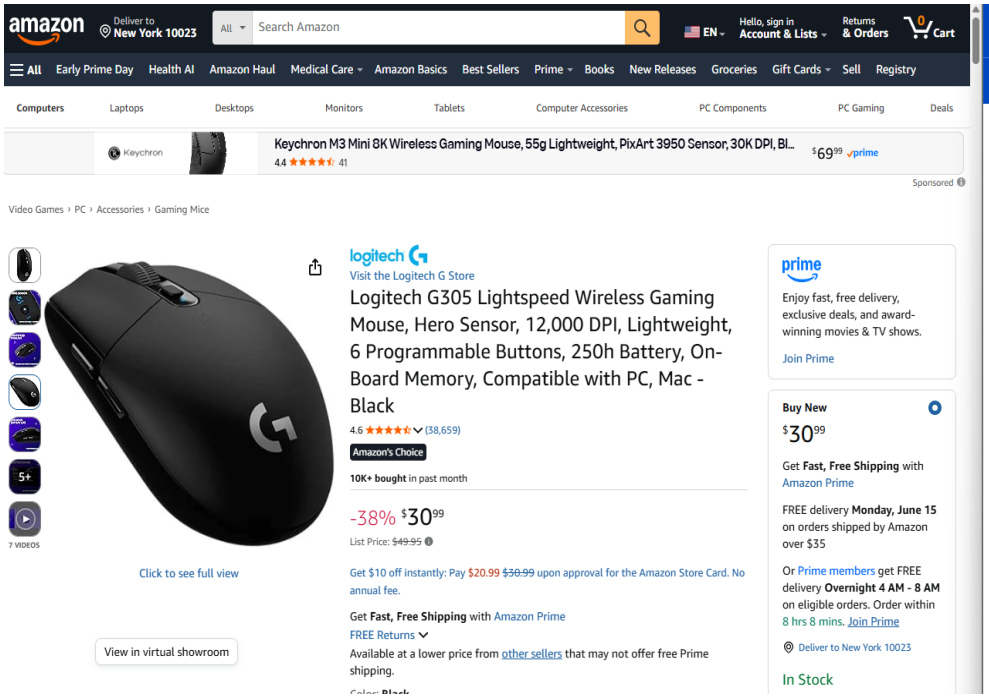
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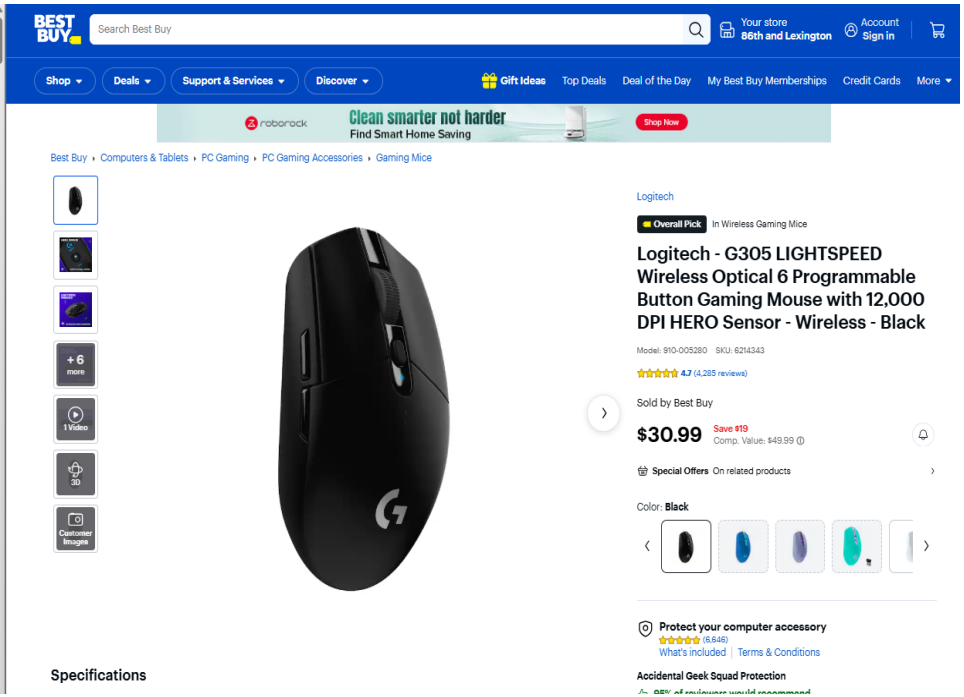
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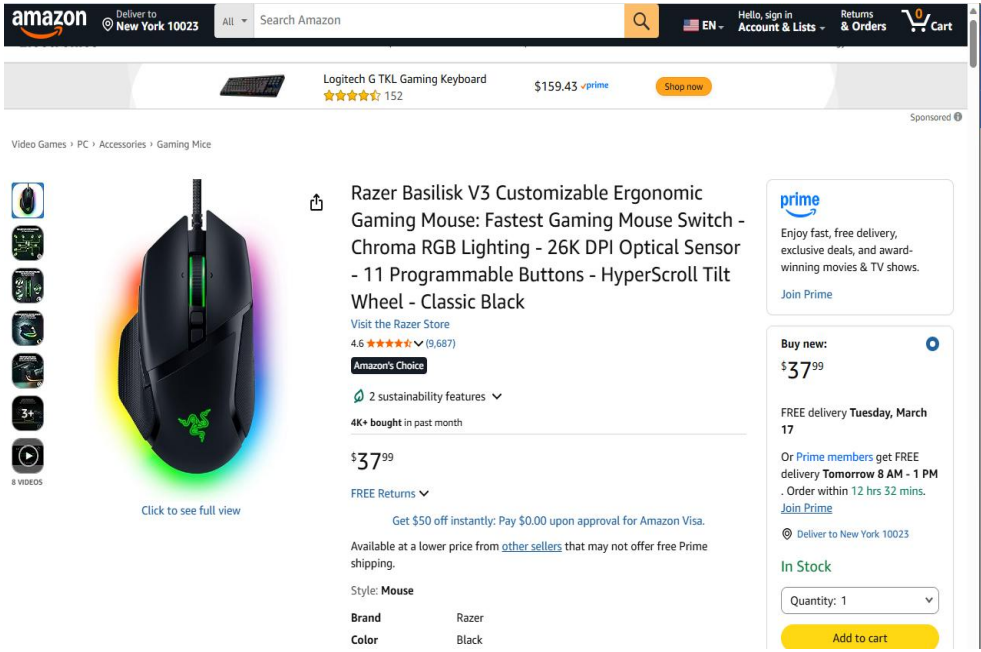


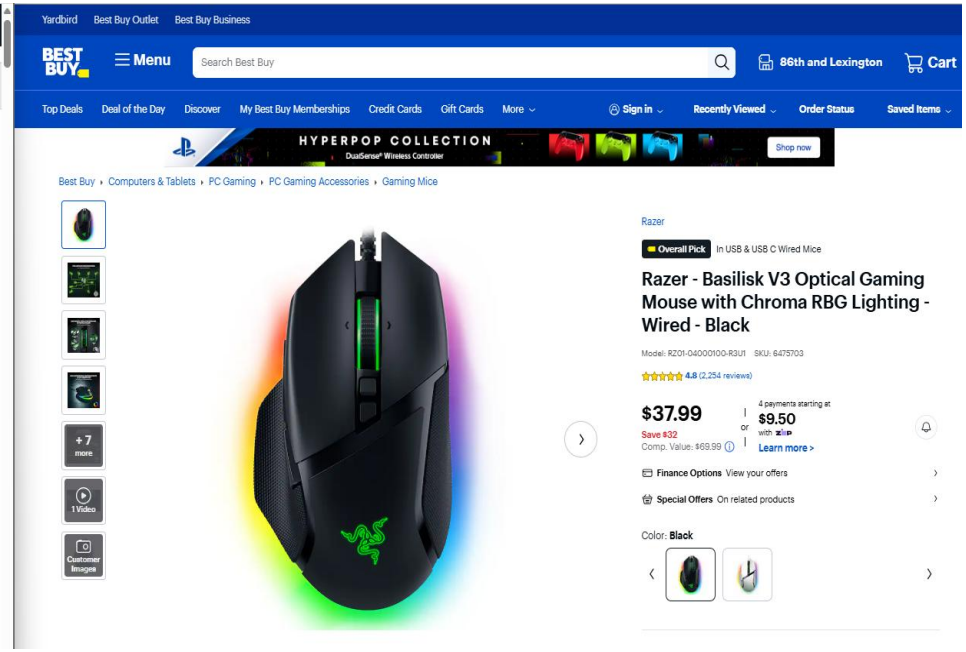


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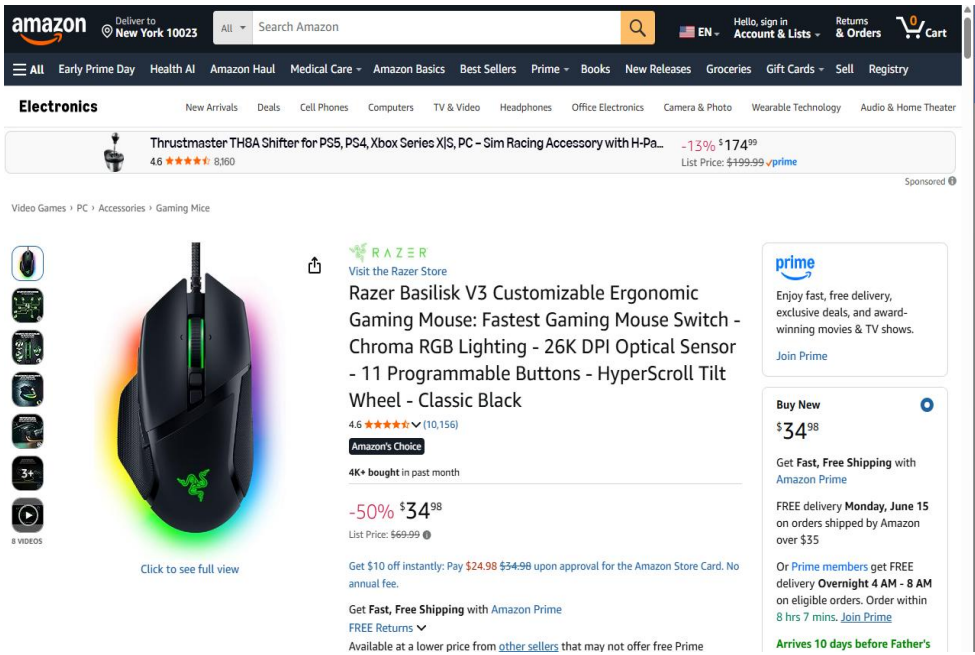
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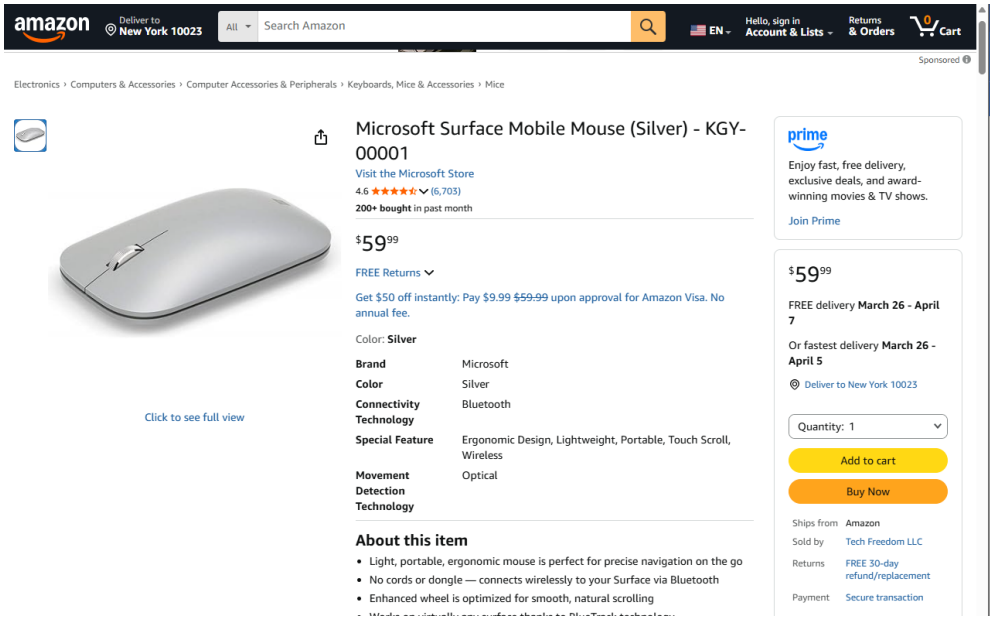


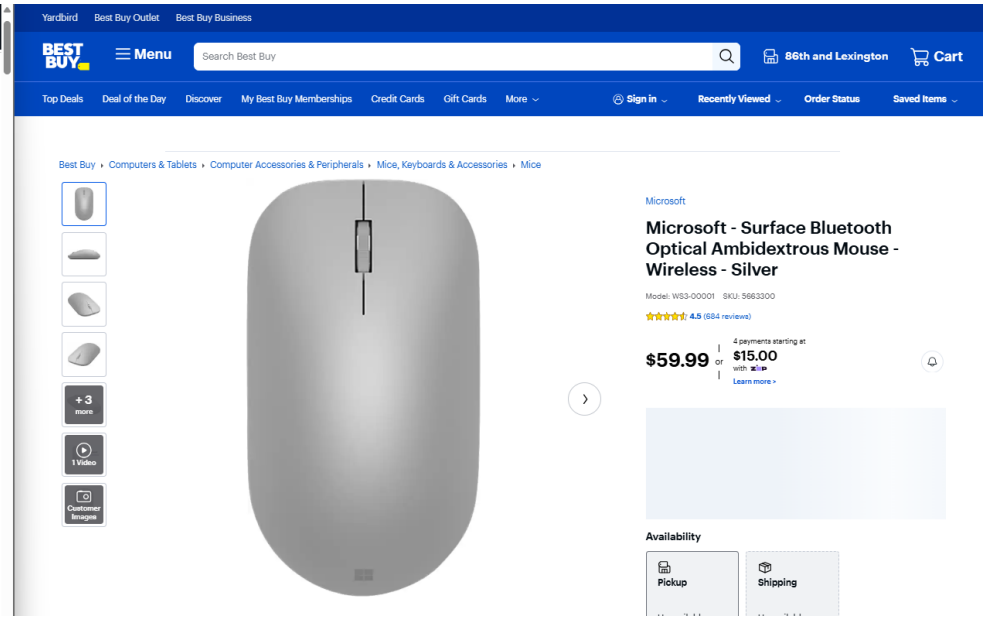


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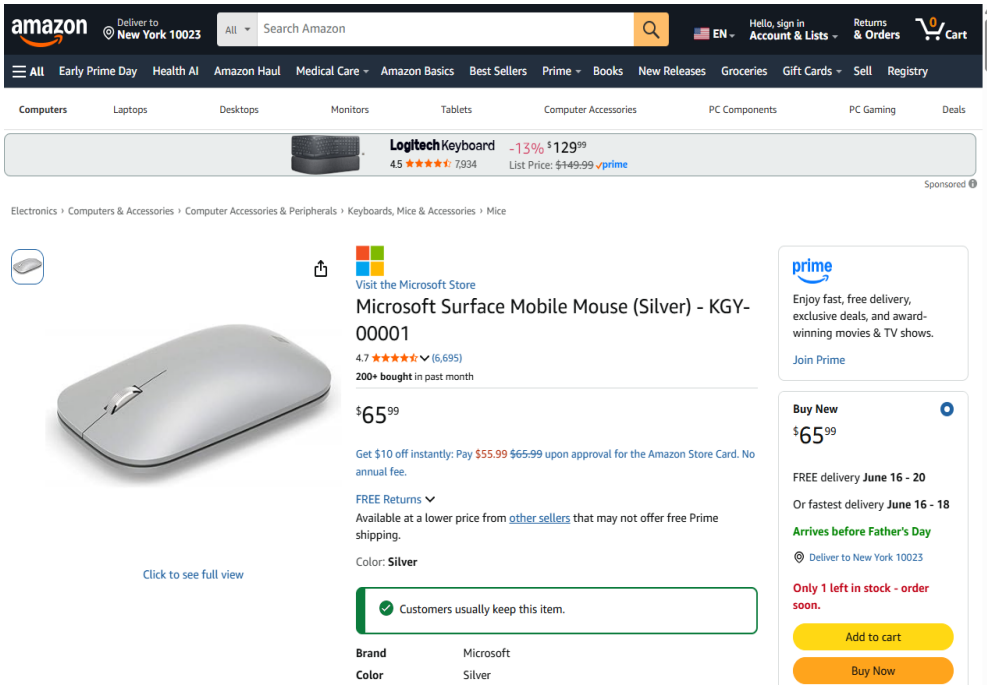
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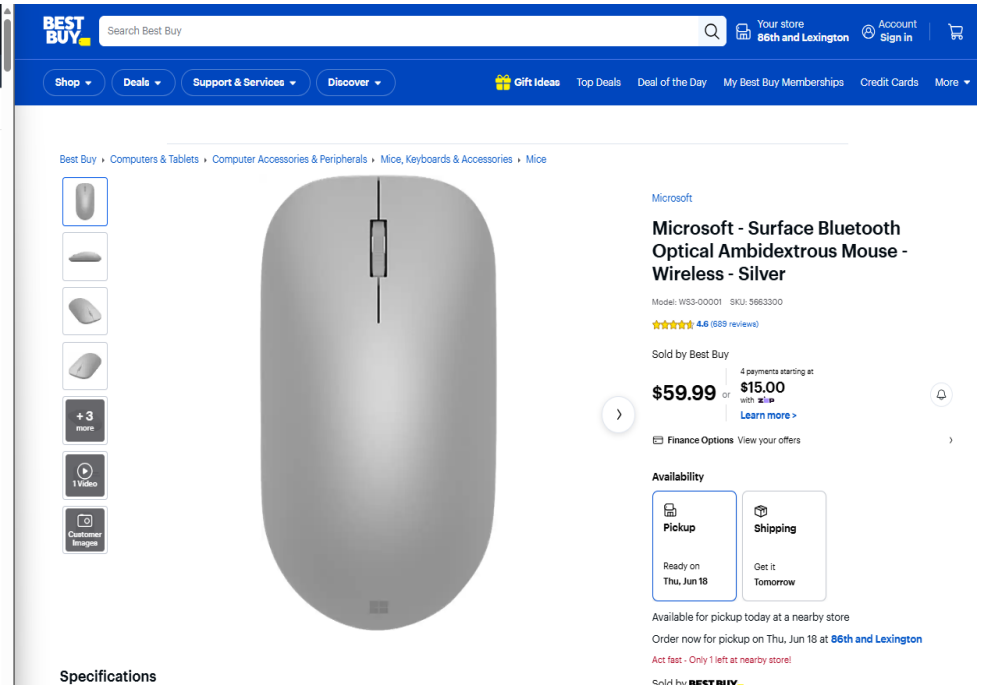
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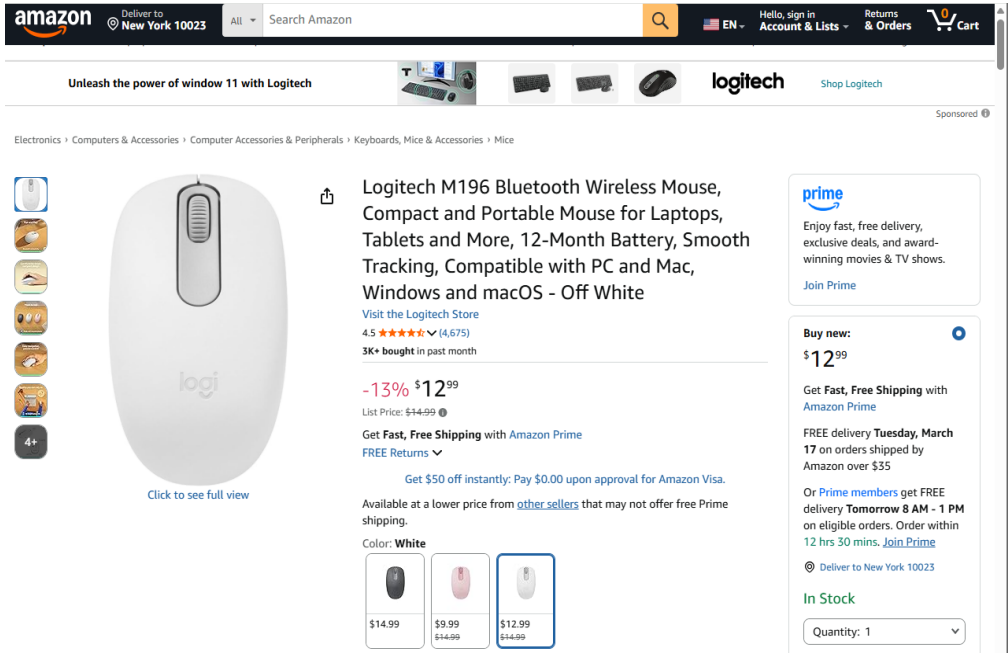




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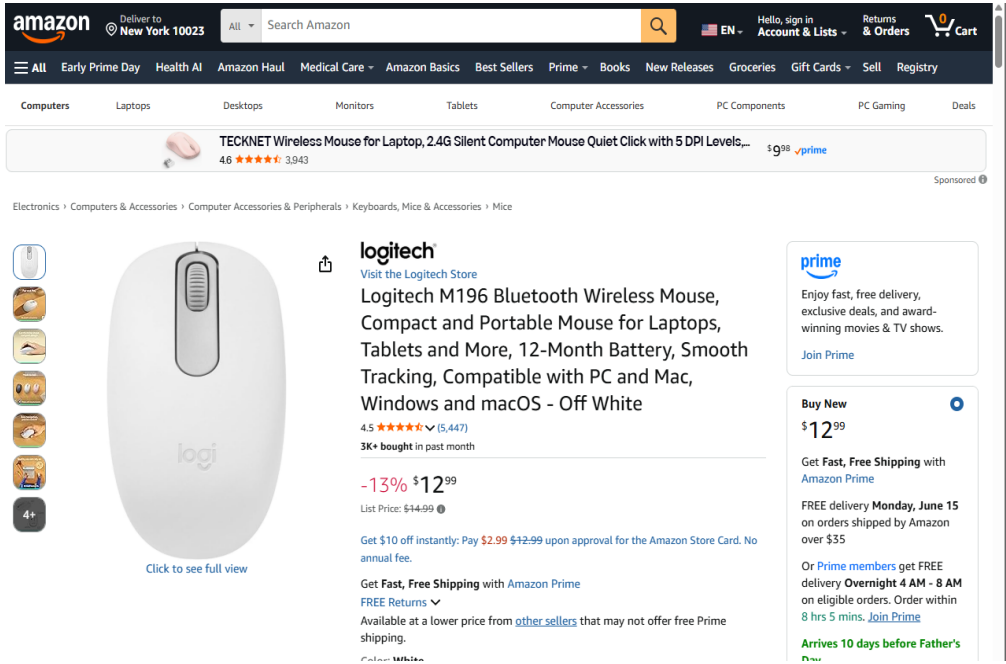
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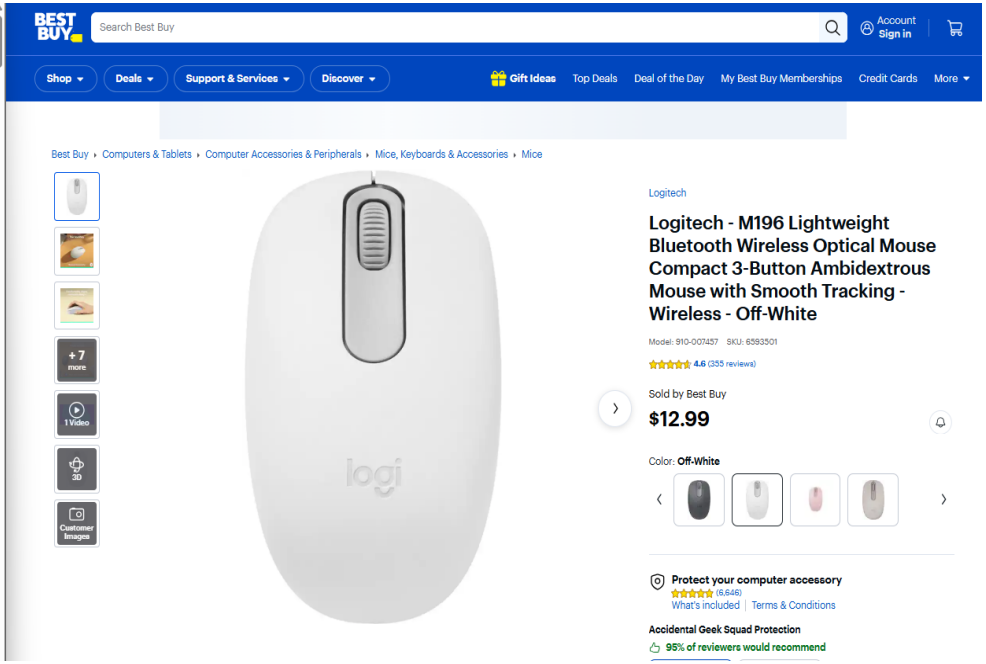
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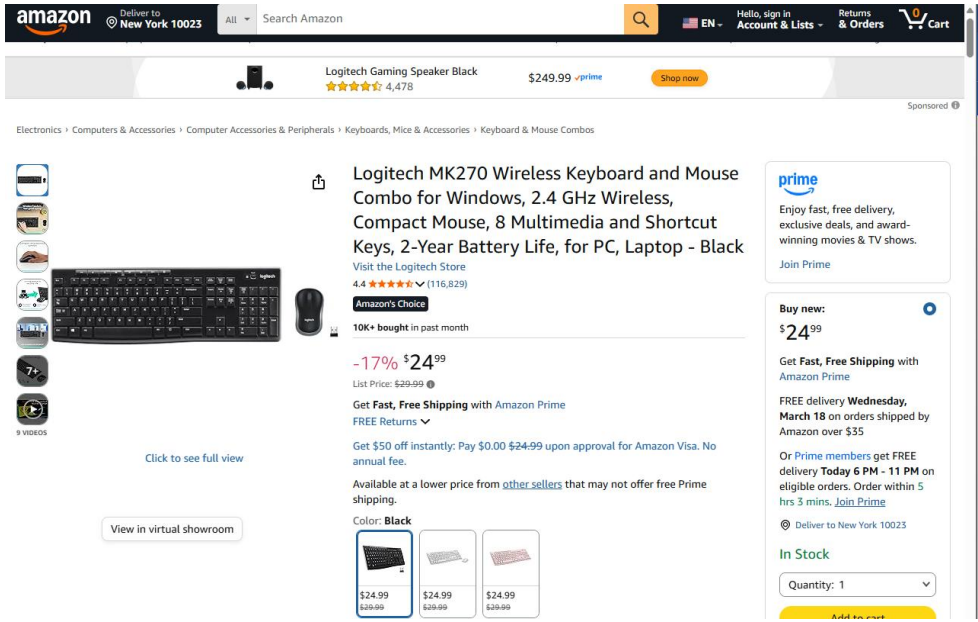
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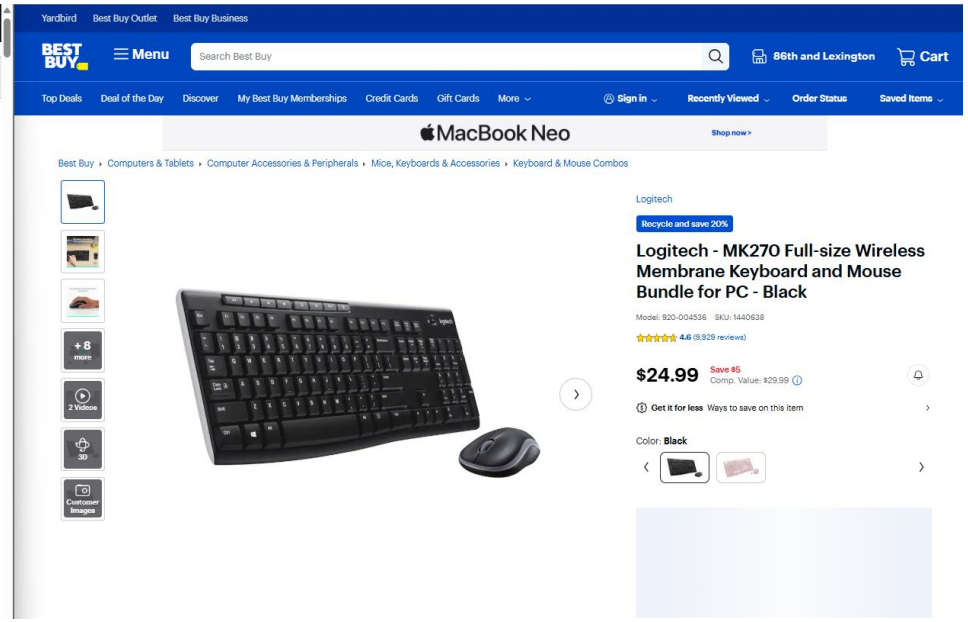




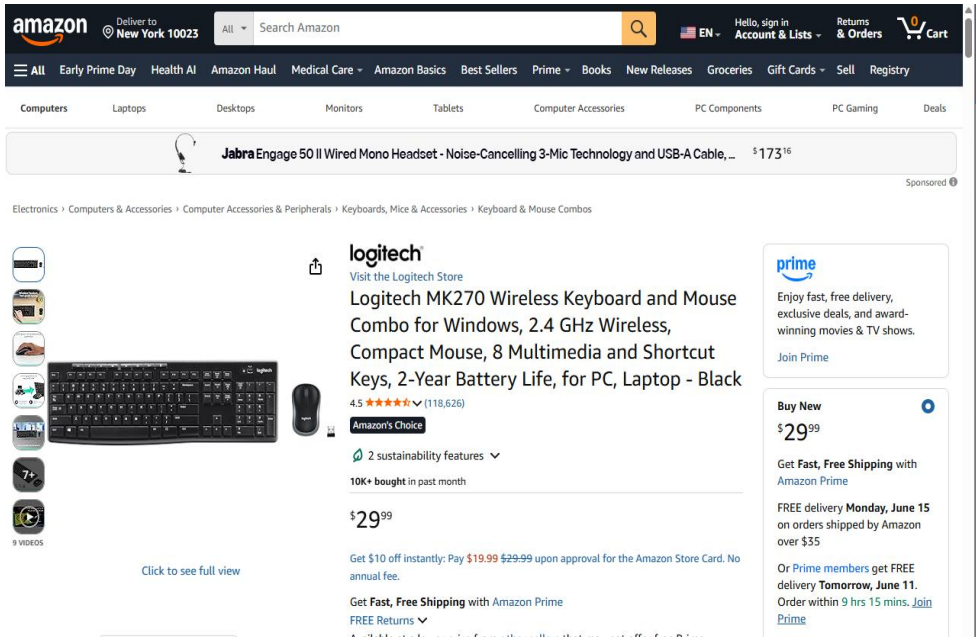
Bespoke – Amazon and Best Buy Identical Items

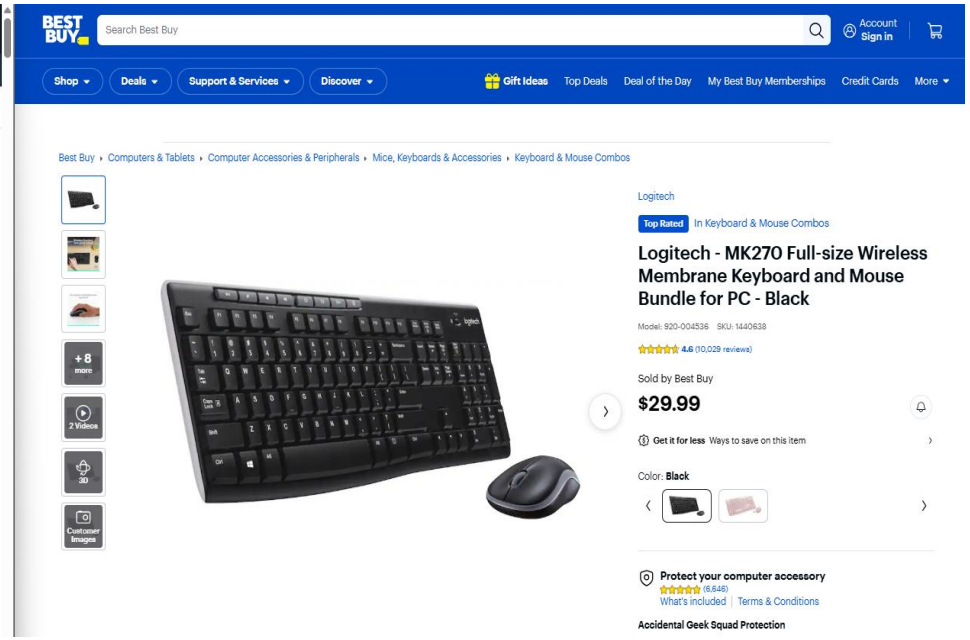
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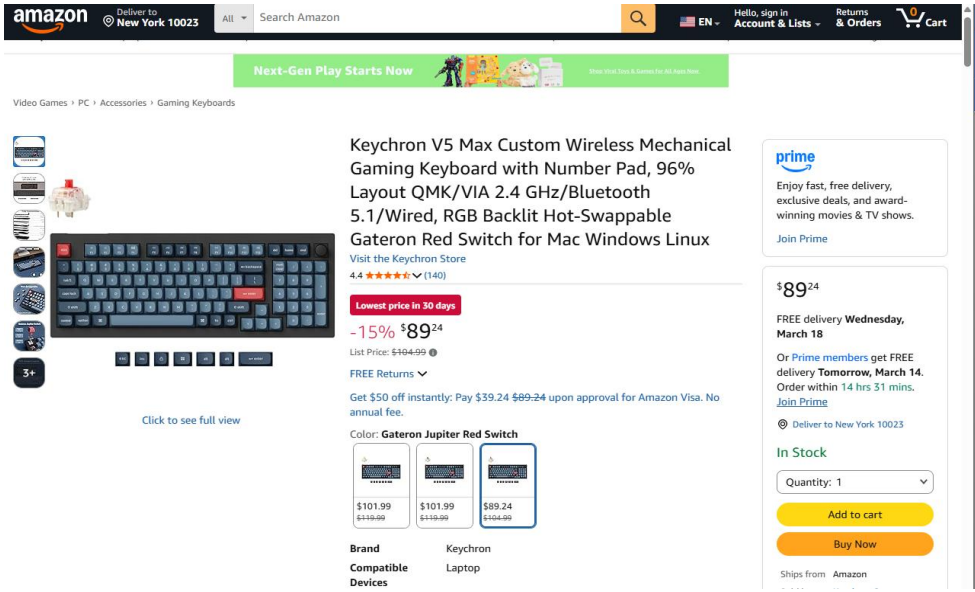


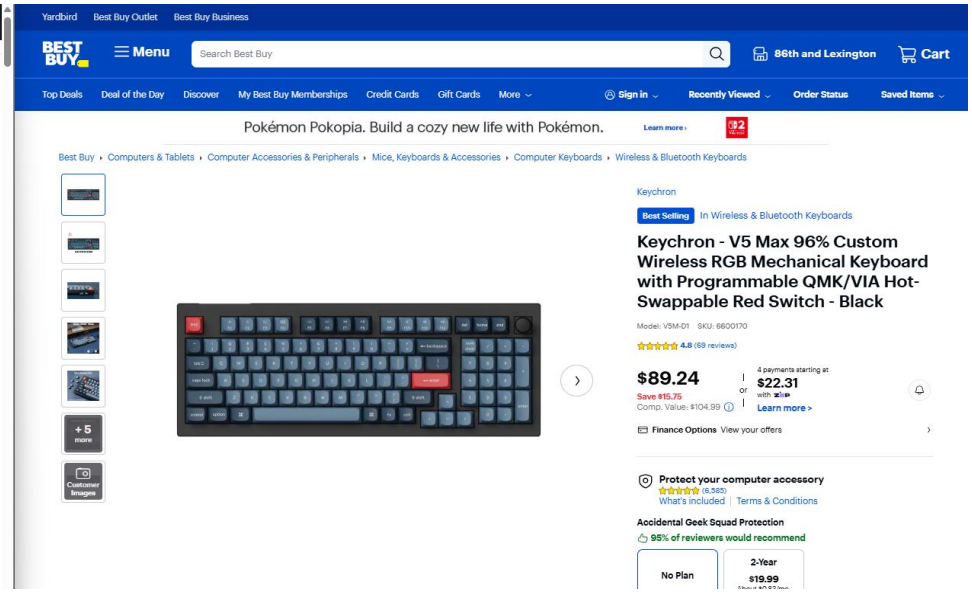


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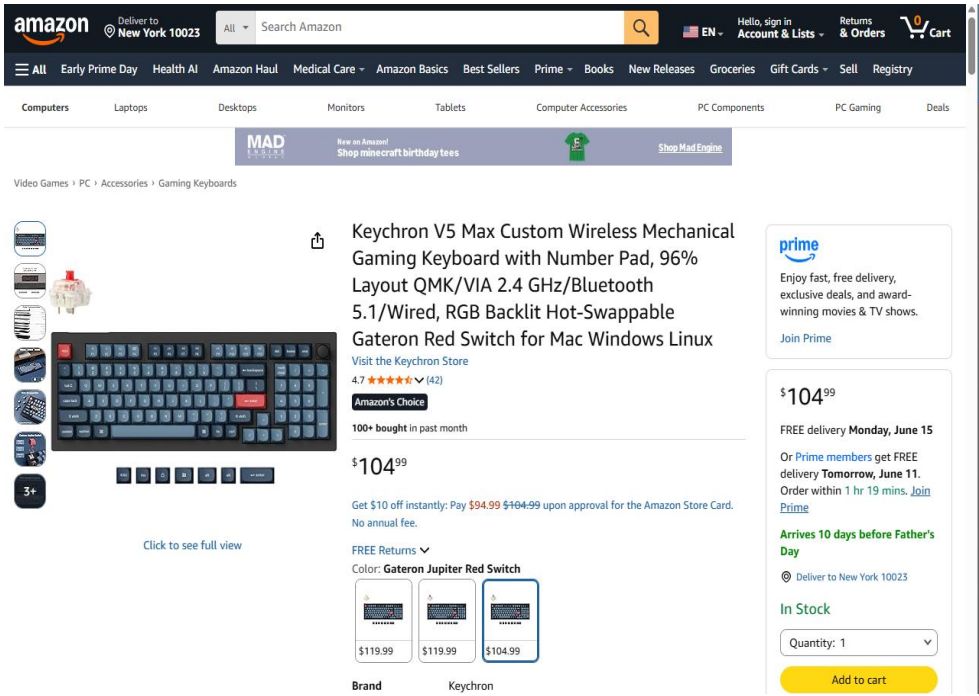
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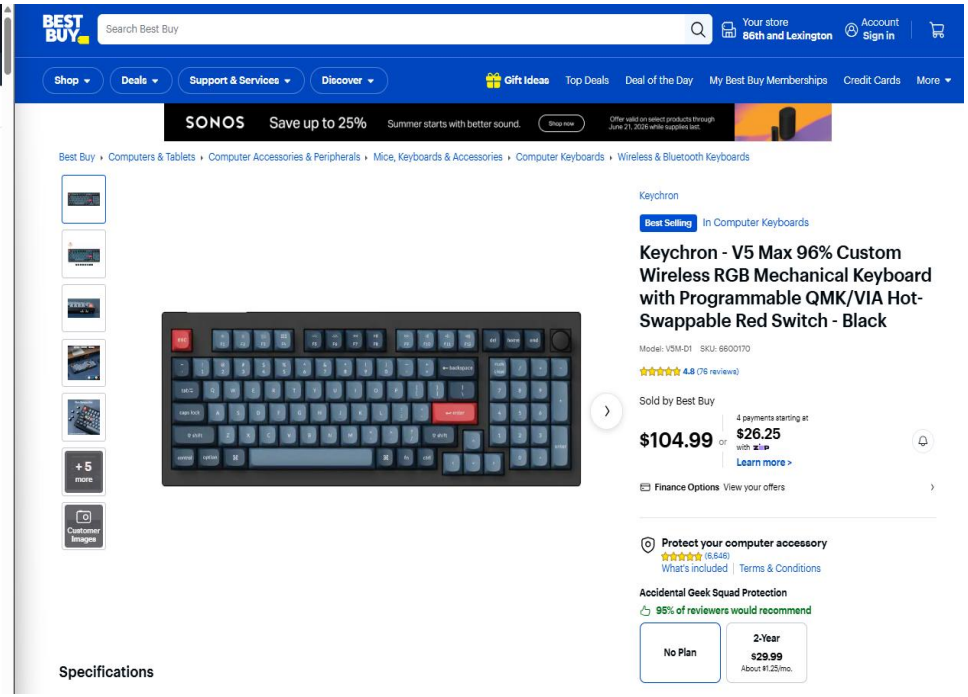
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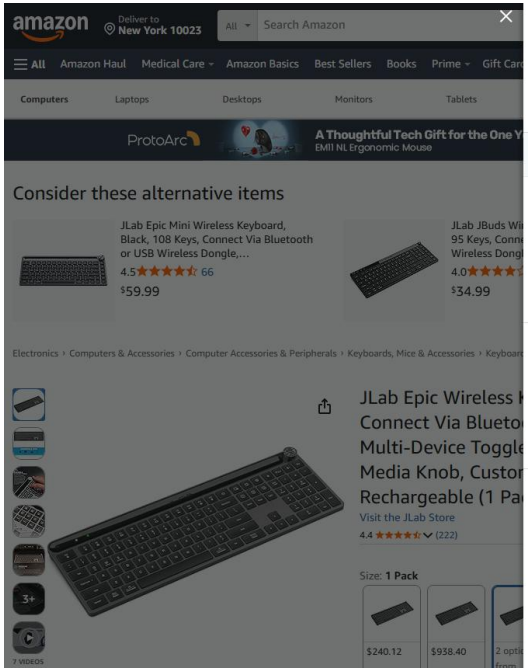


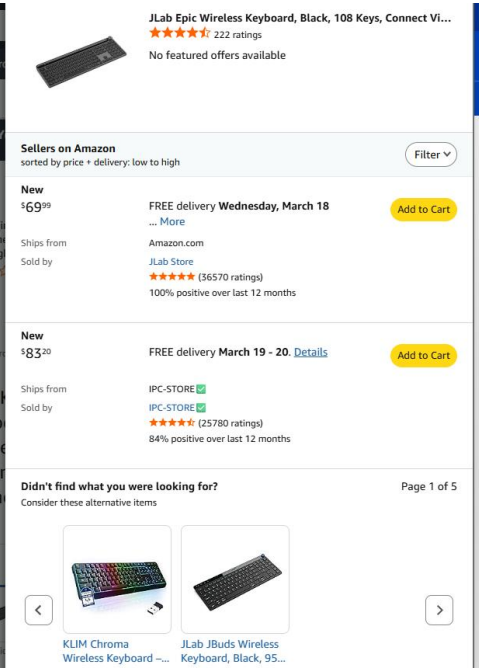


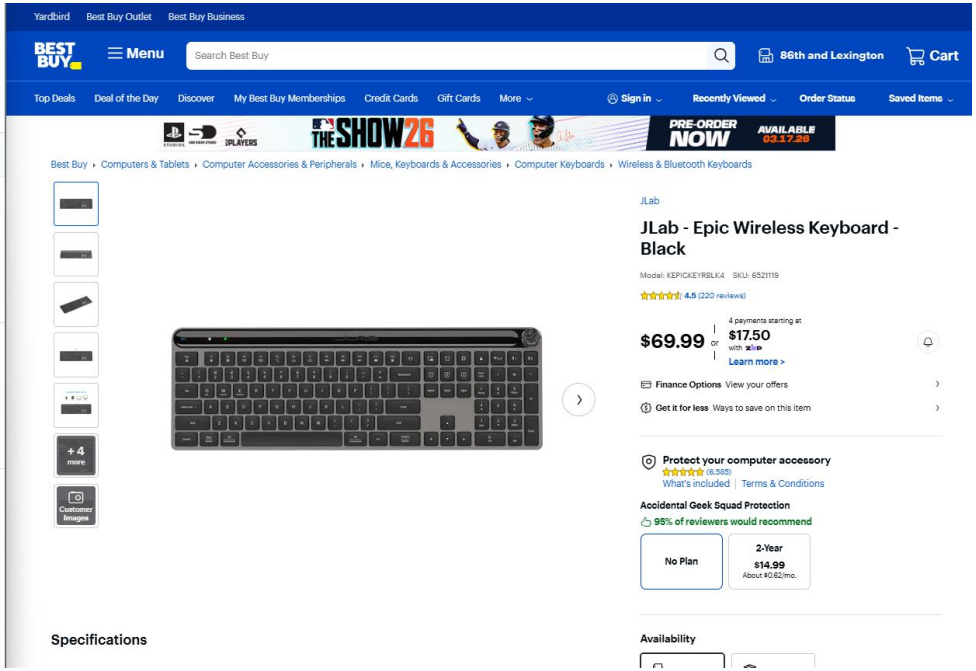
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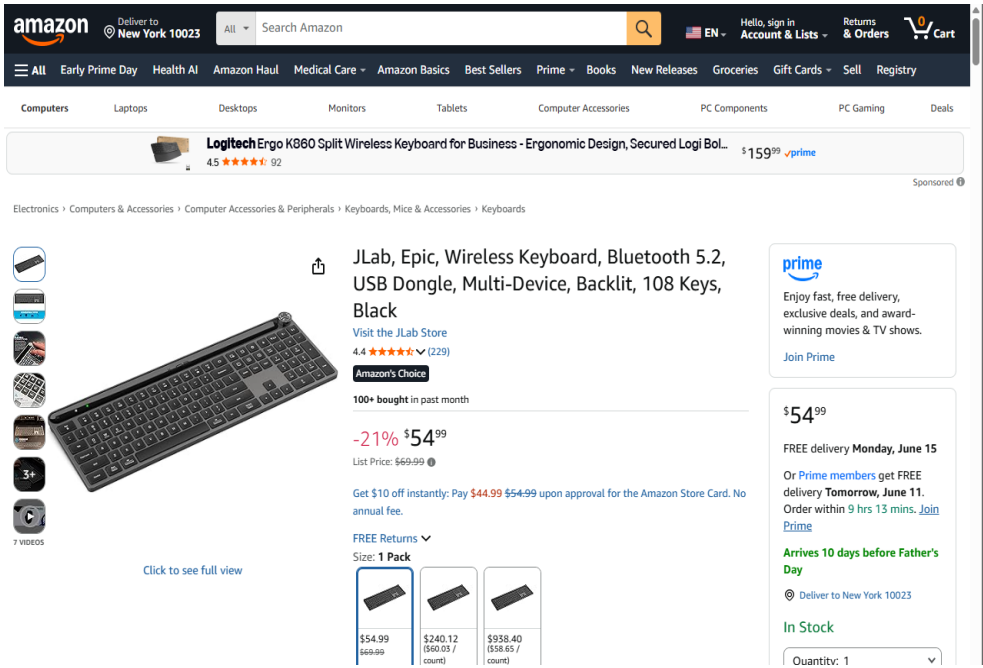
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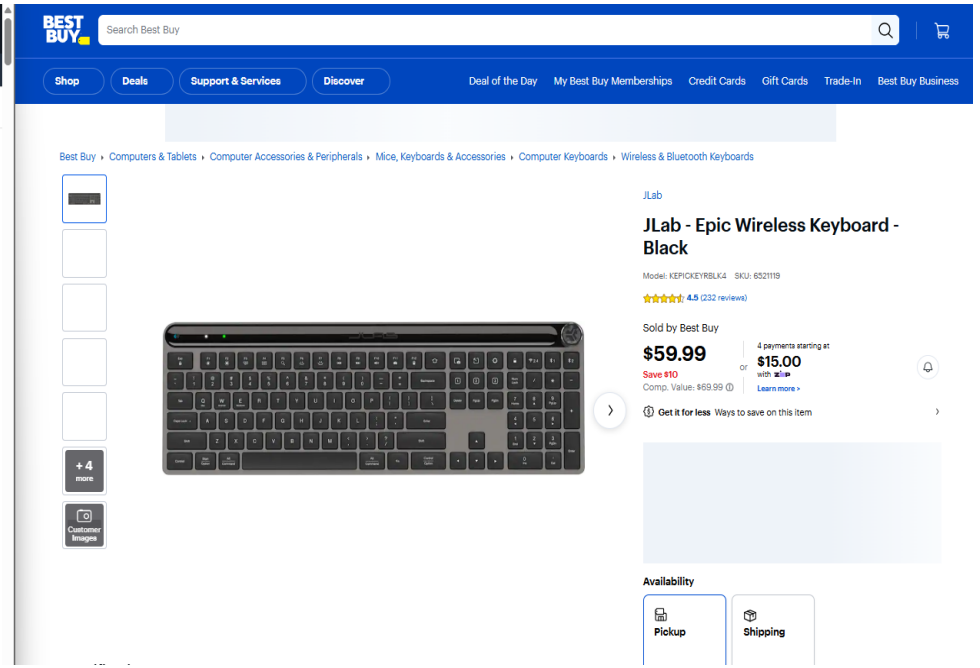






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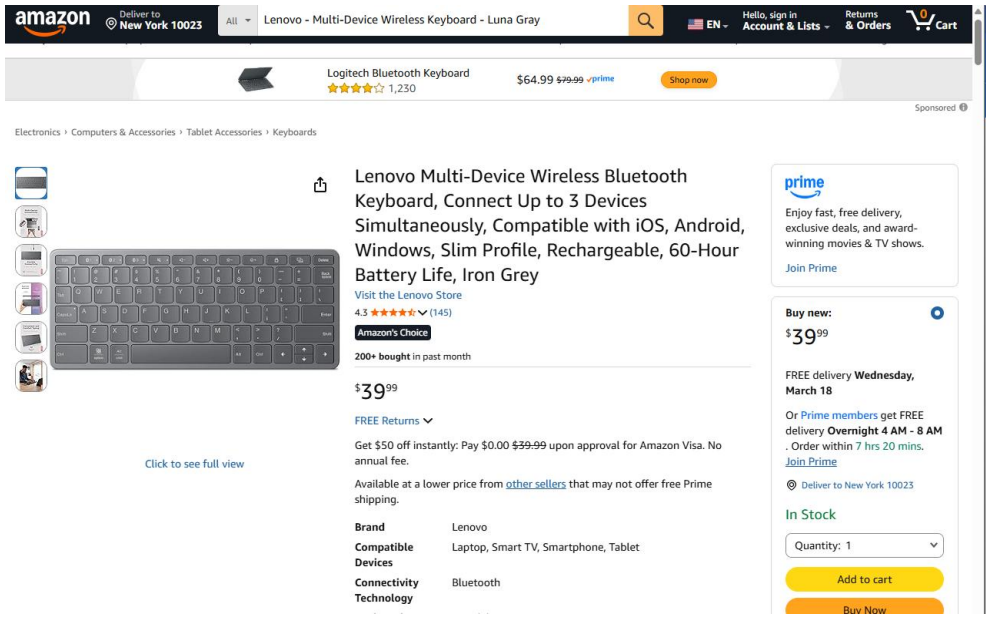


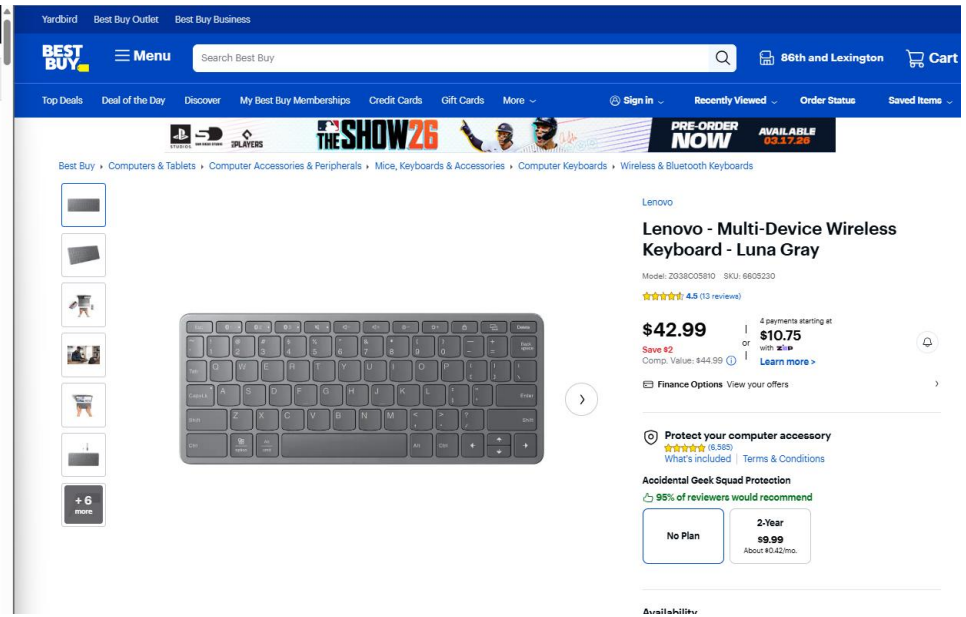


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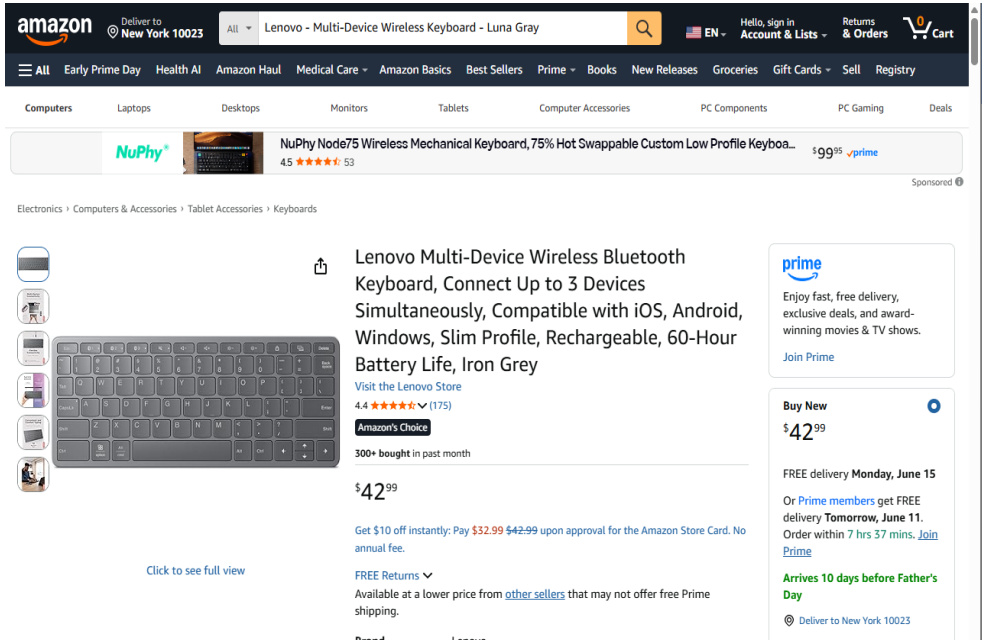
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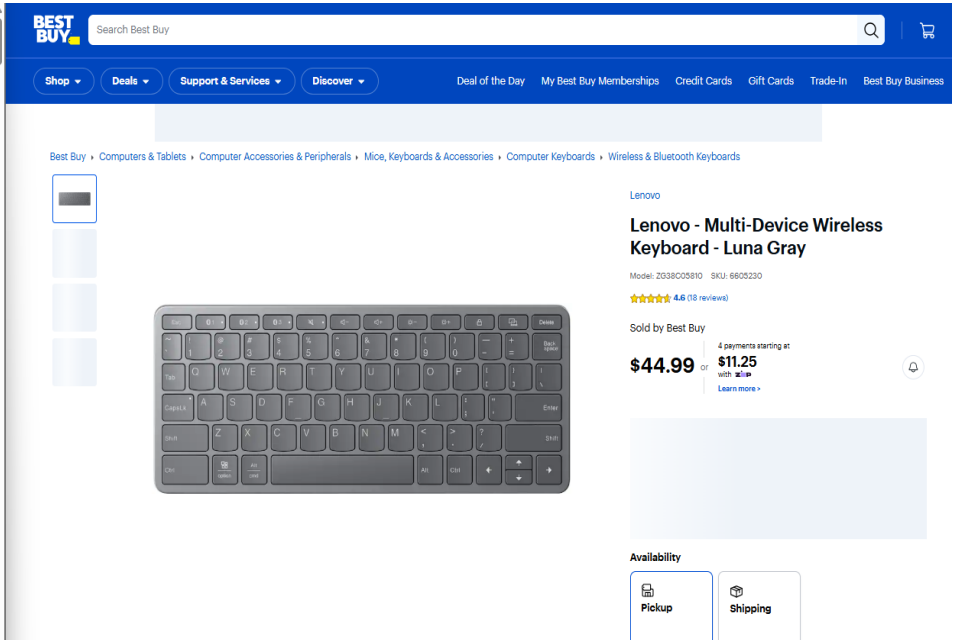
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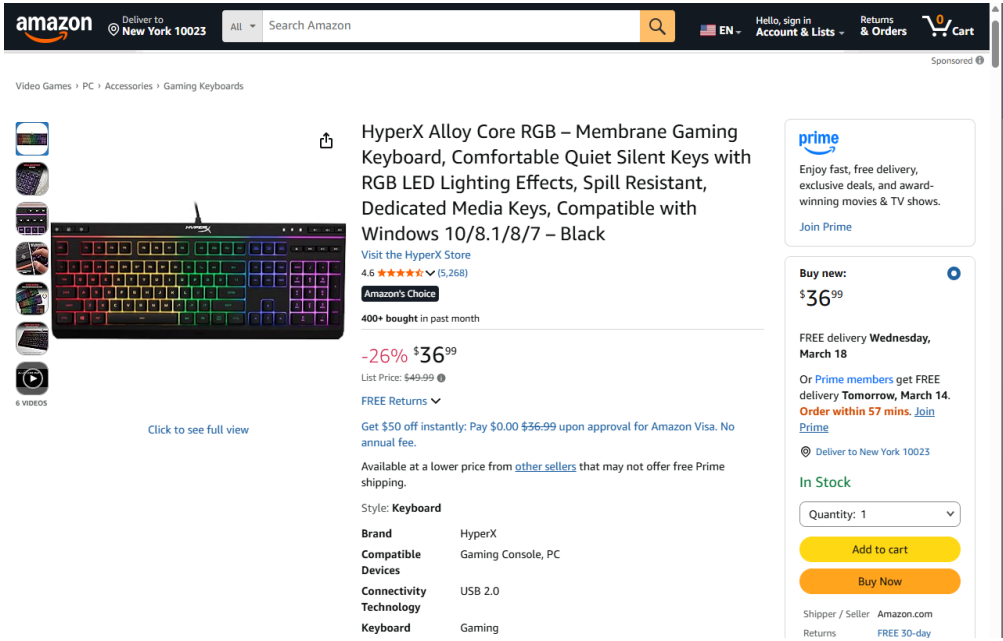


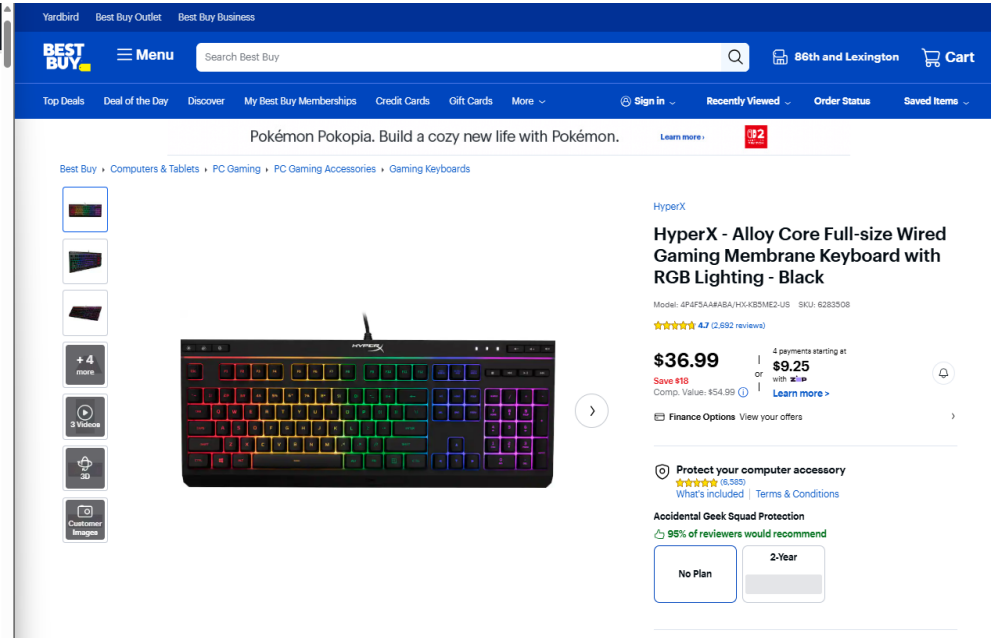


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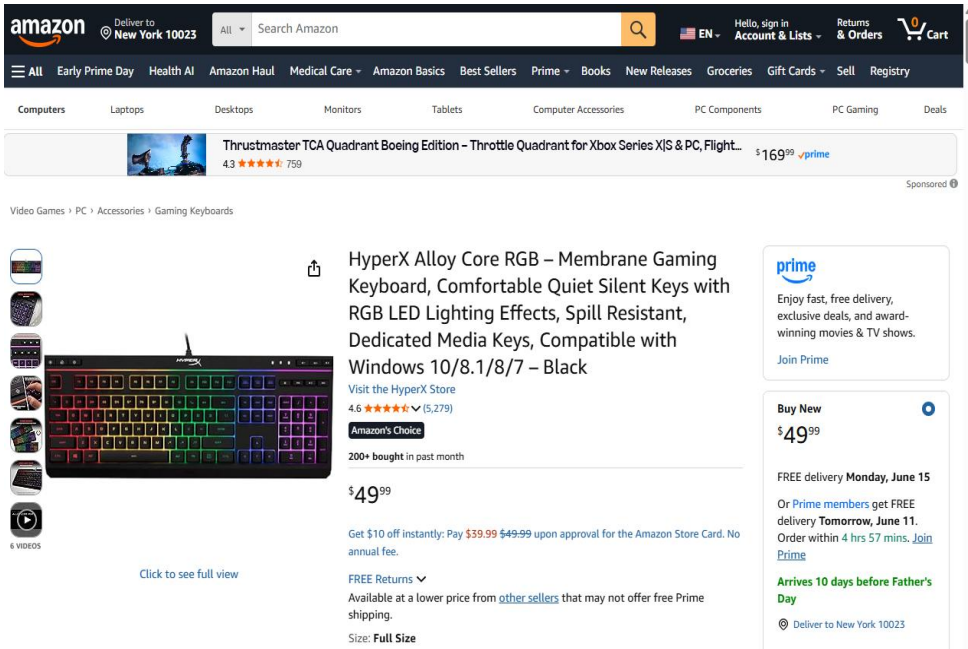
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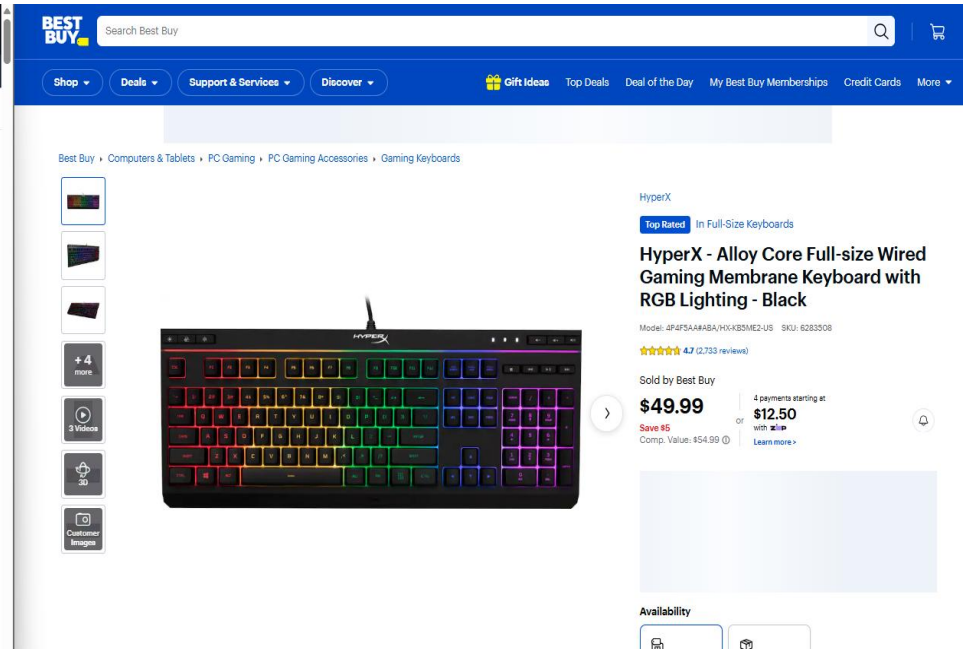
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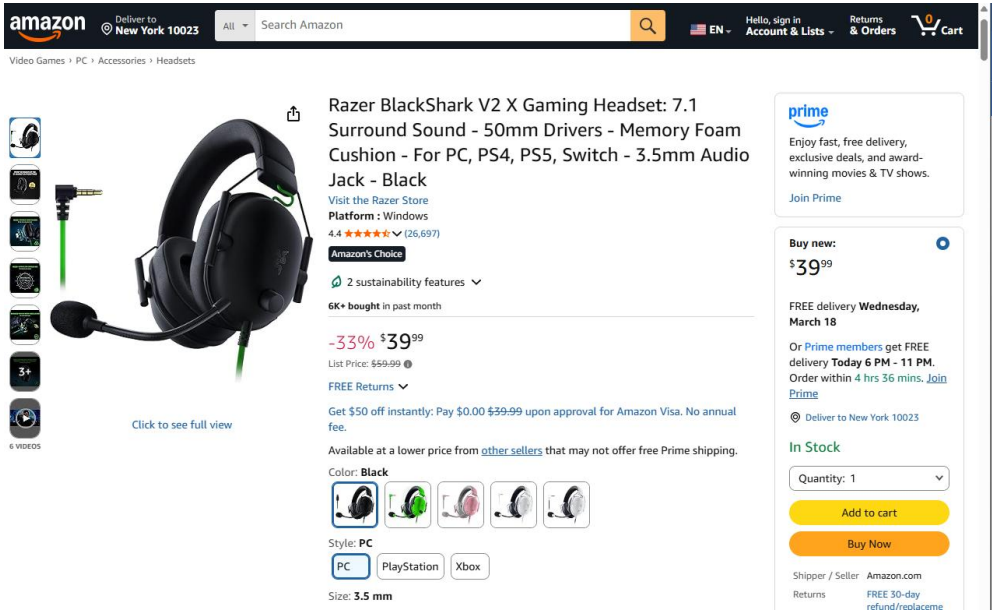


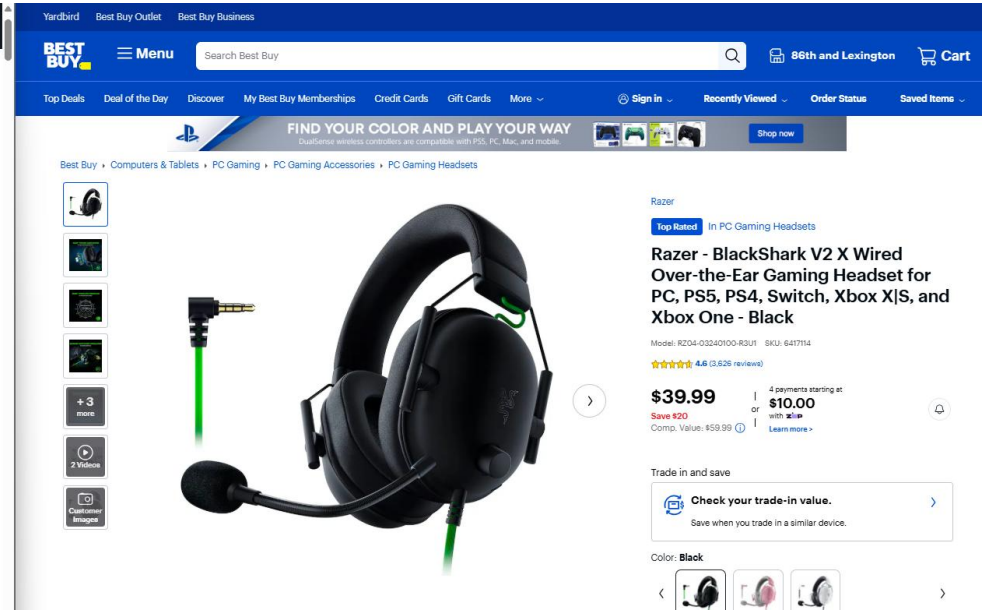


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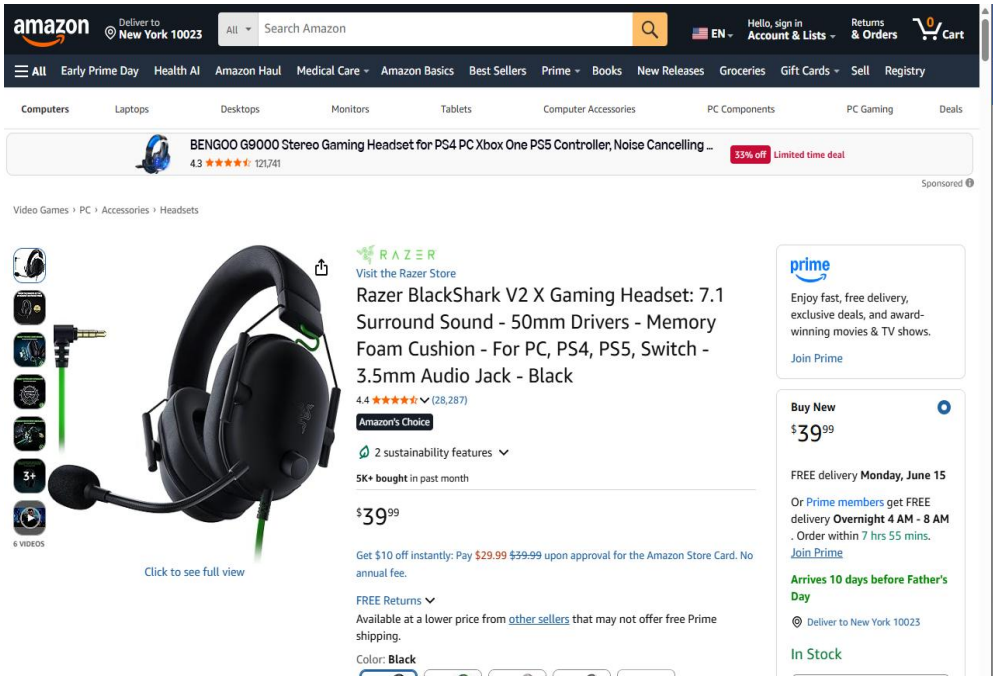
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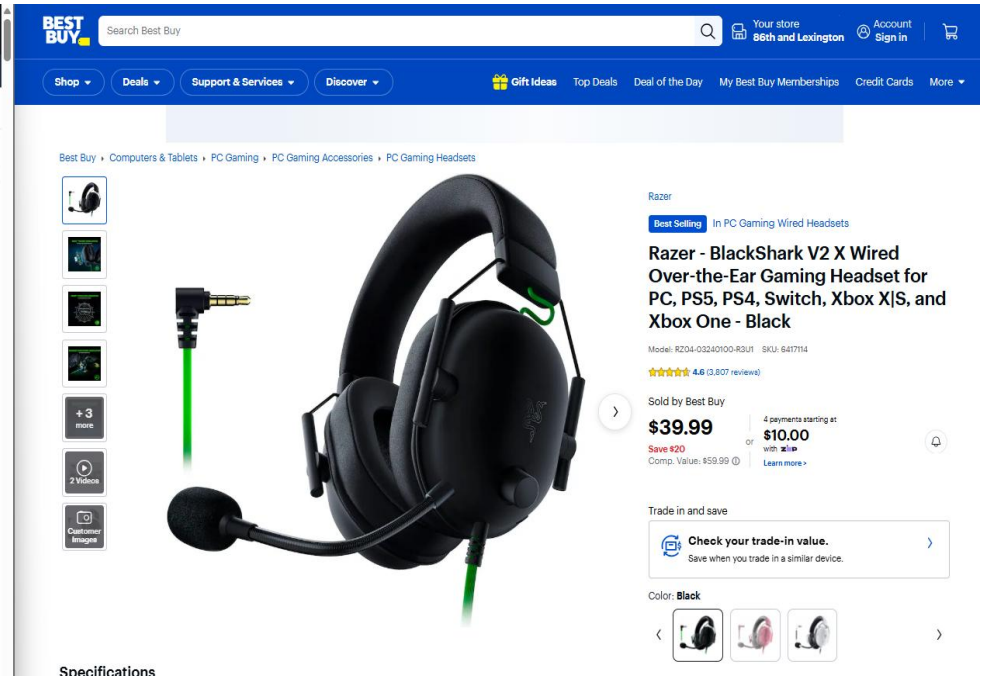
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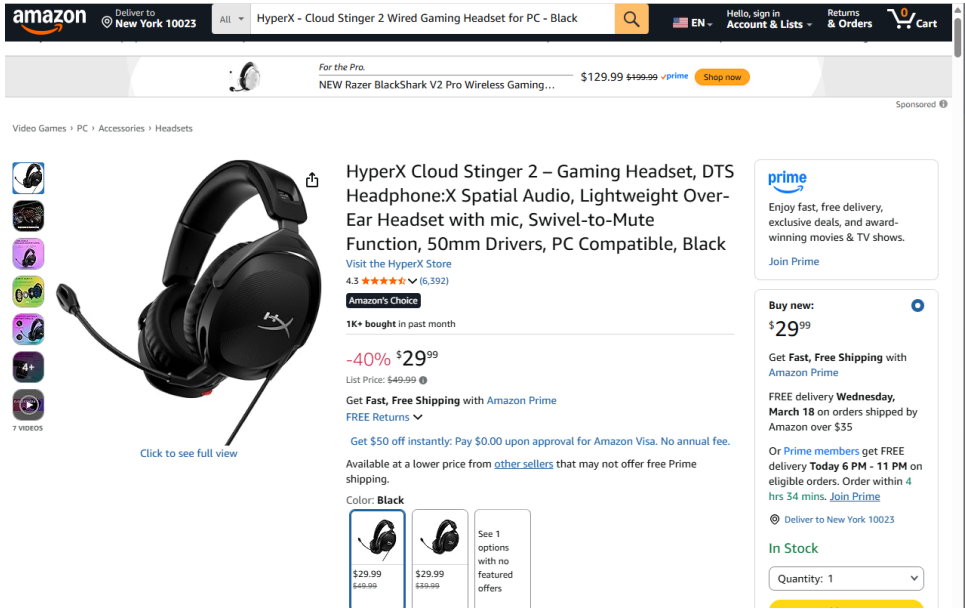


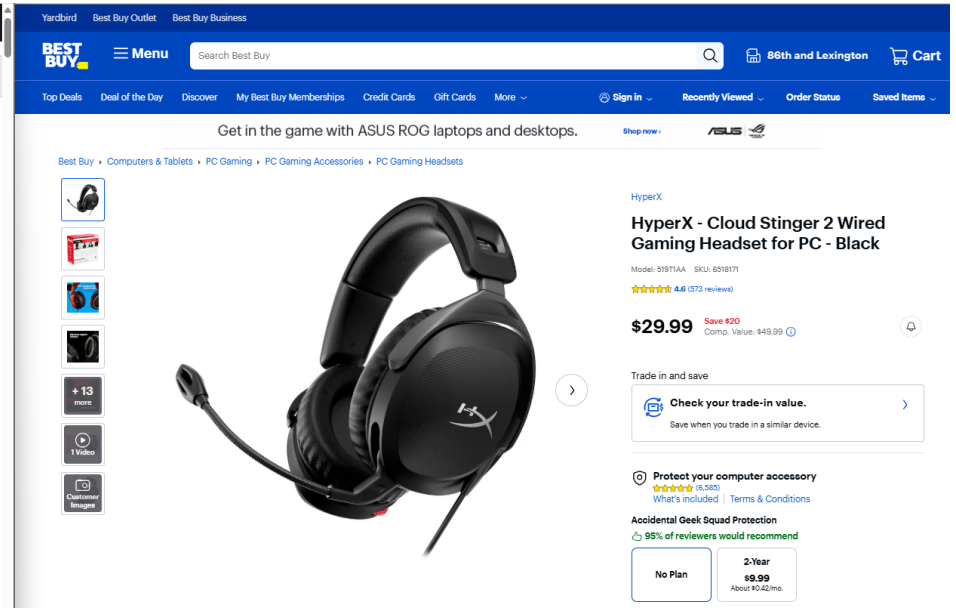


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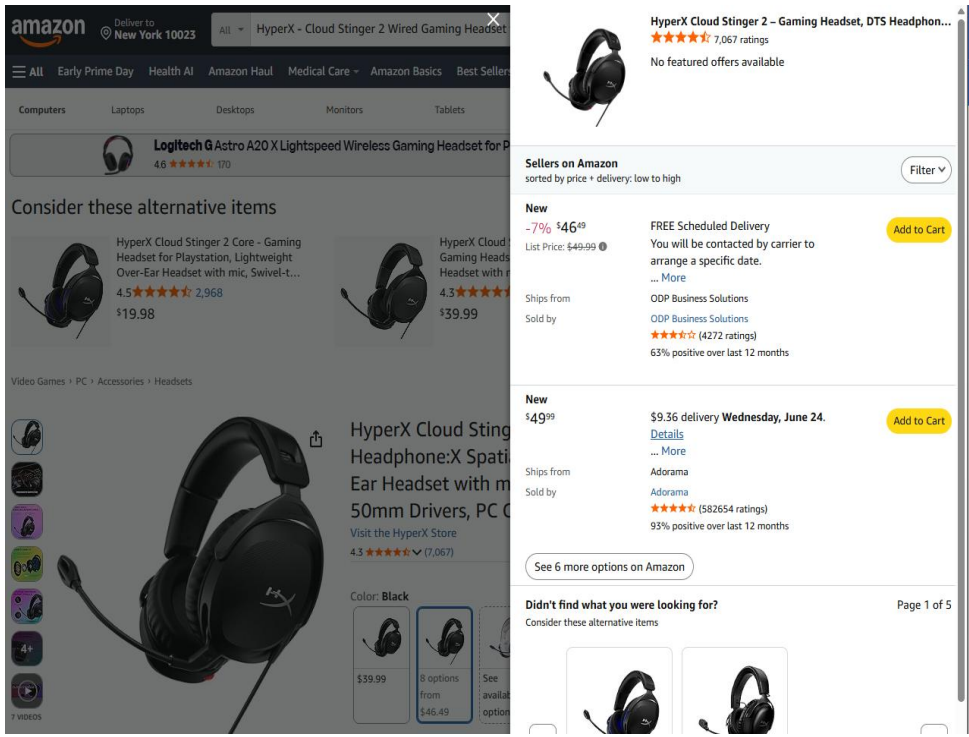
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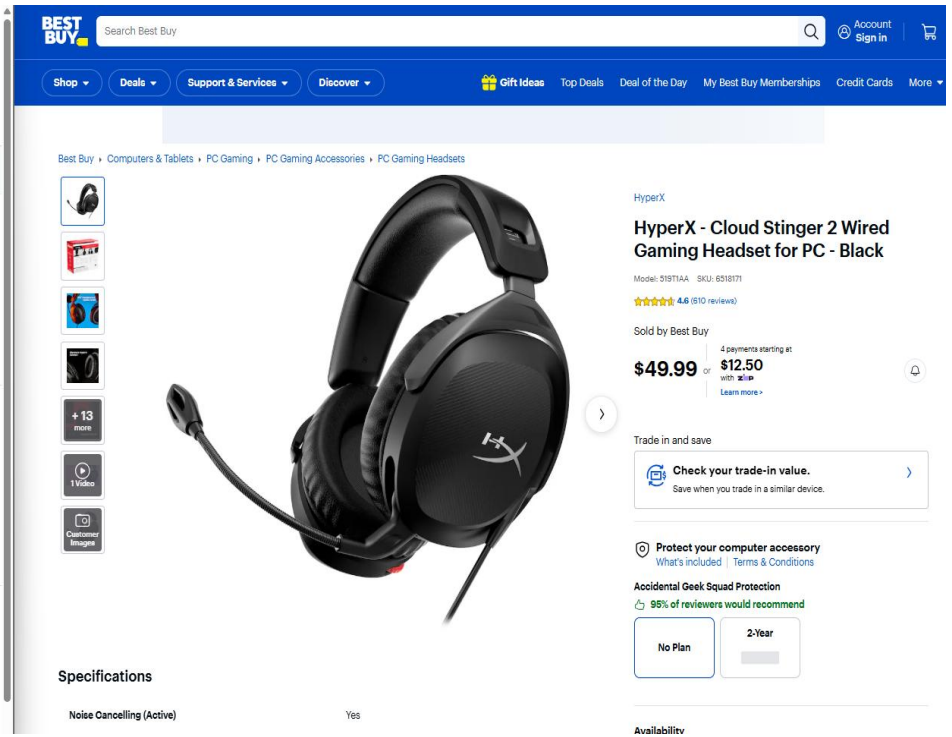
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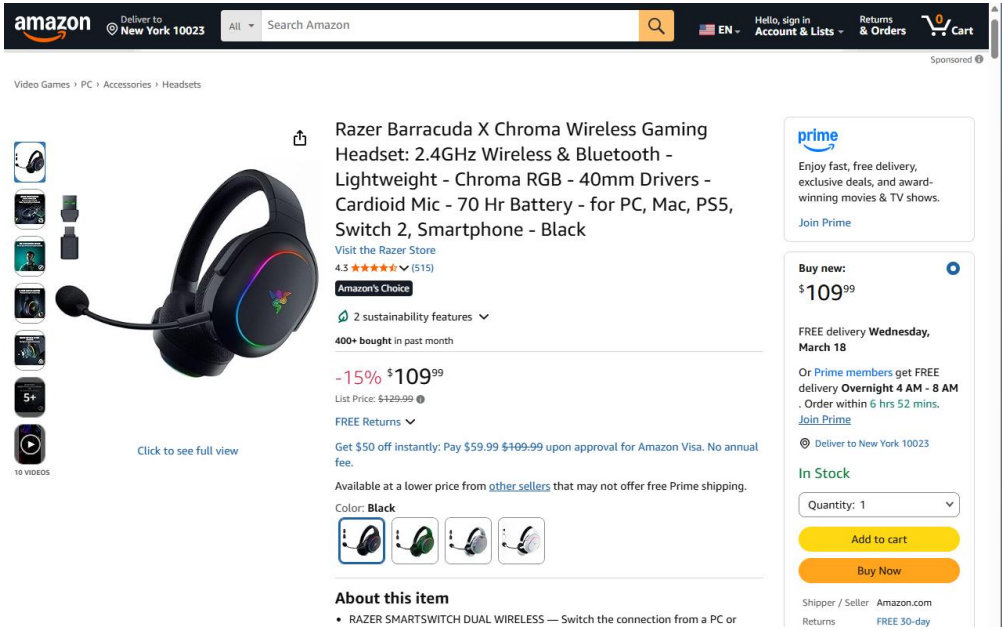


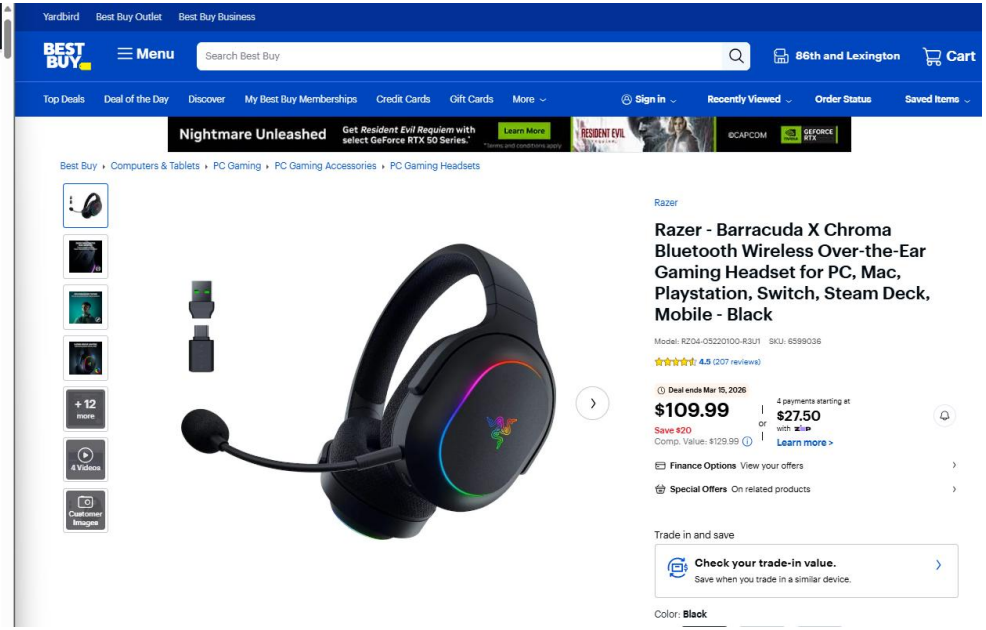


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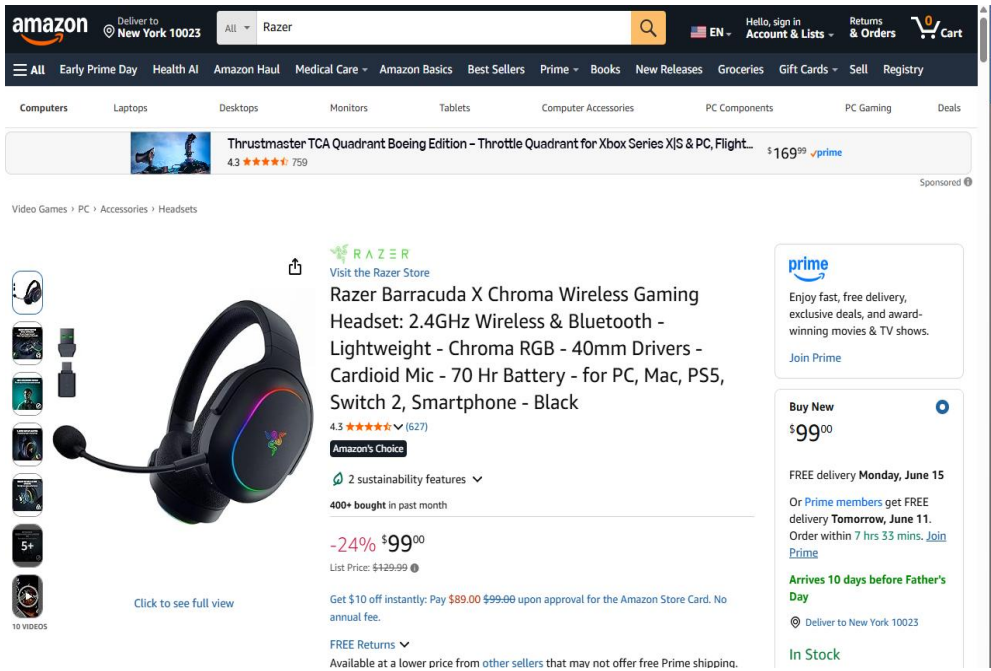
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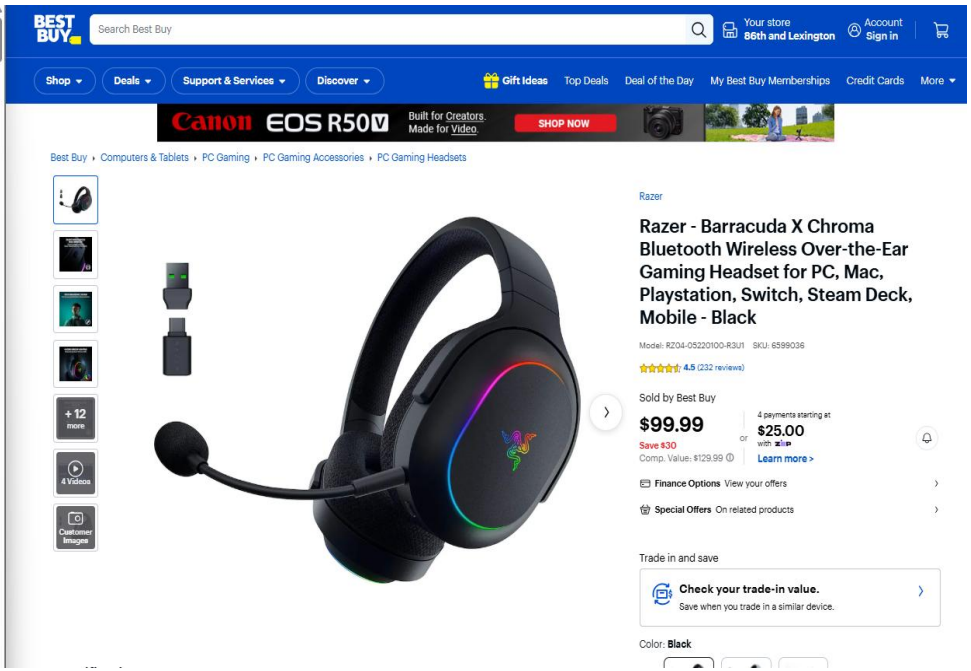
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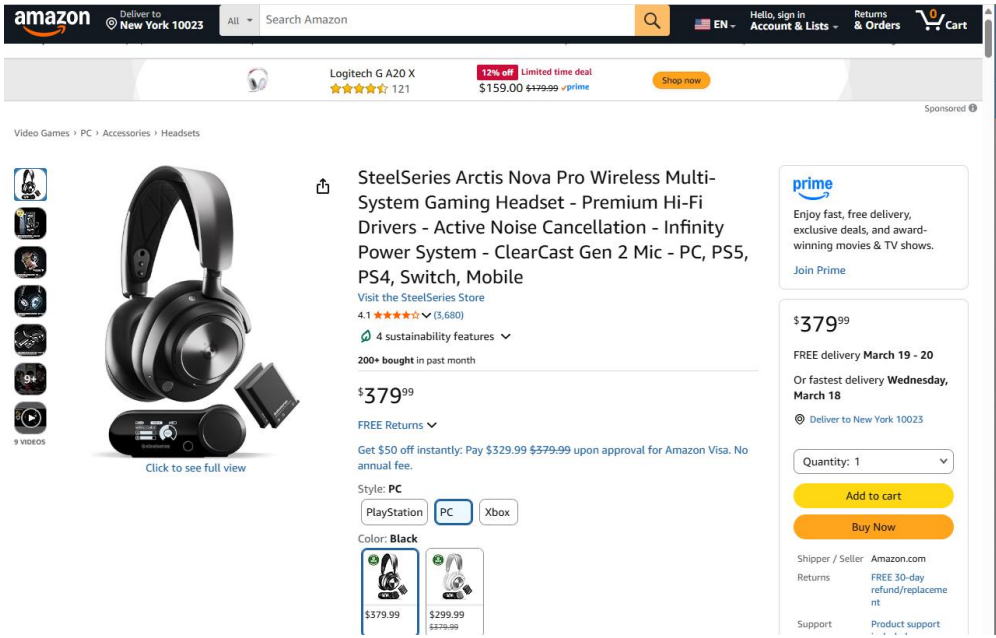


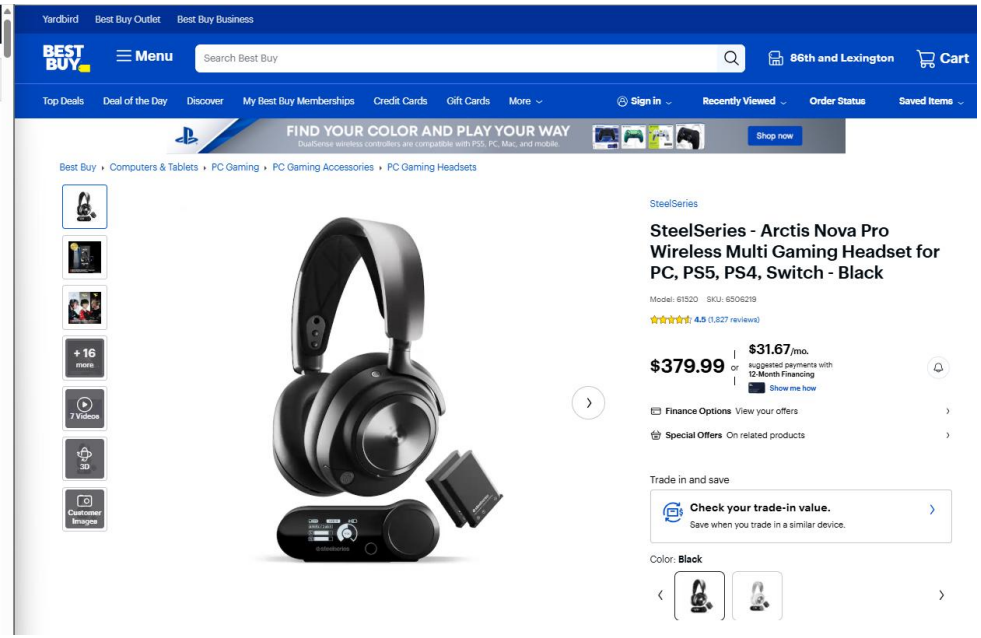


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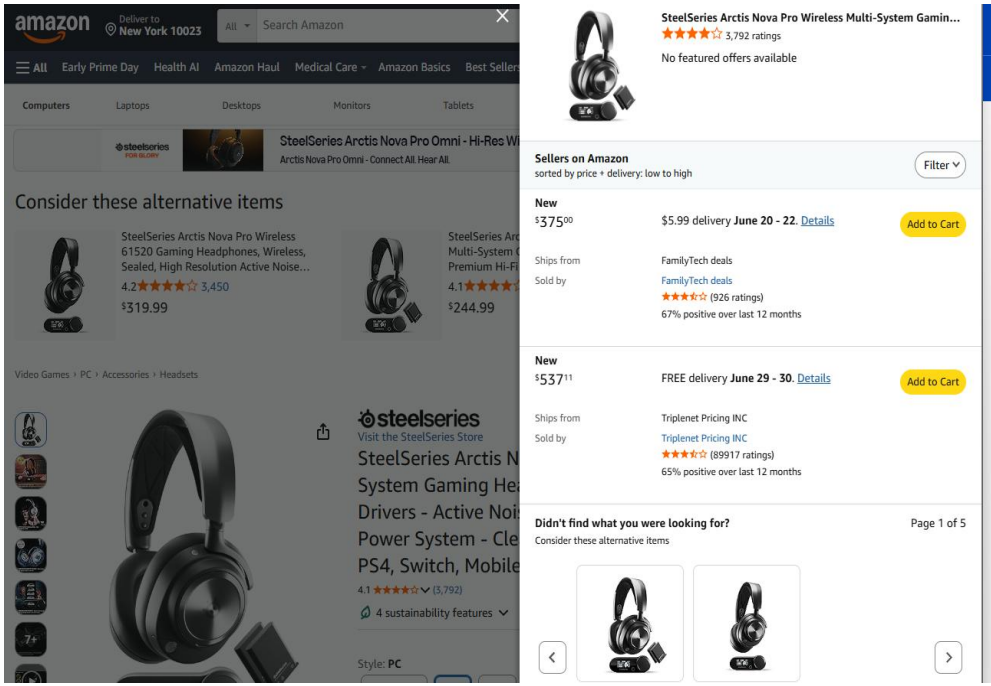
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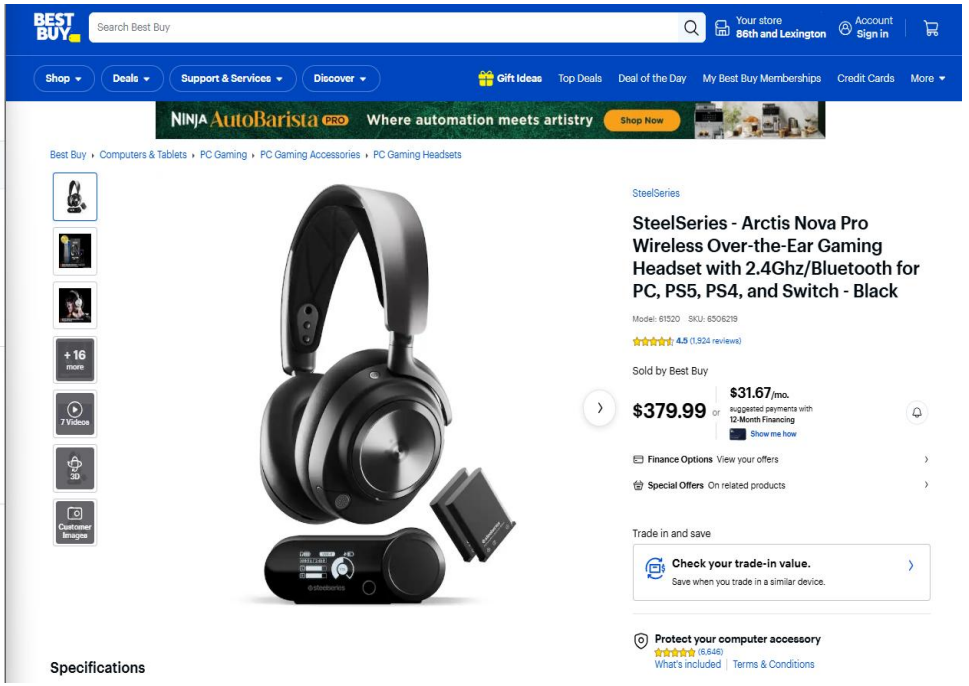
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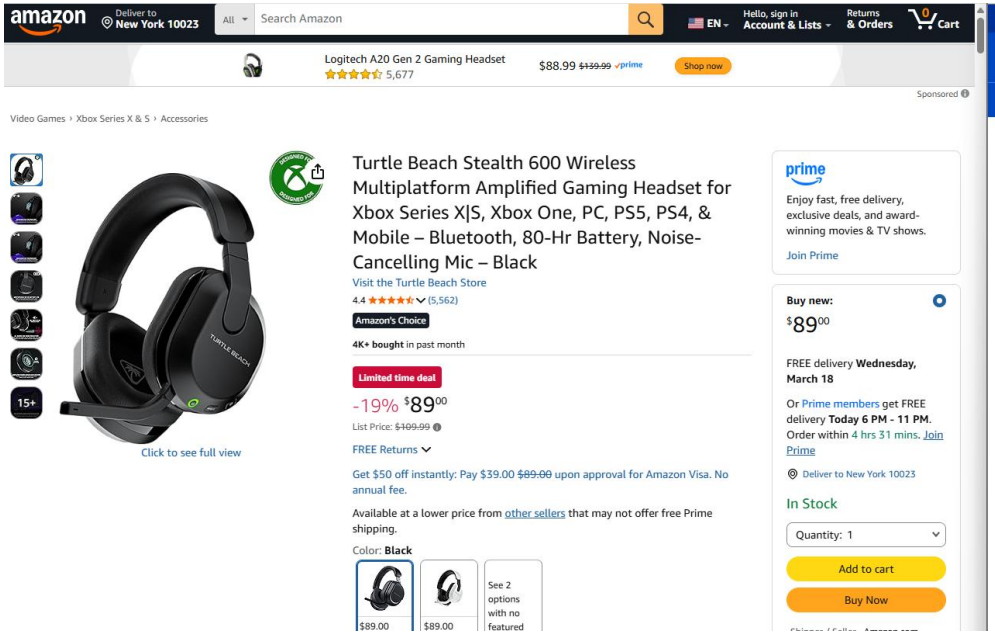
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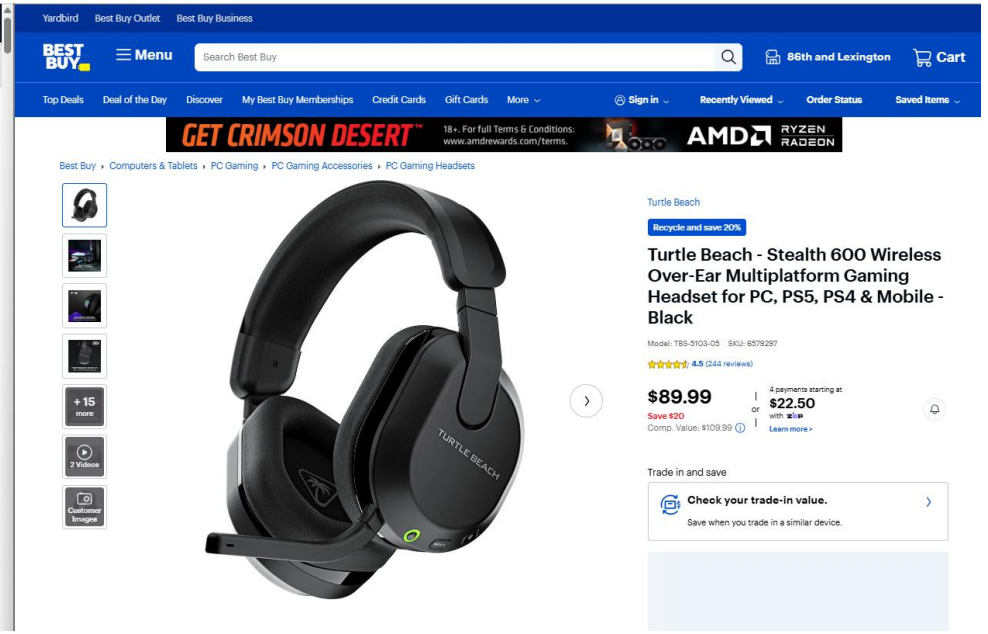




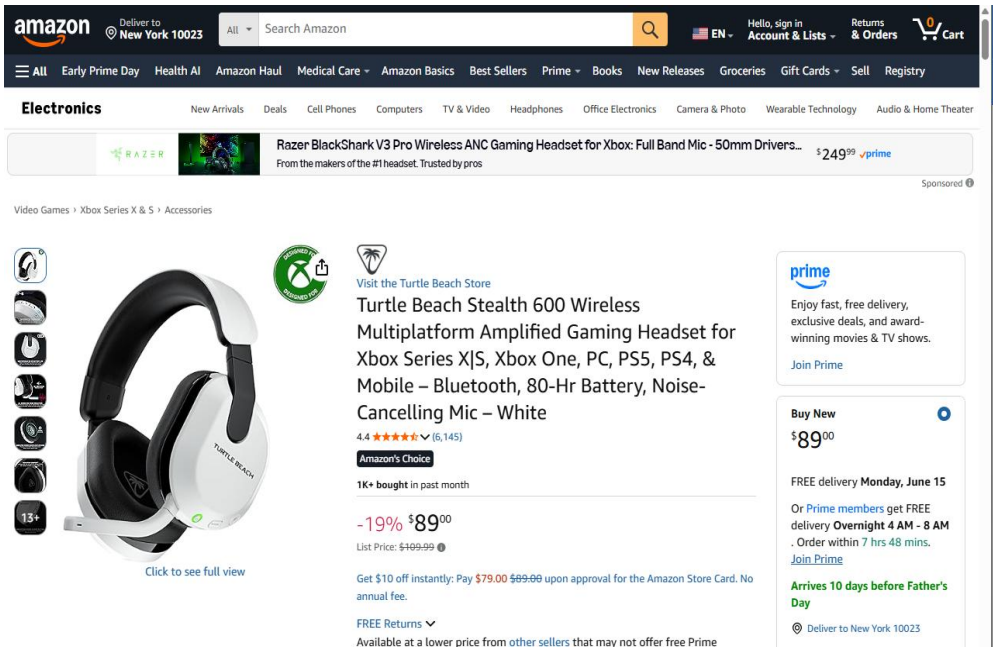
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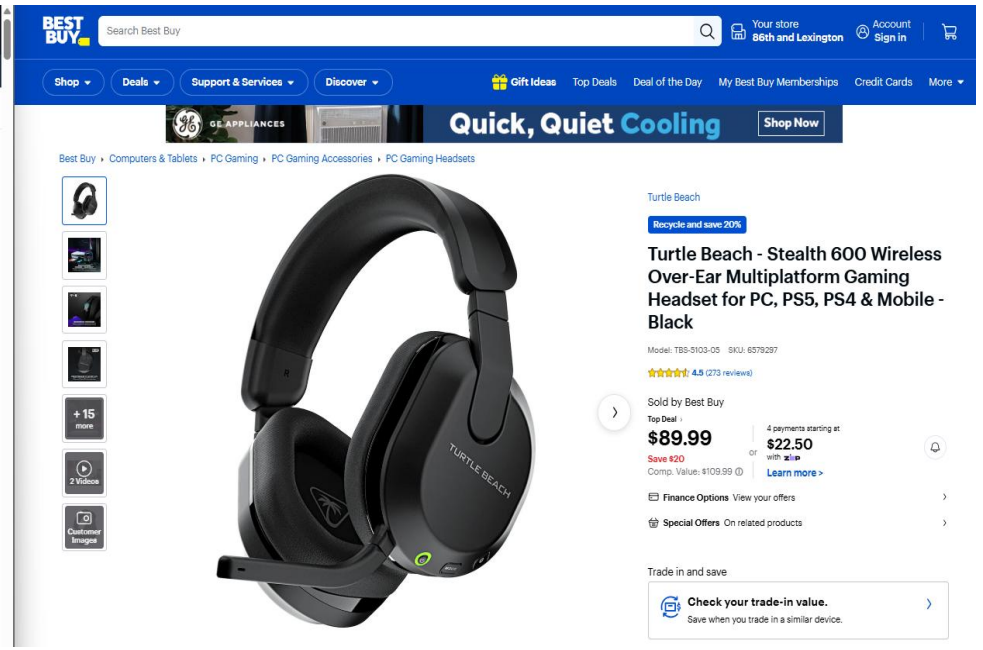
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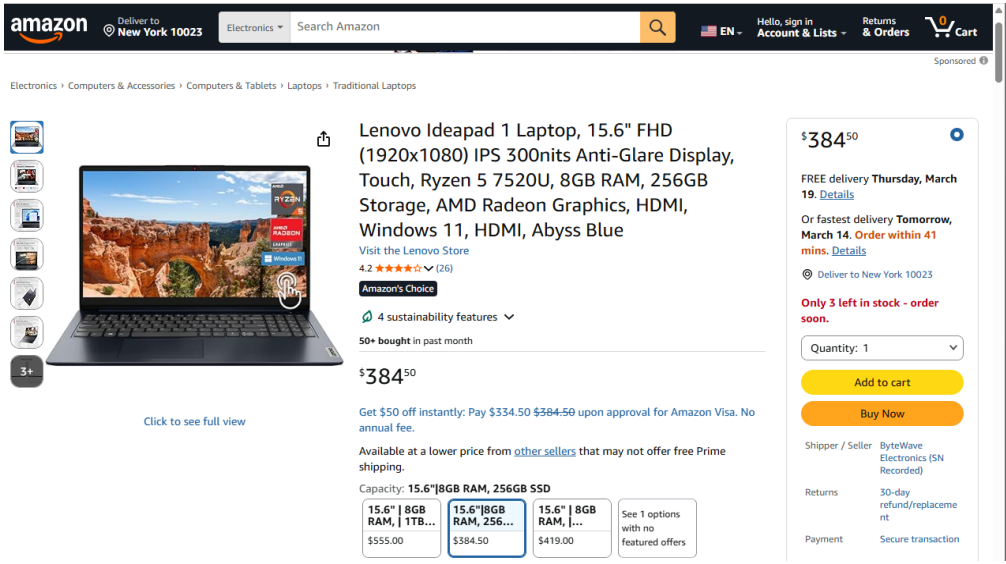


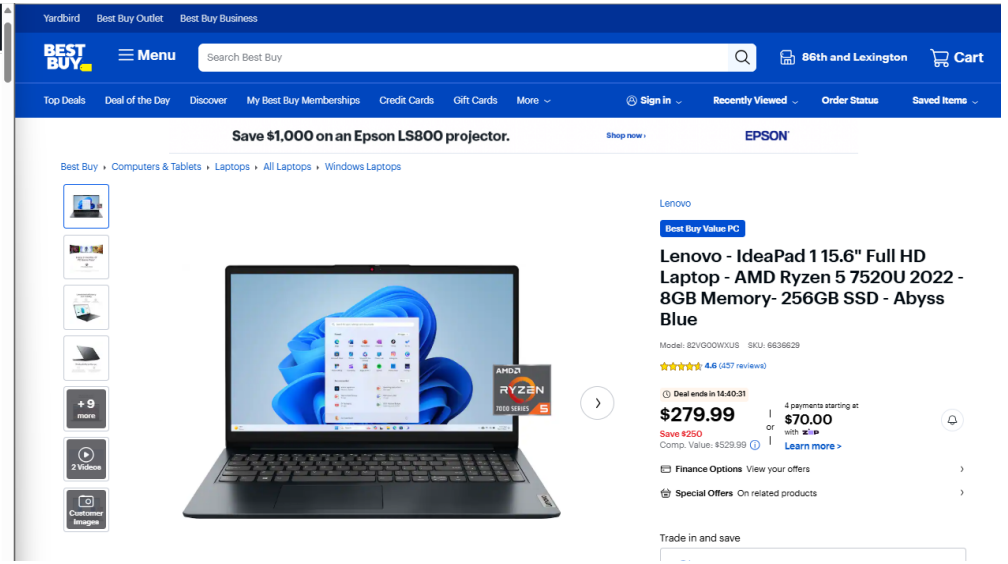


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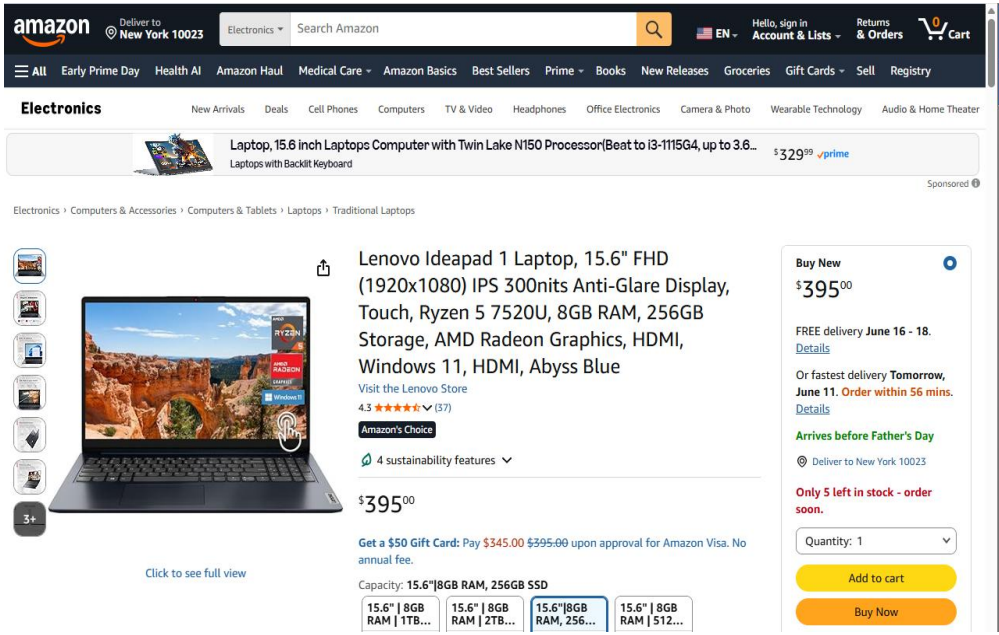
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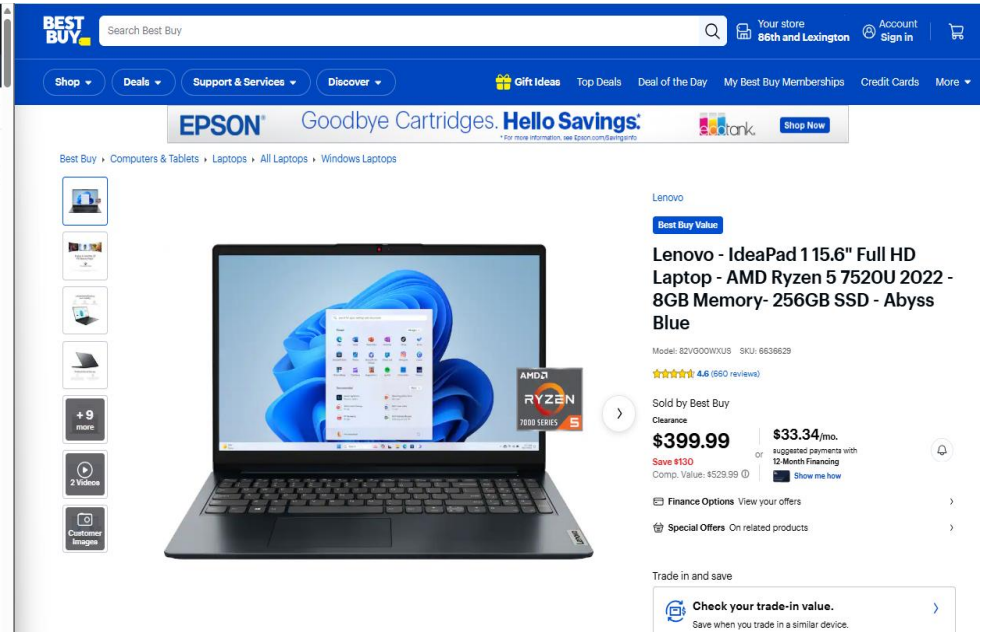
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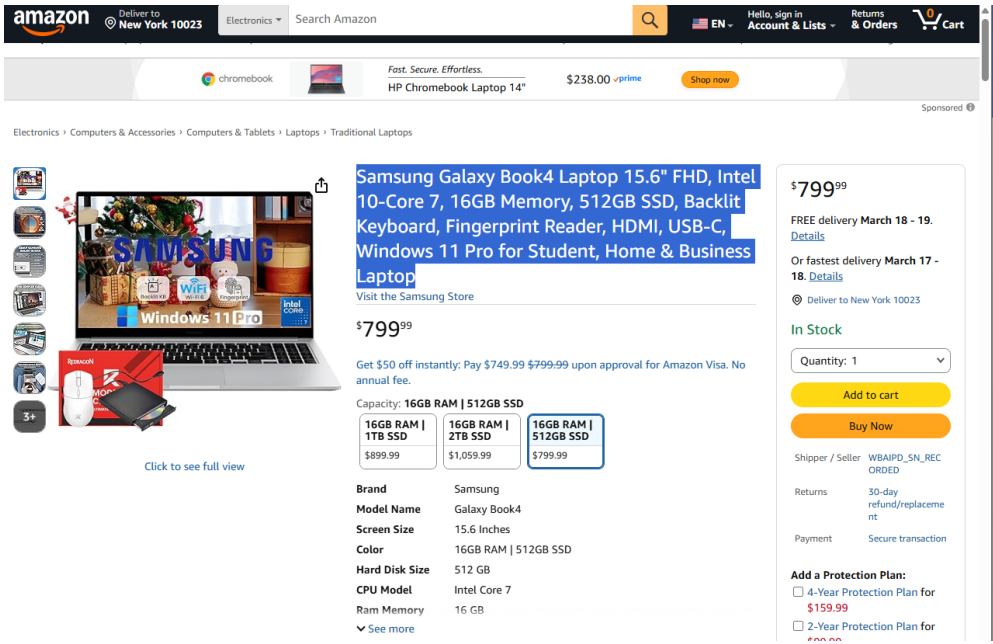


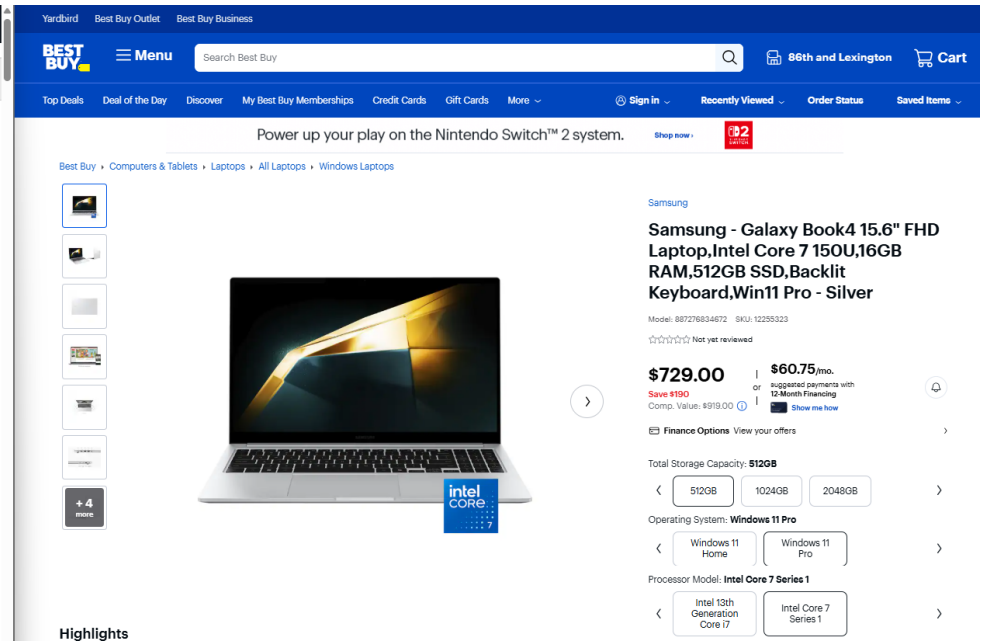


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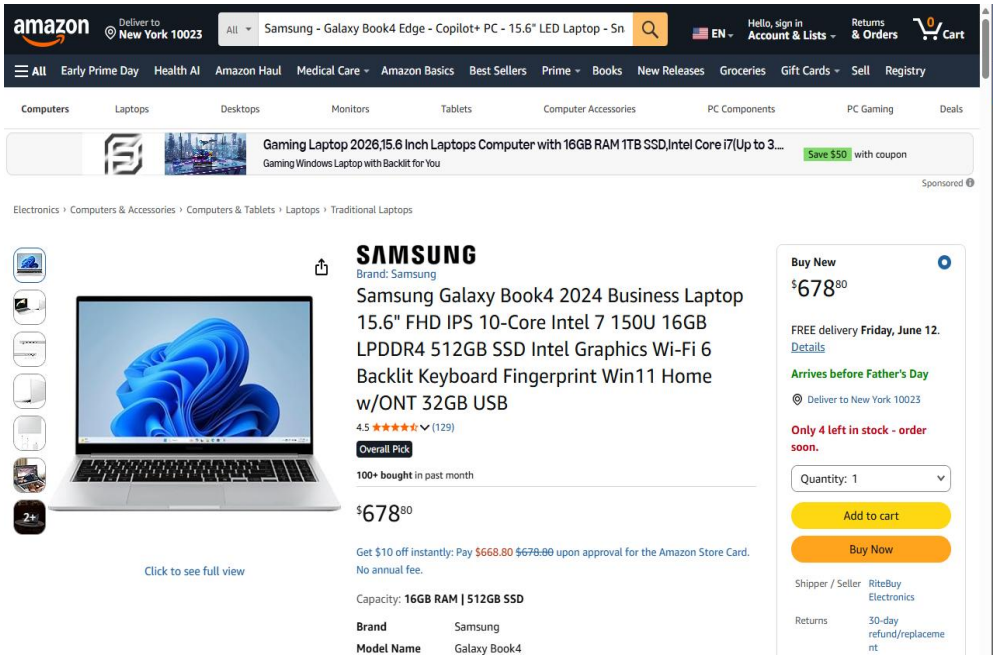
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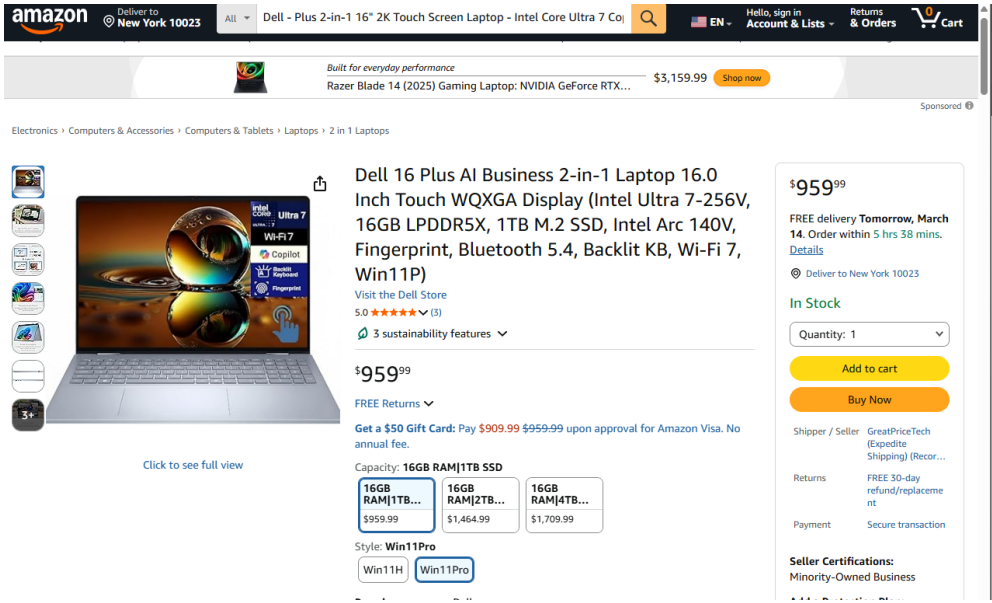


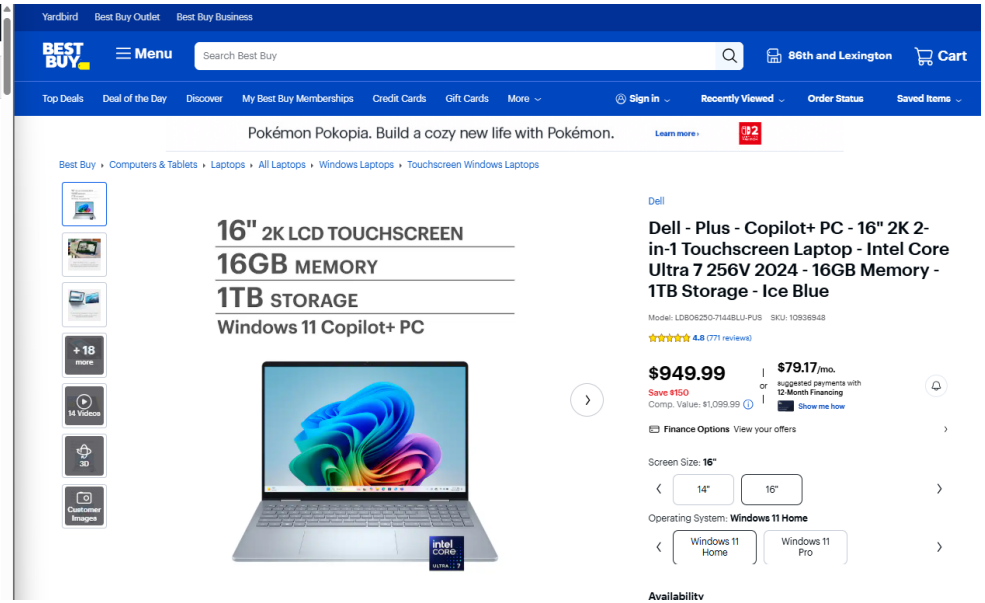


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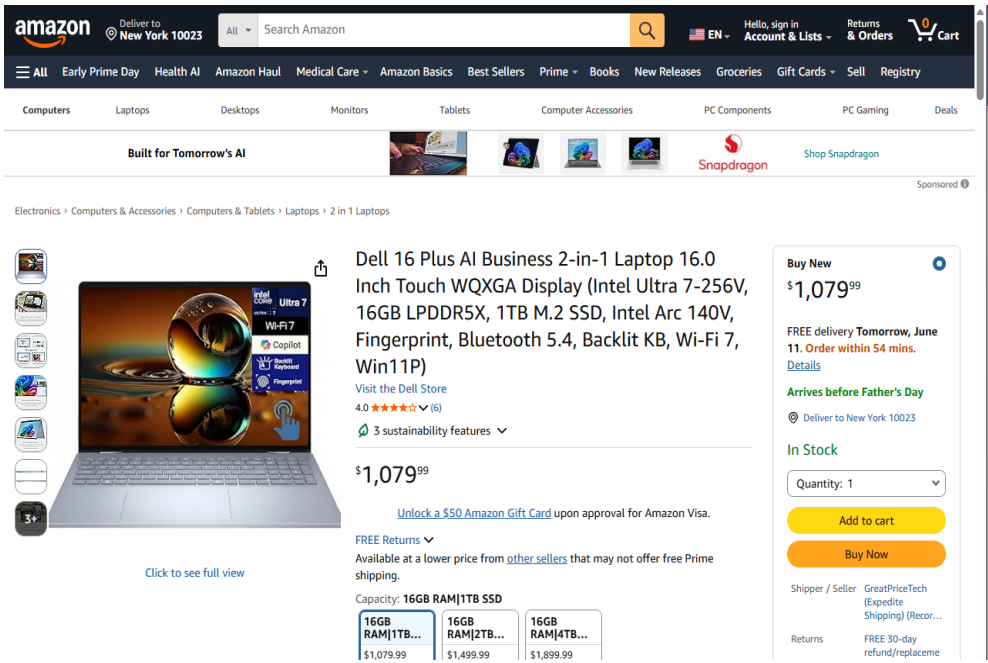
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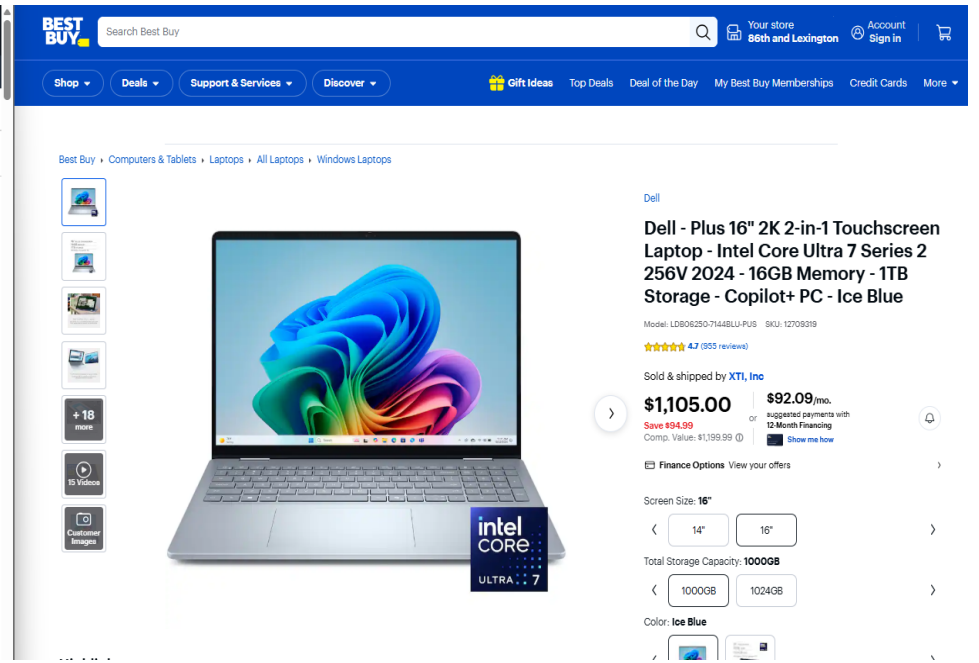
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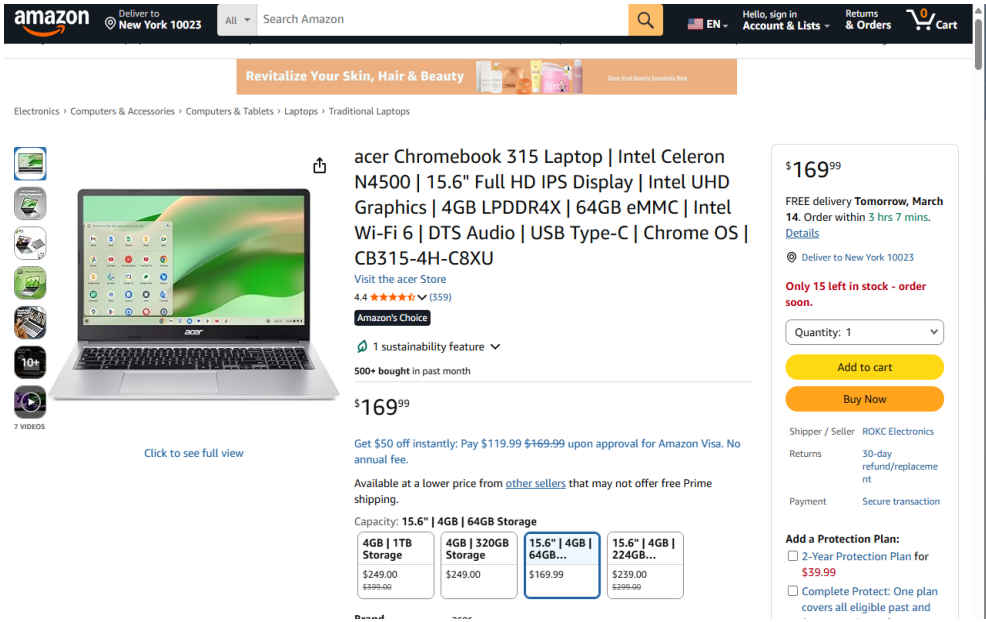


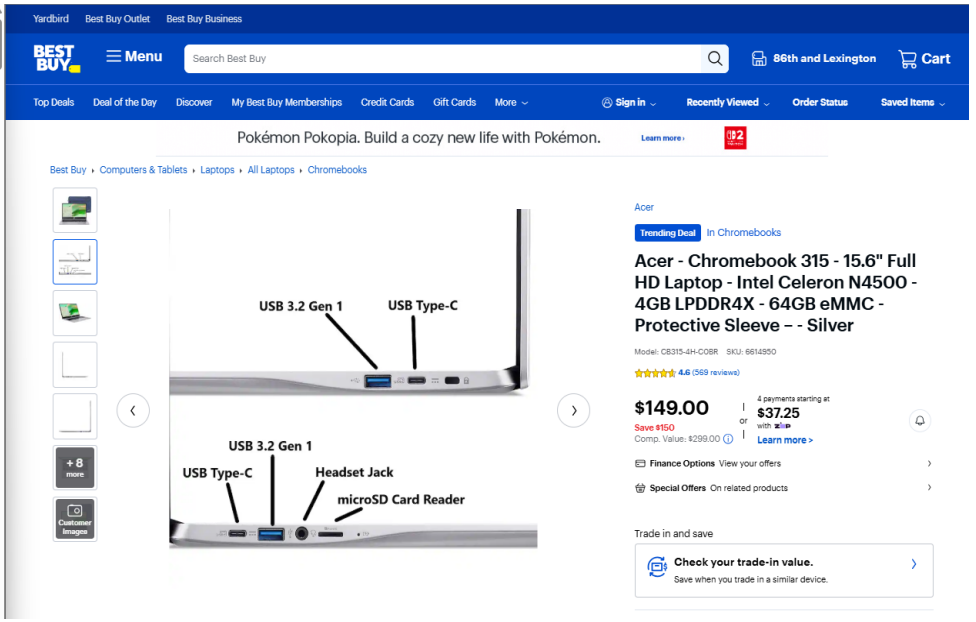


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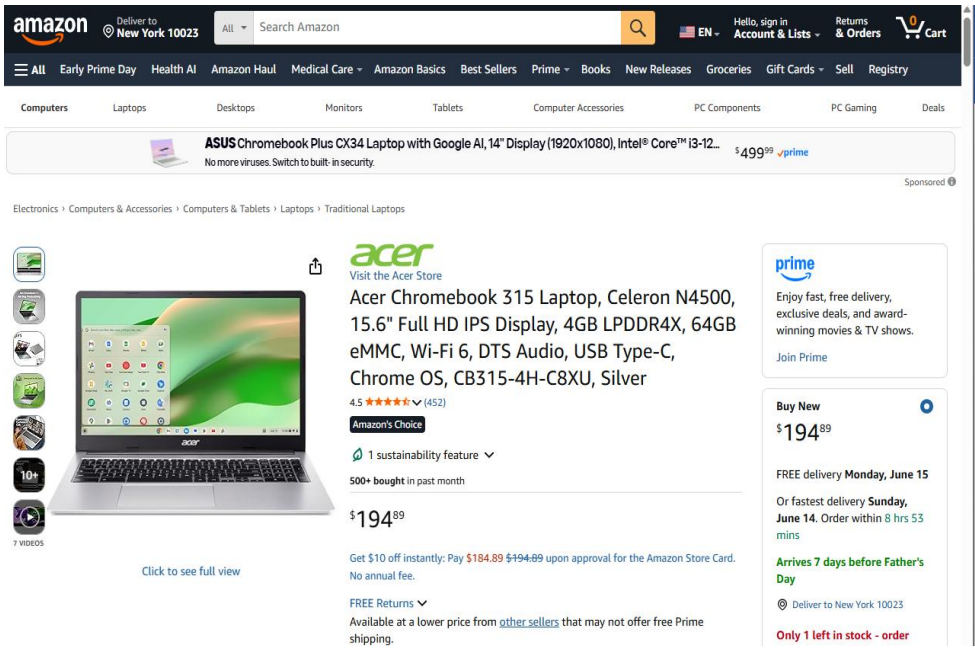
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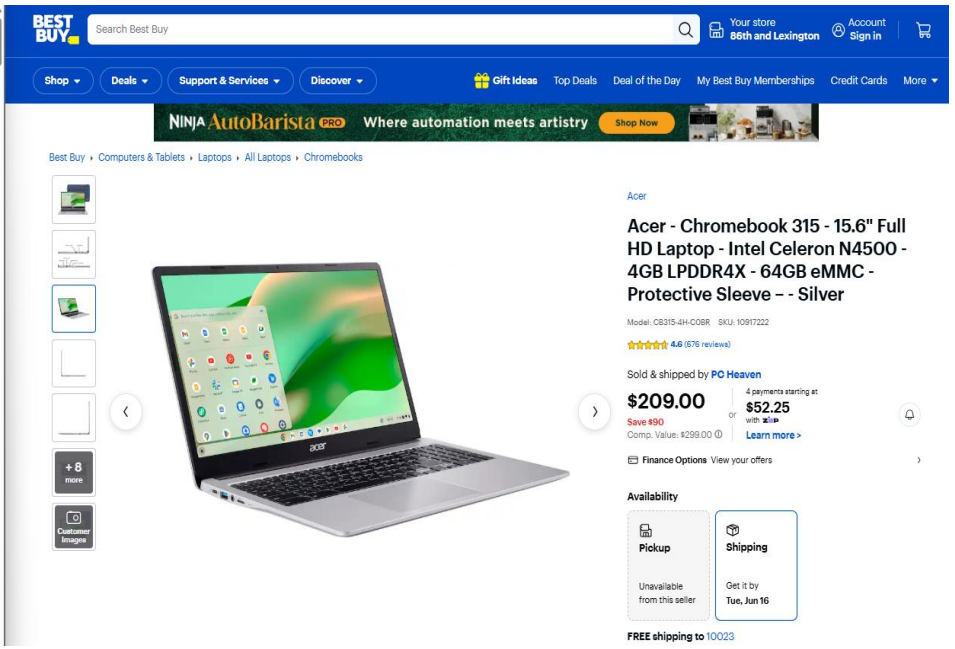
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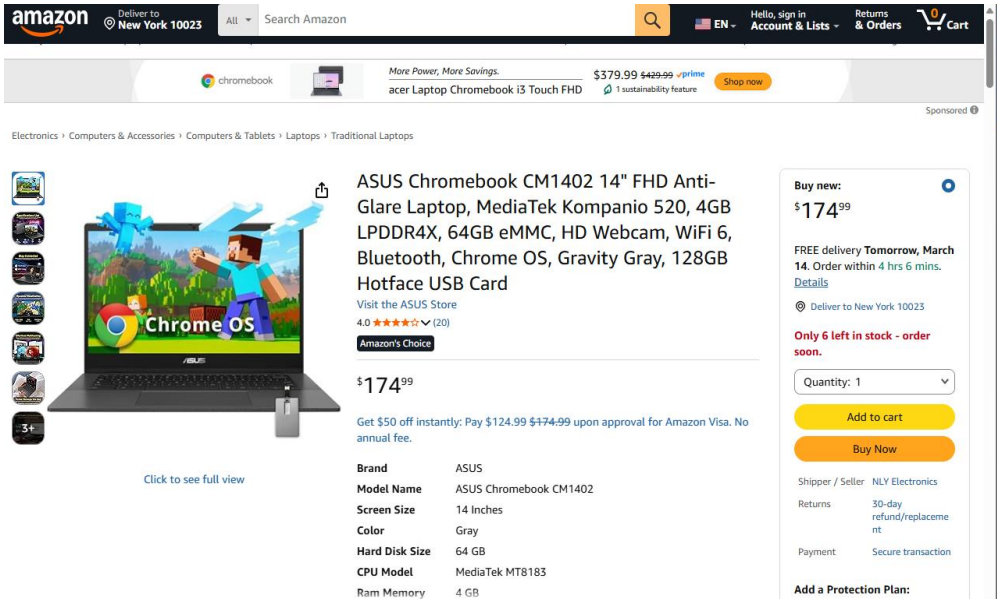


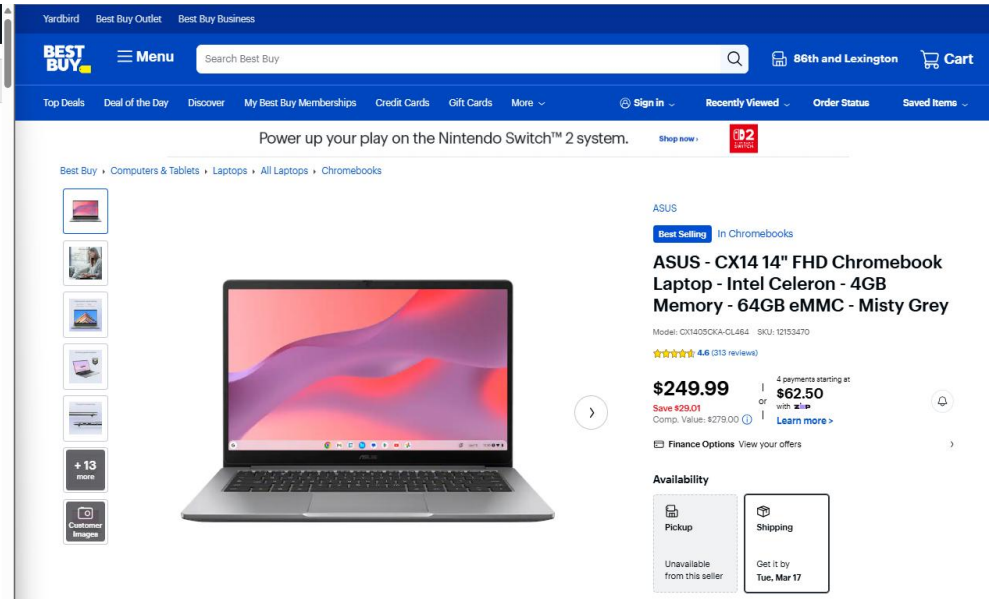


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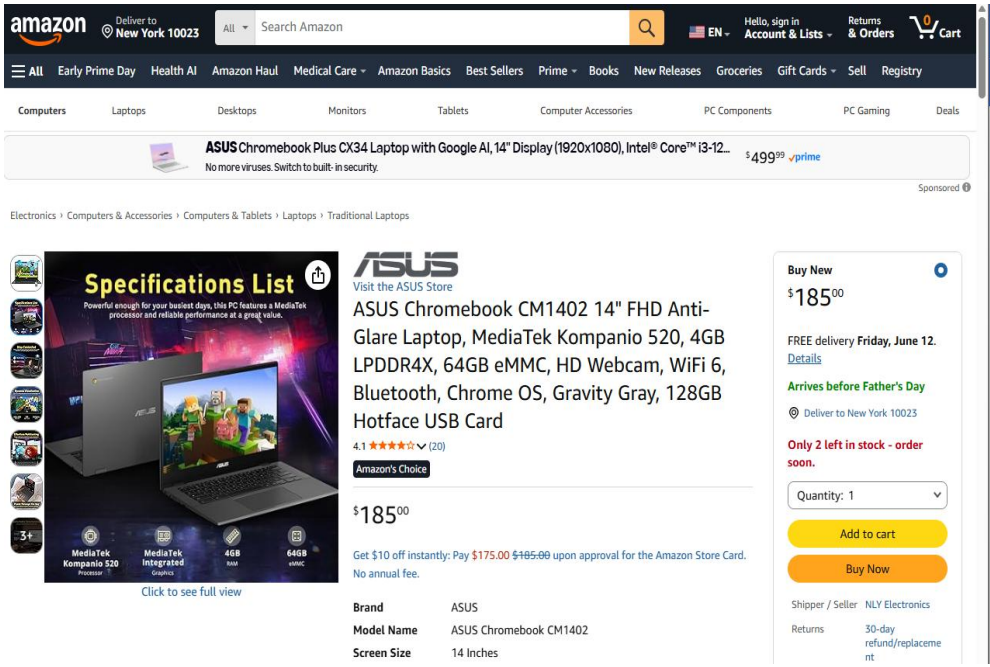
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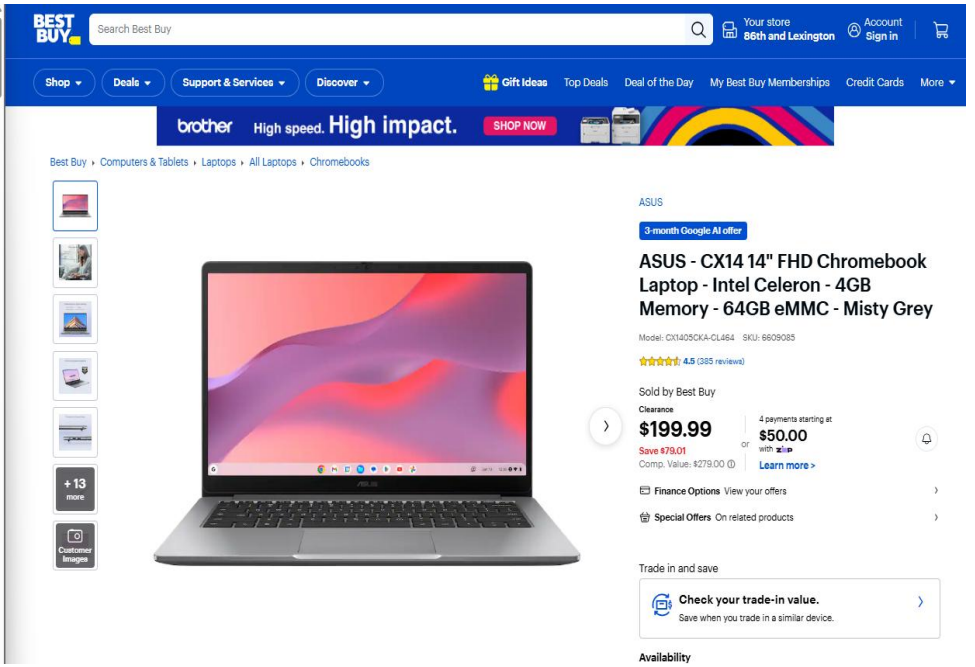
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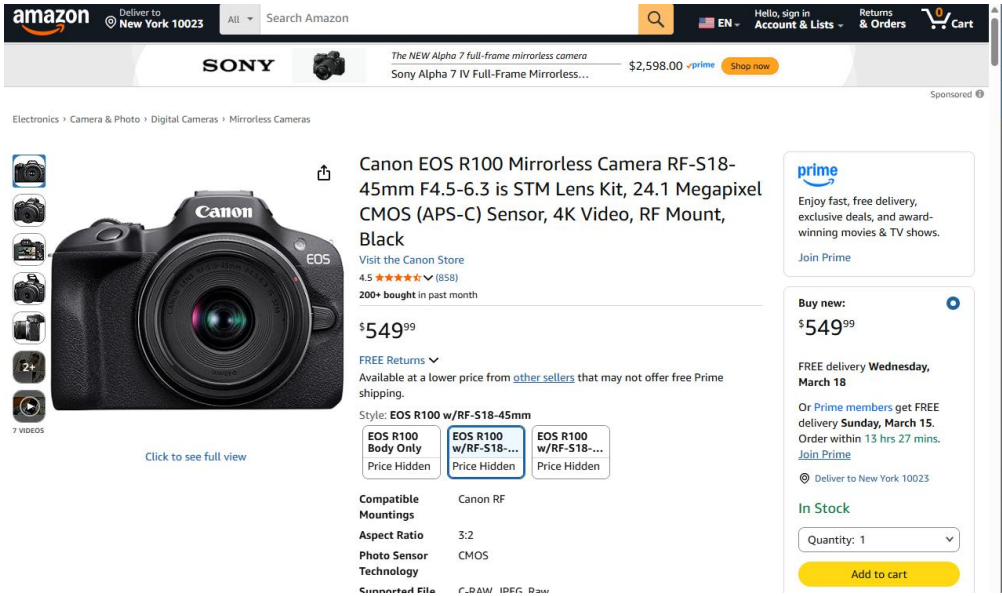


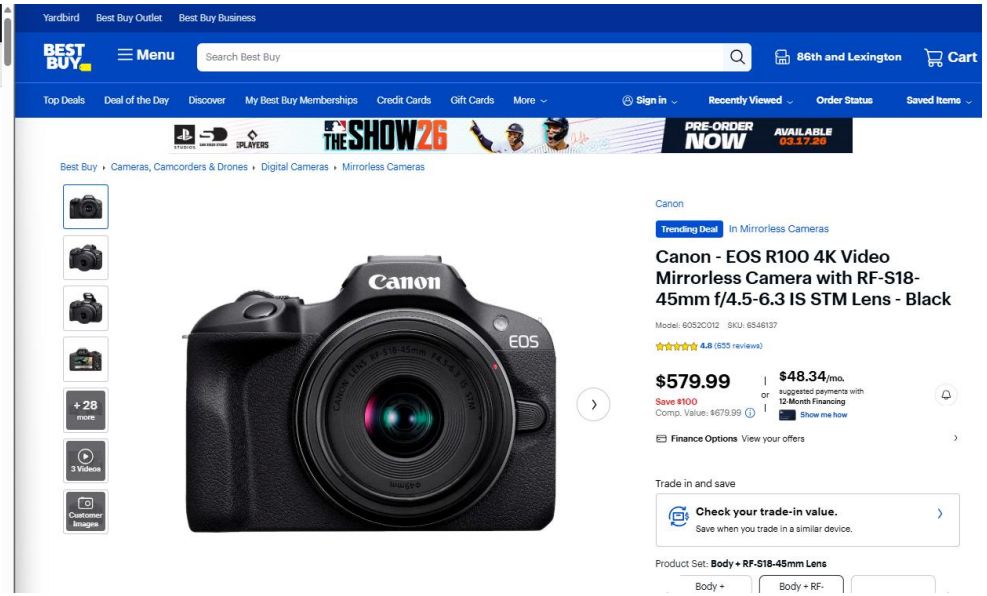


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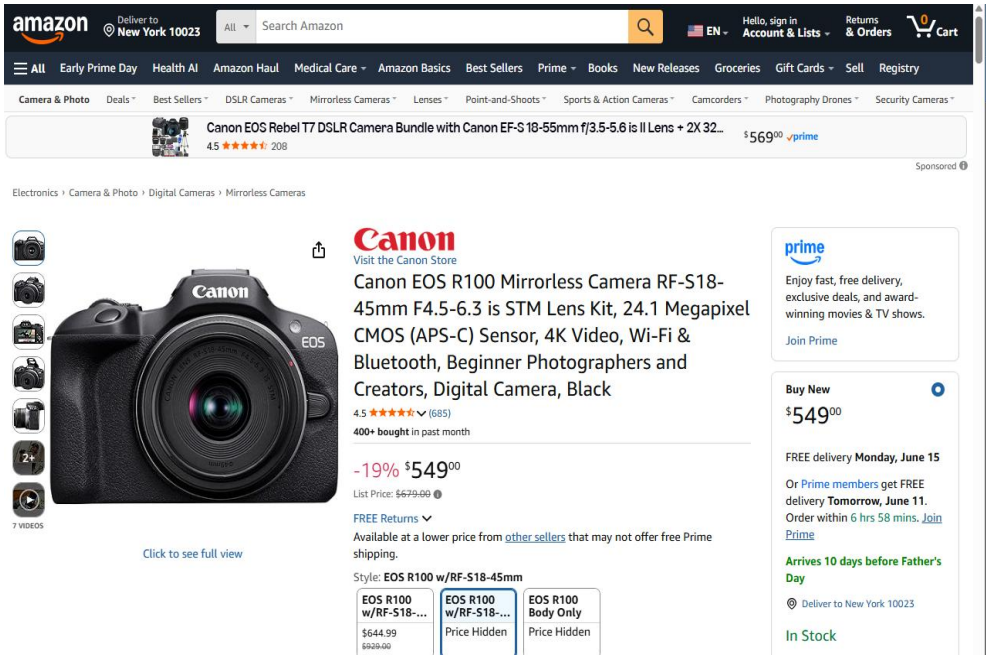
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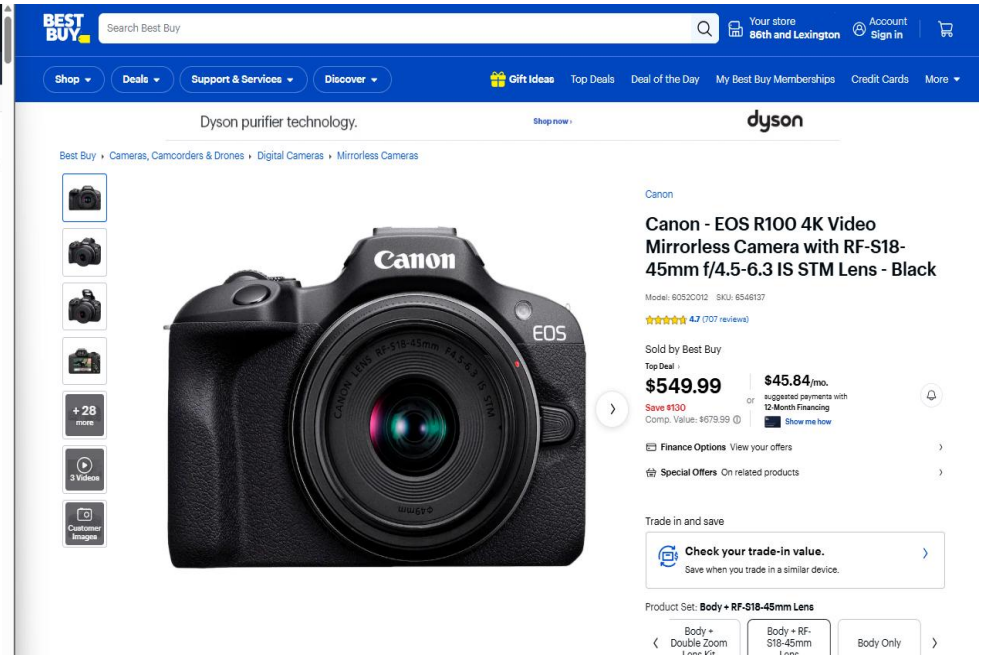
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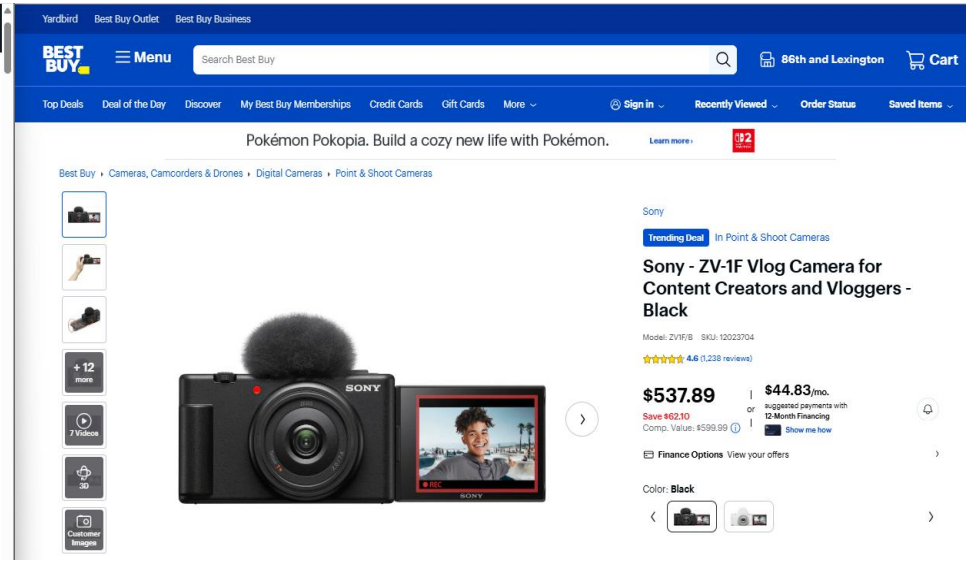


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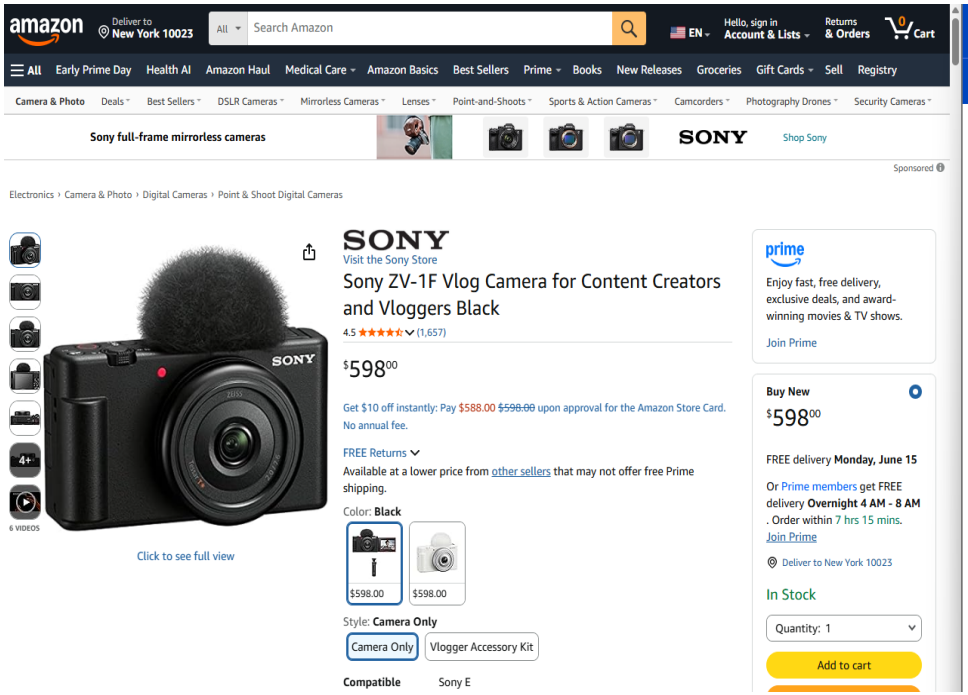
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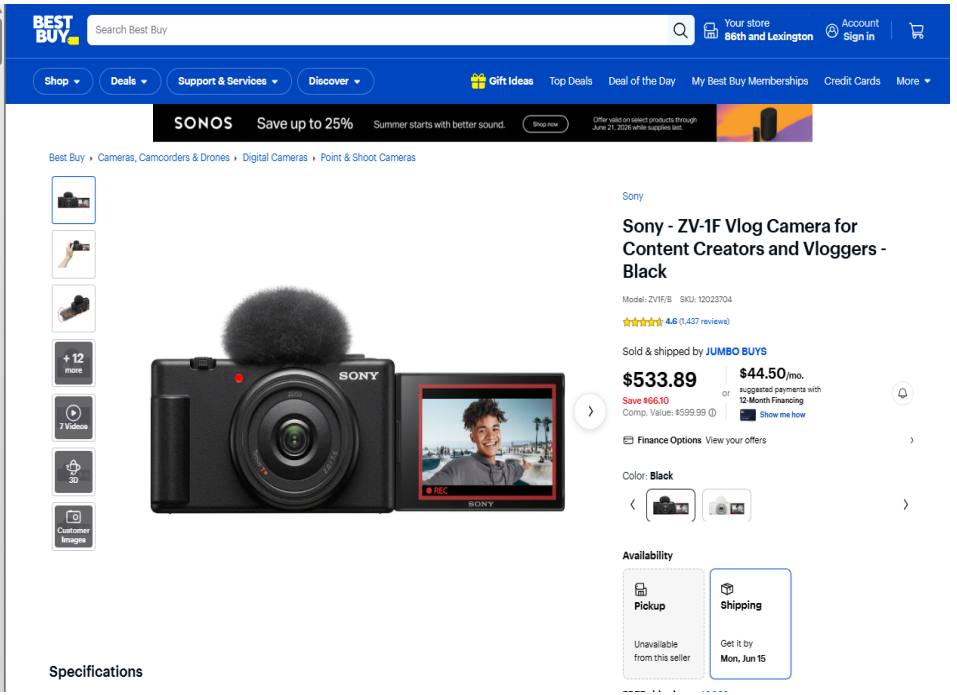
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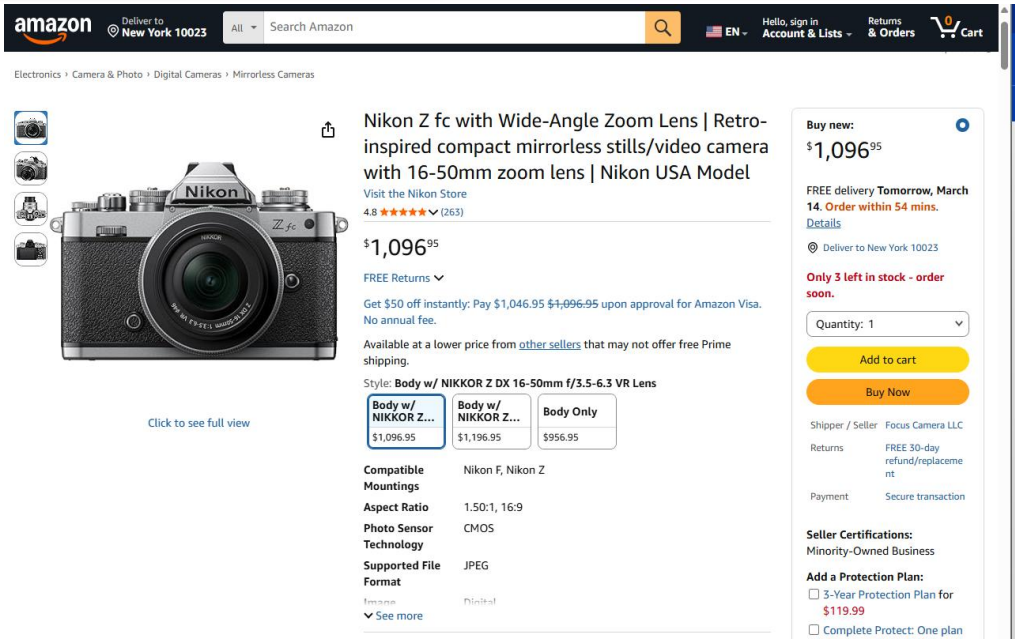


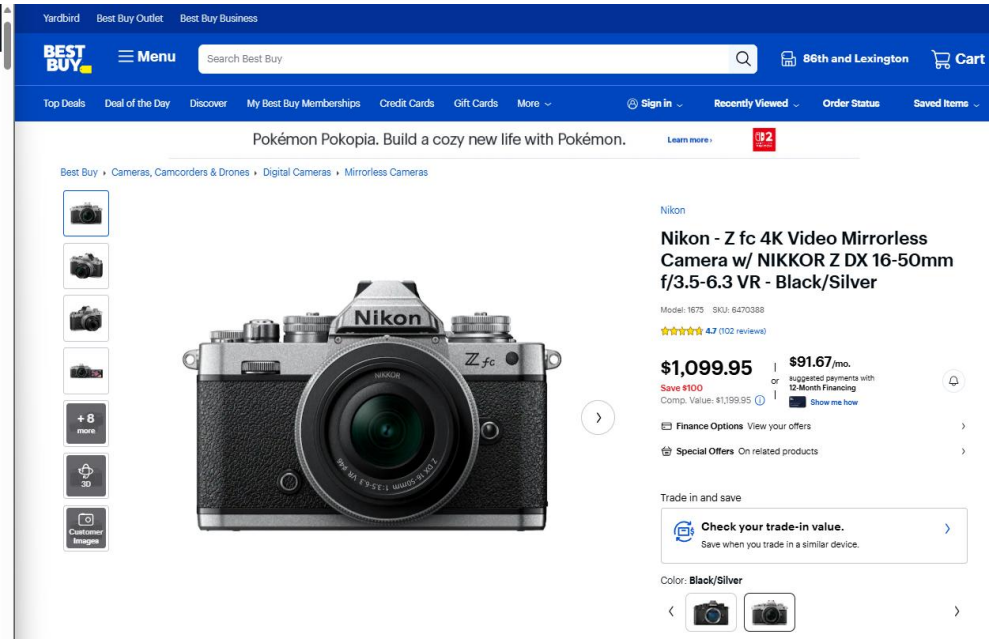


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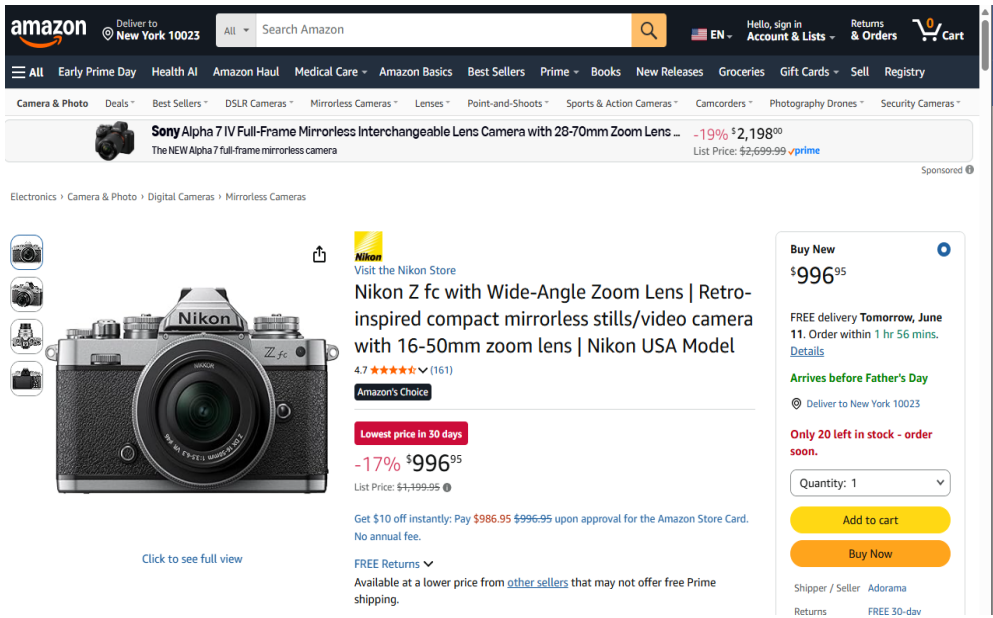
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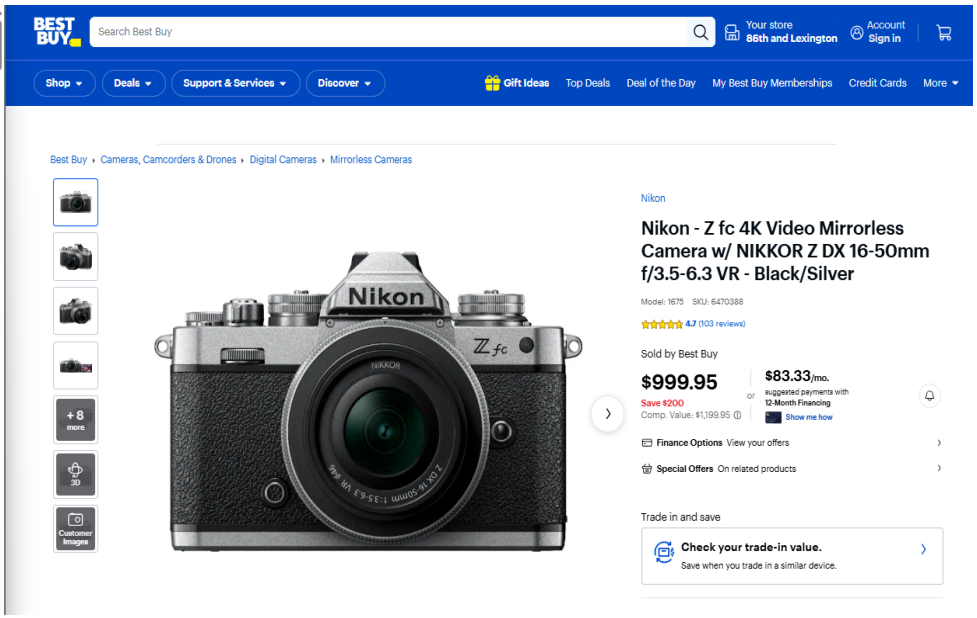
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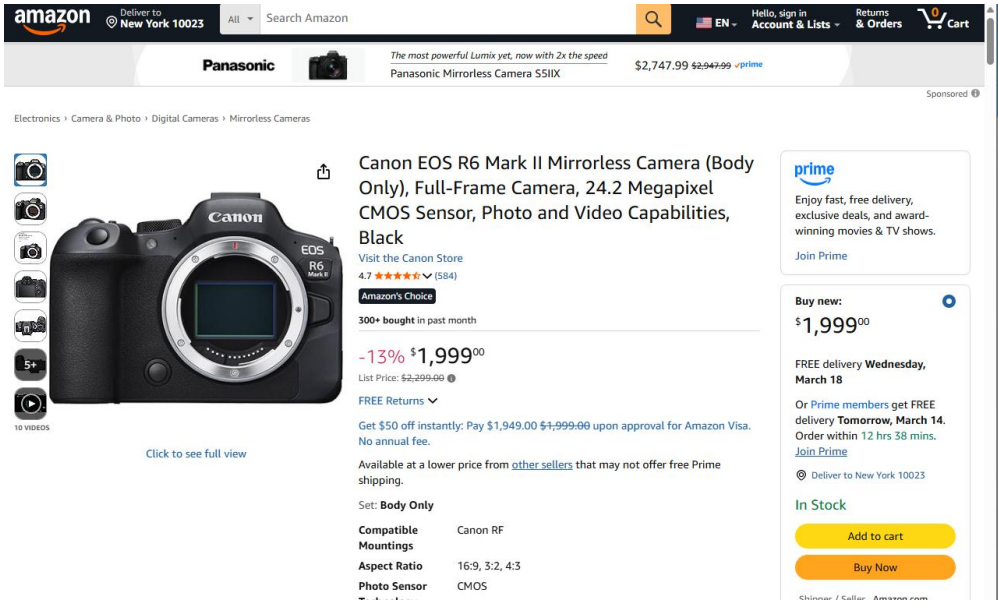


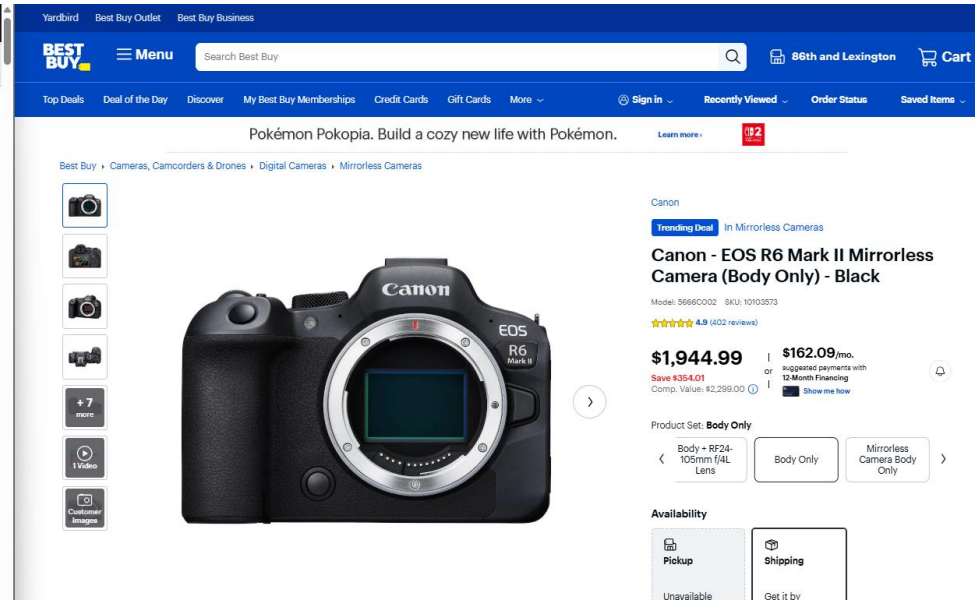
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Best Buy Primary Research

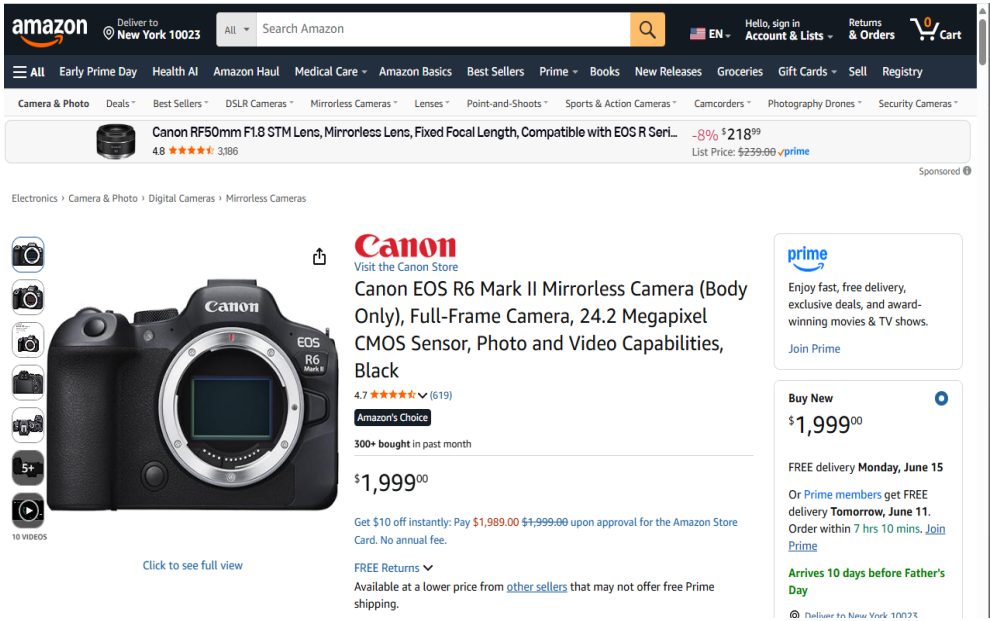
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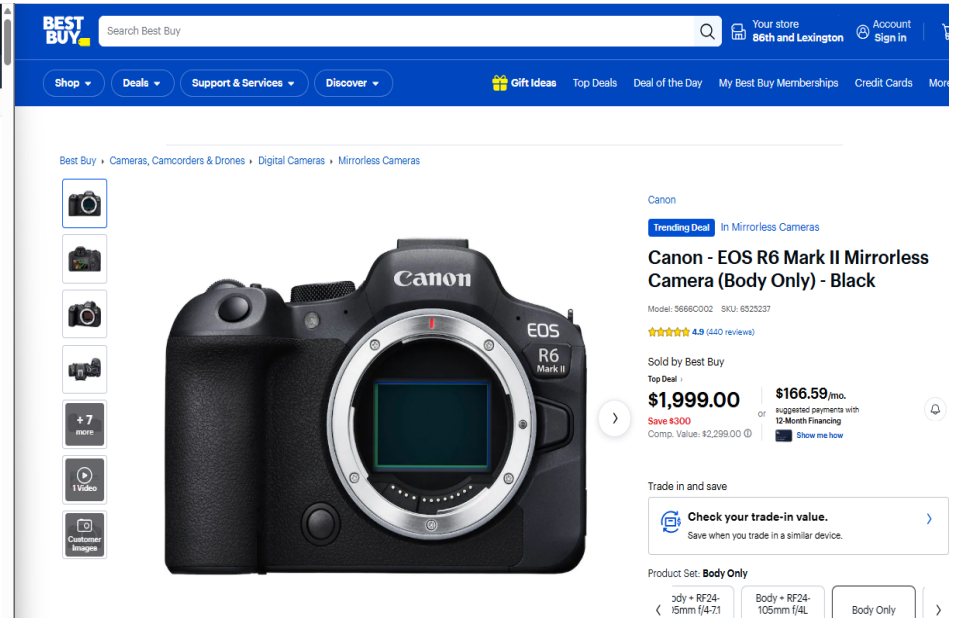
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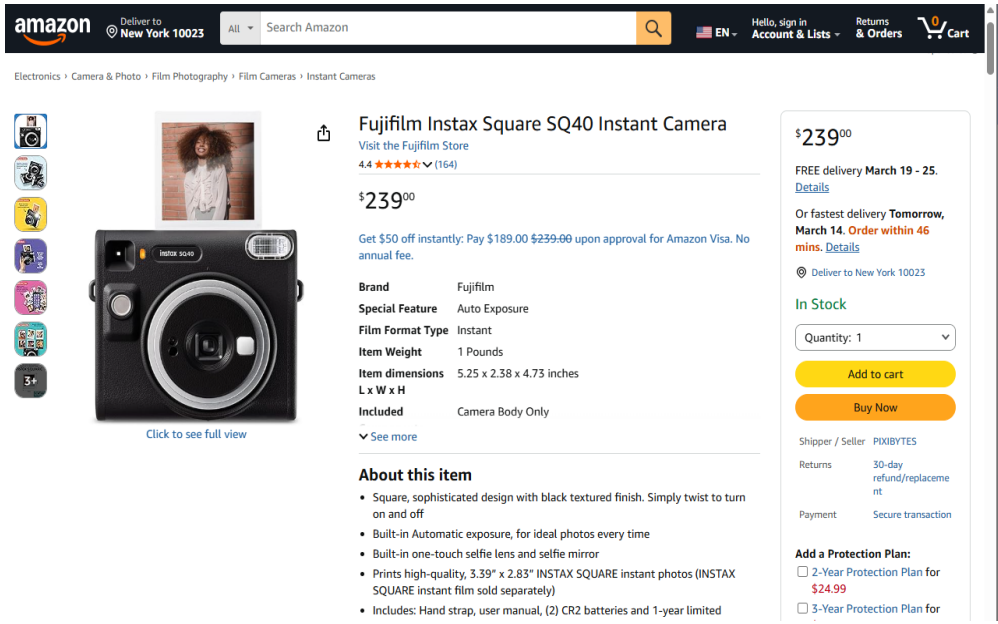


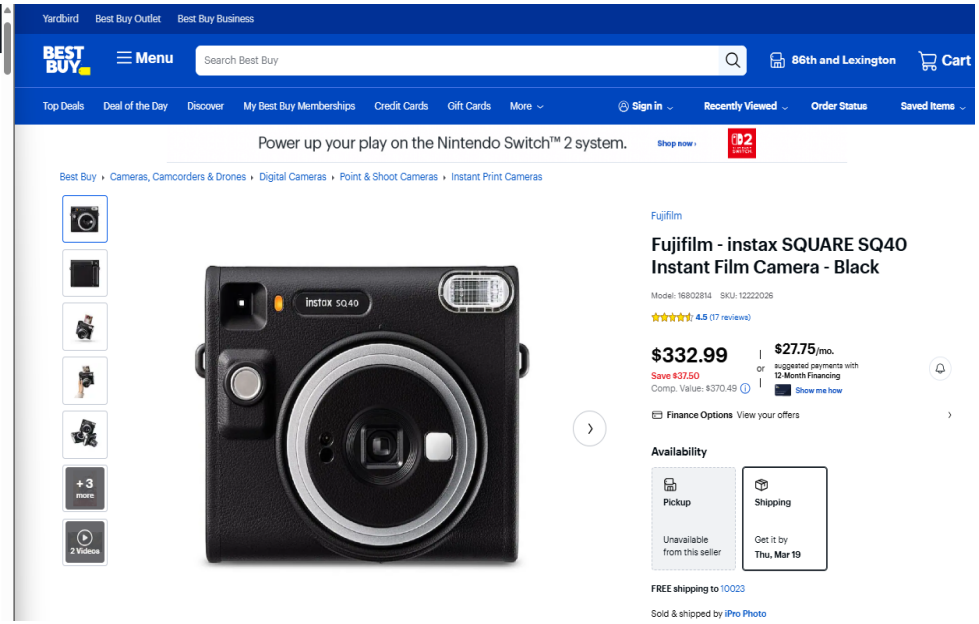


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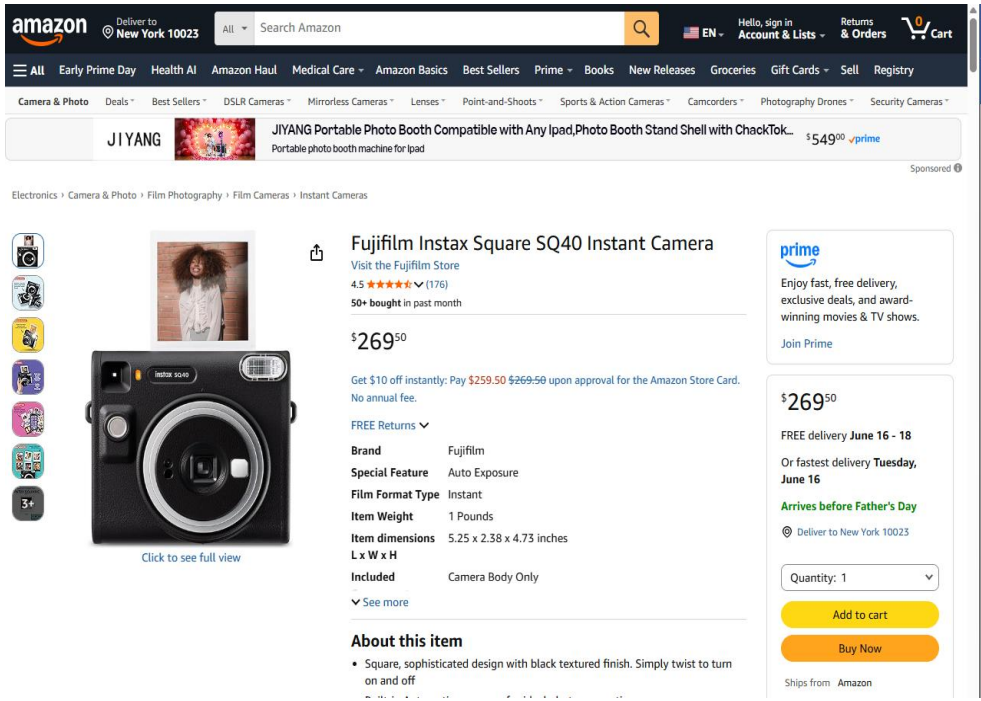
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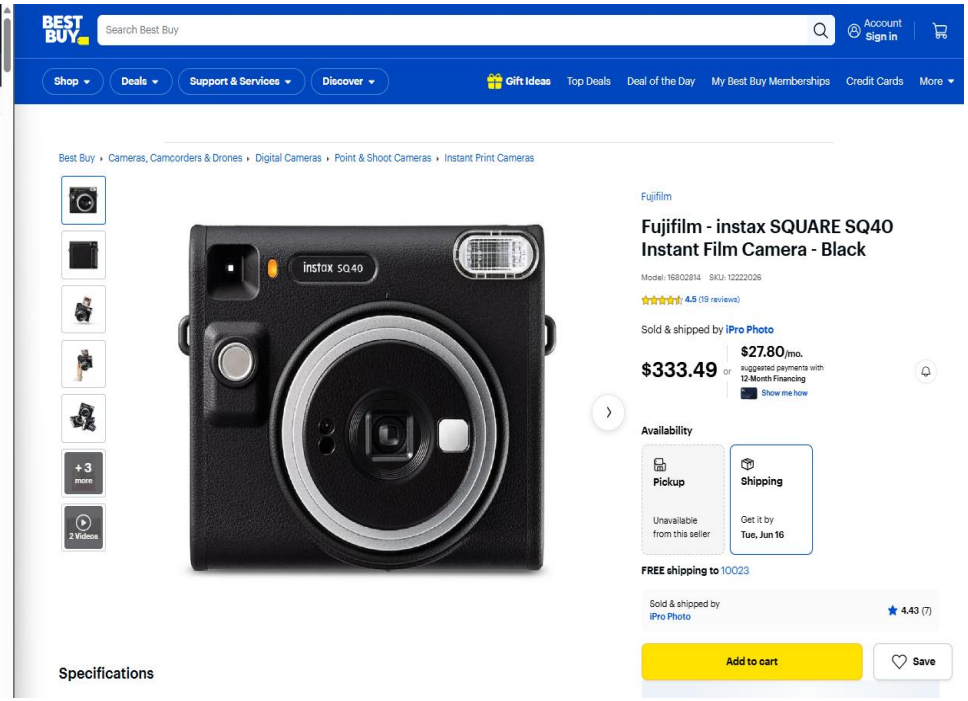
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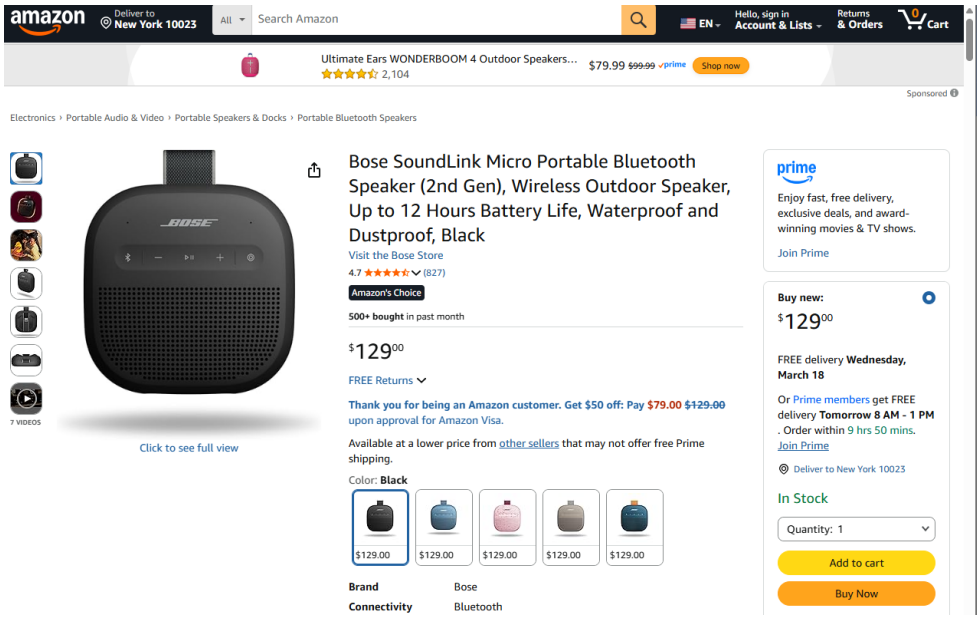


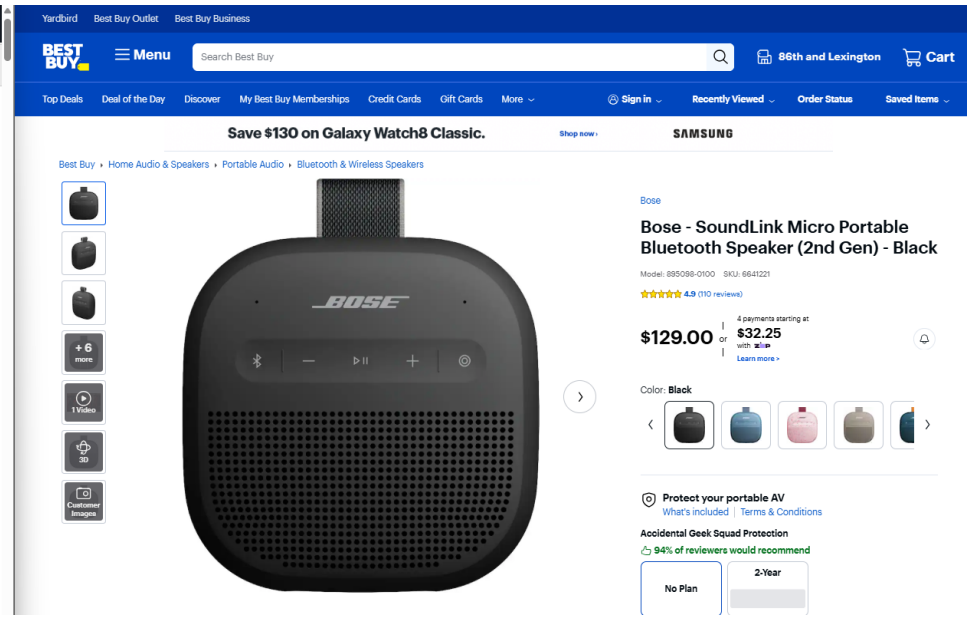


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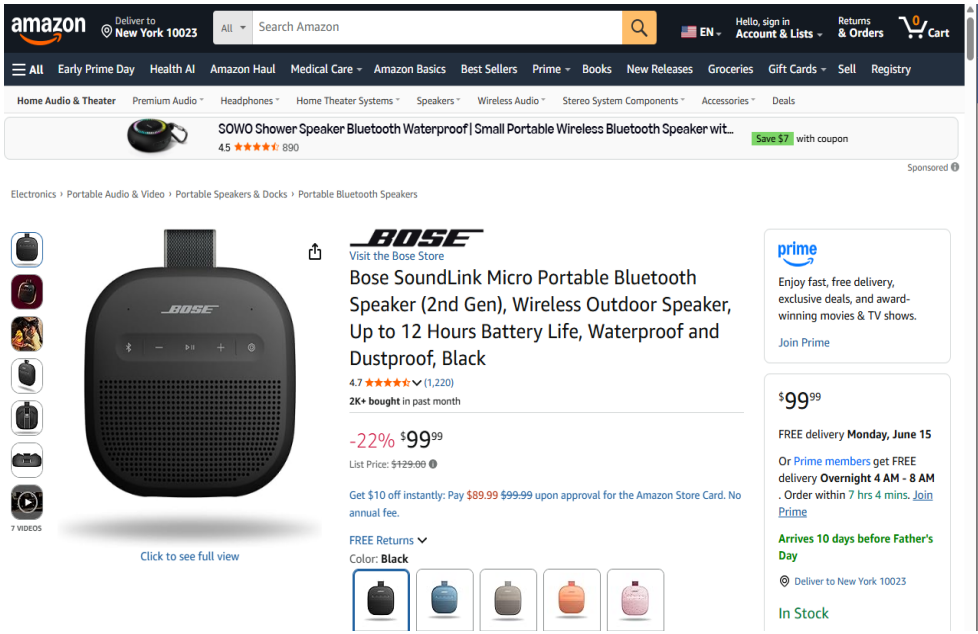
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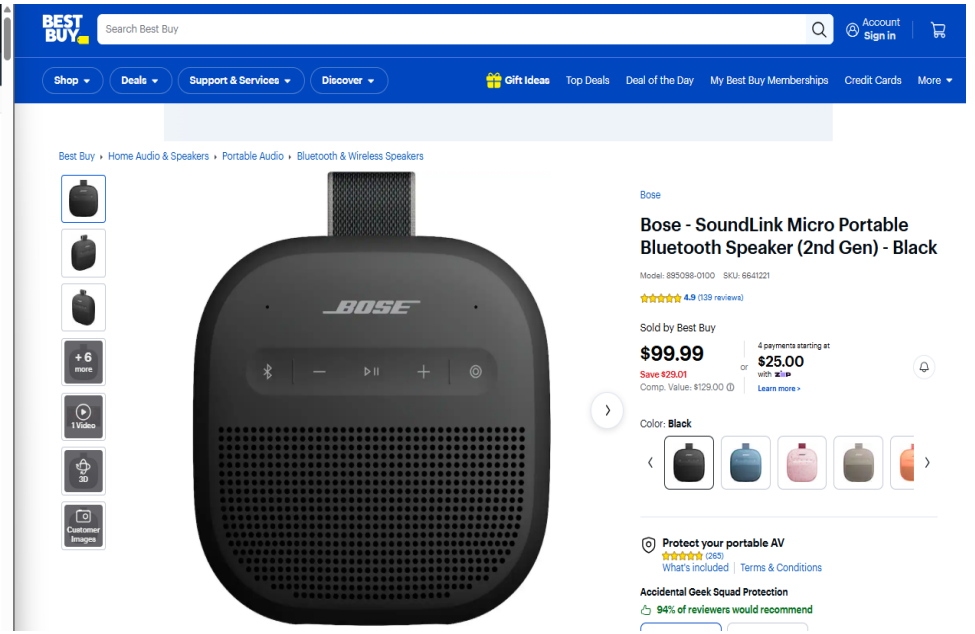
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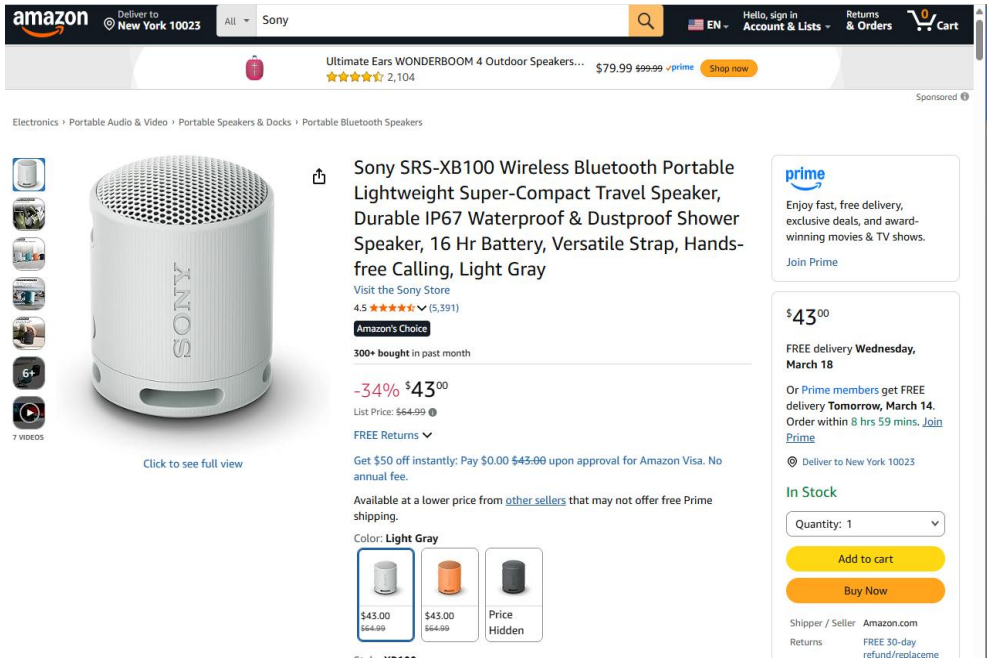
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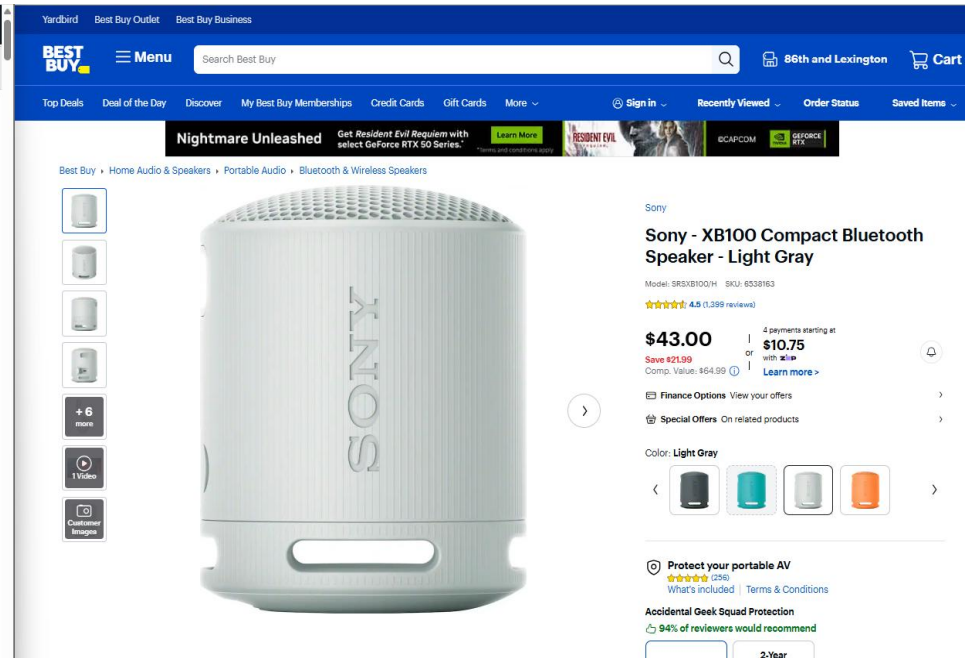




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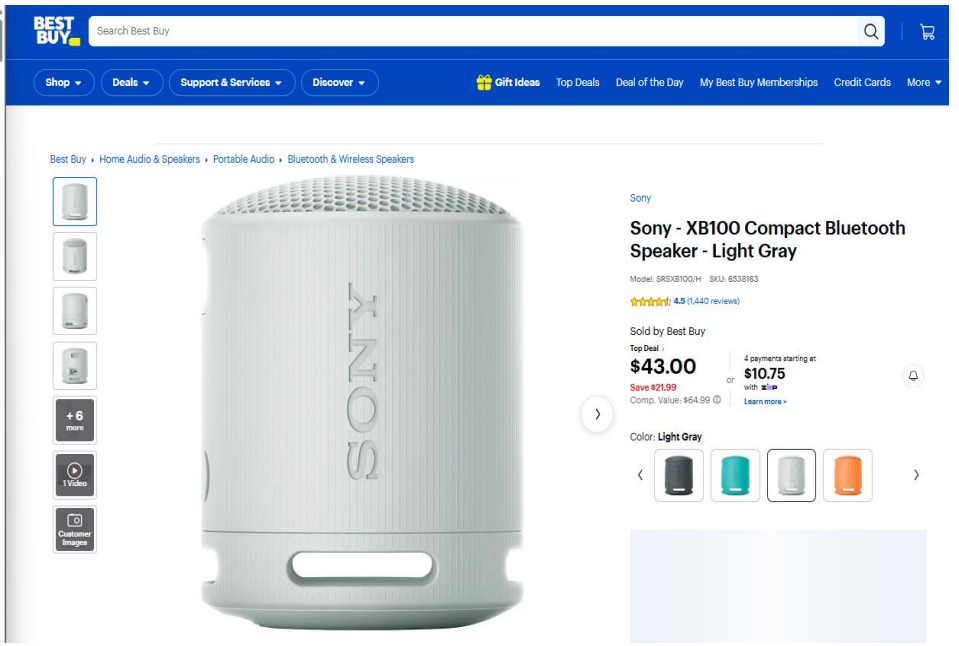
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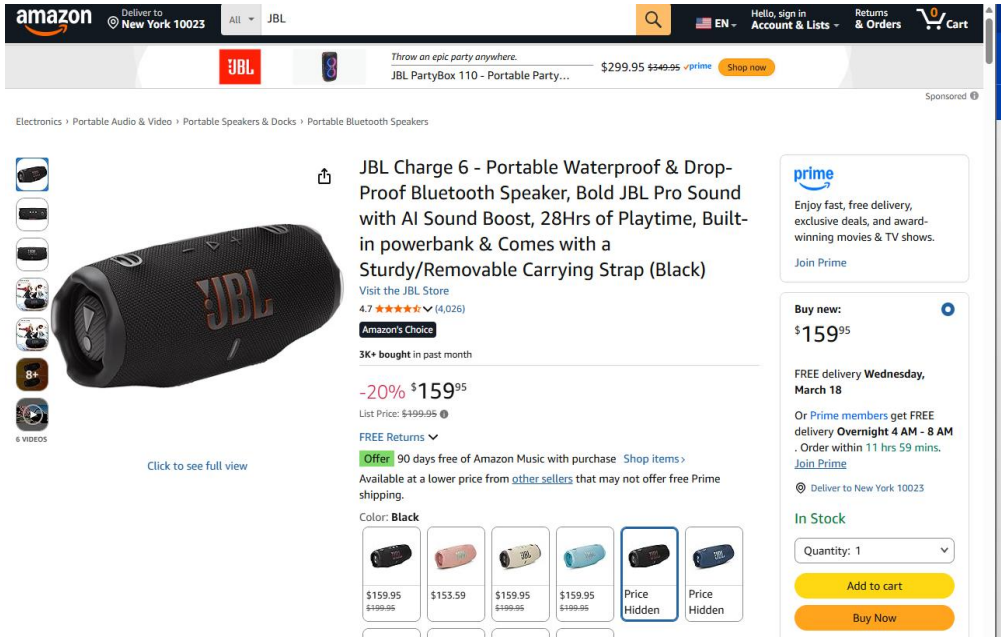


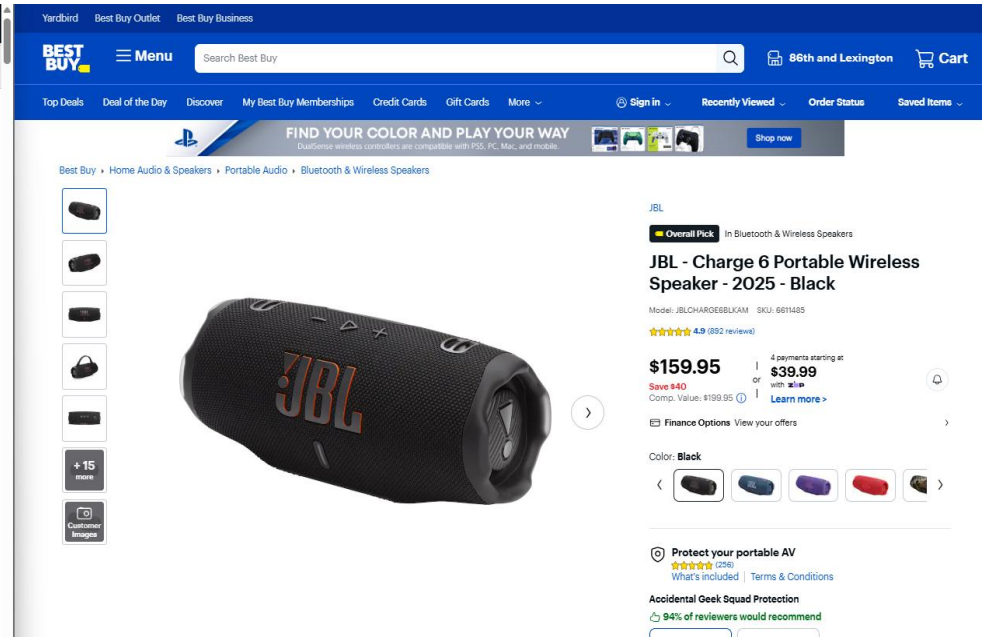


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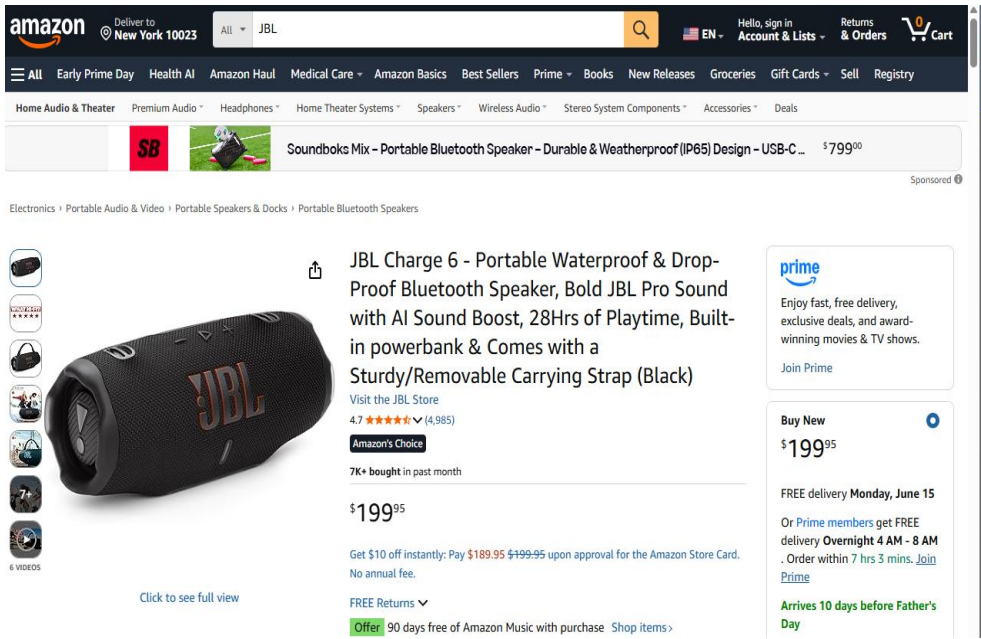
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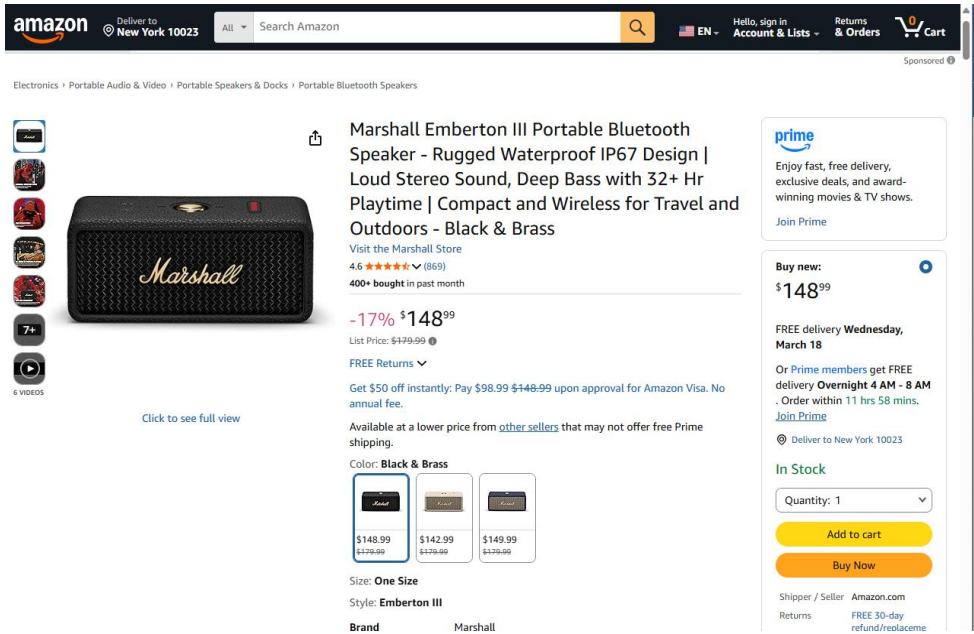


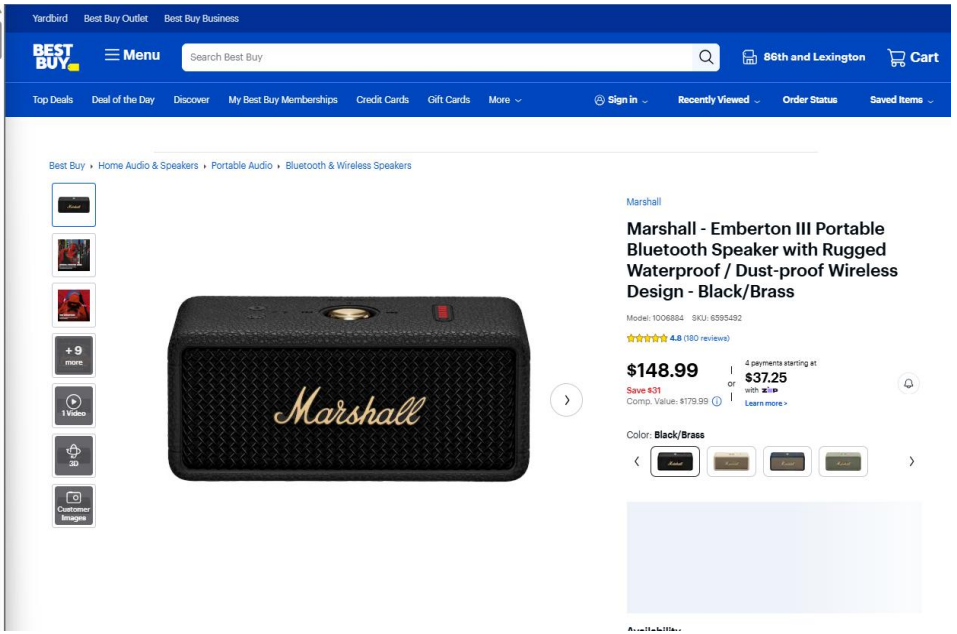


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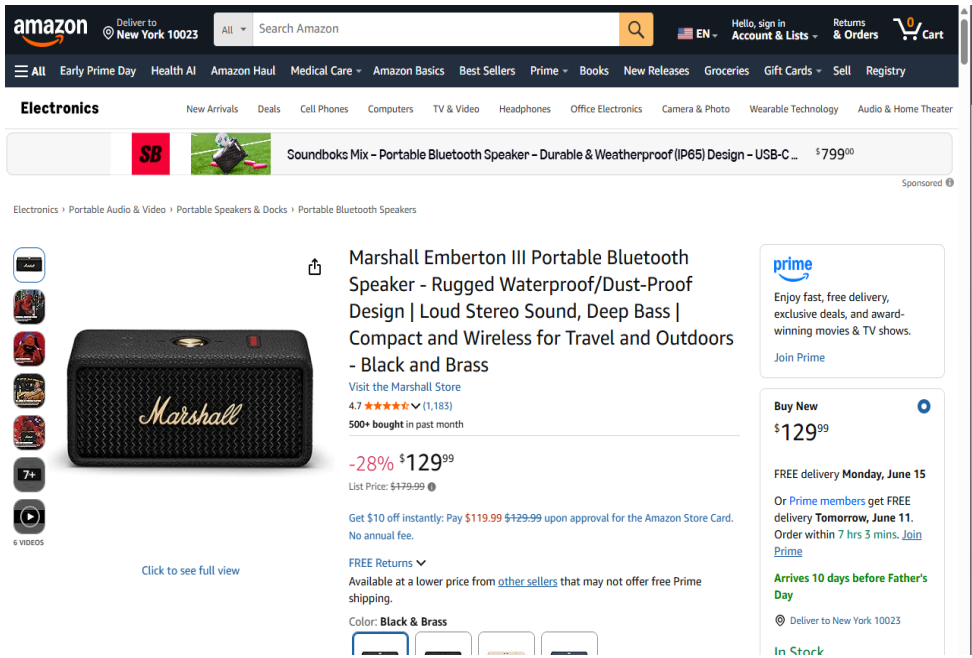
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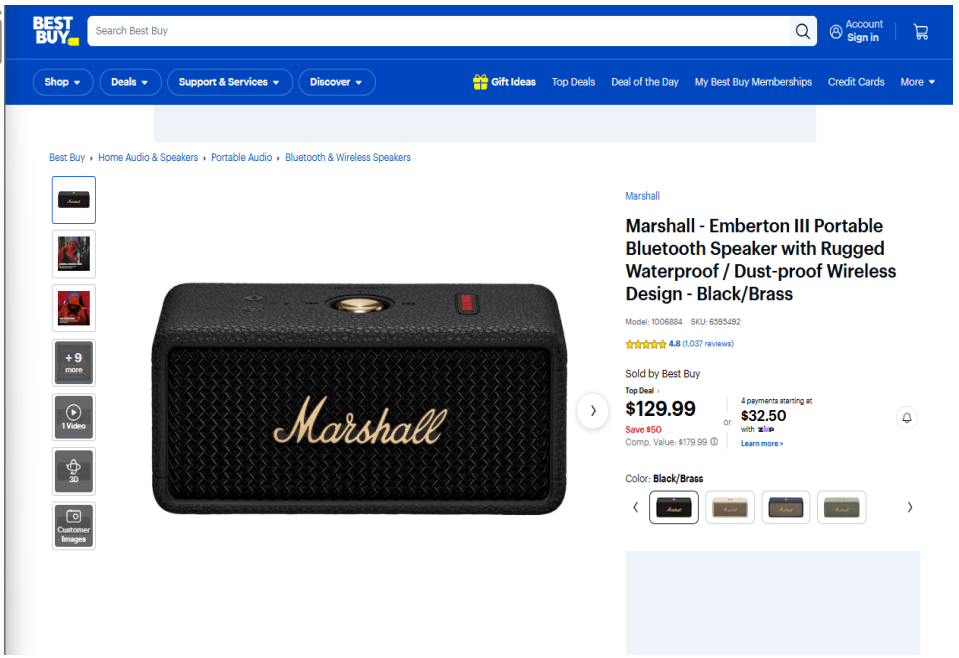
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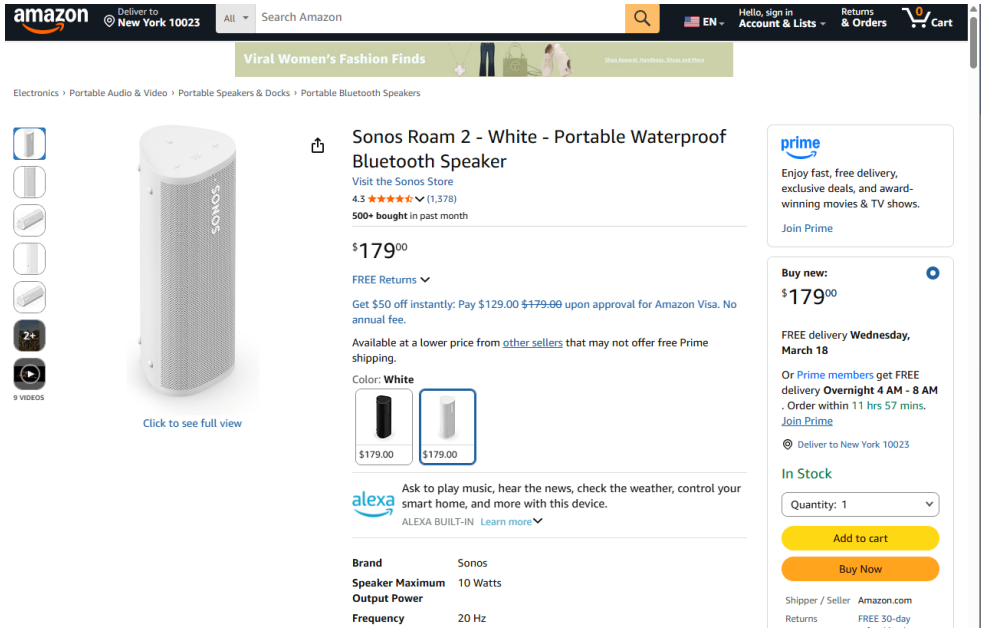


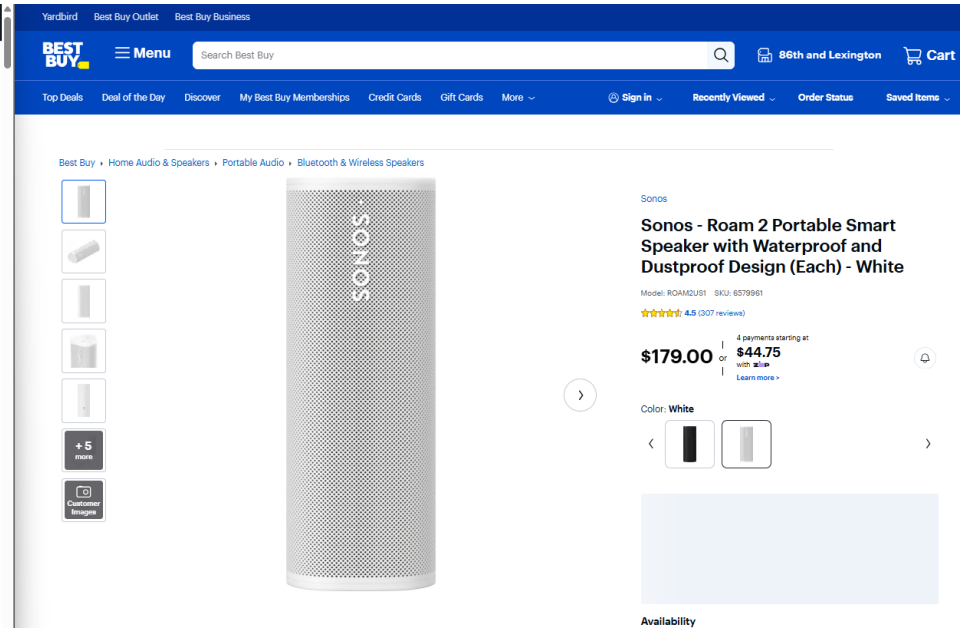


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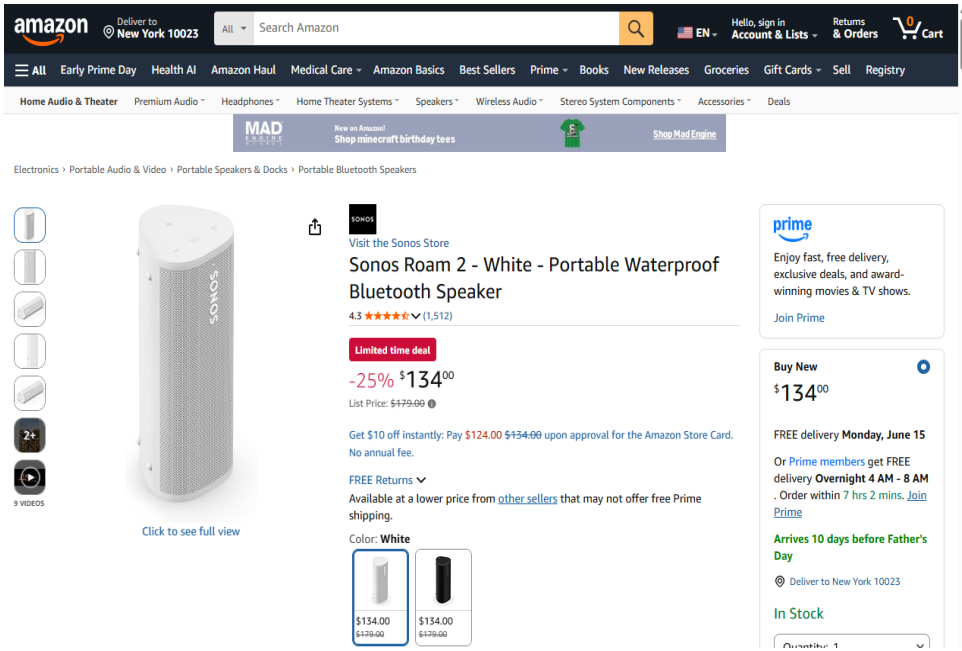
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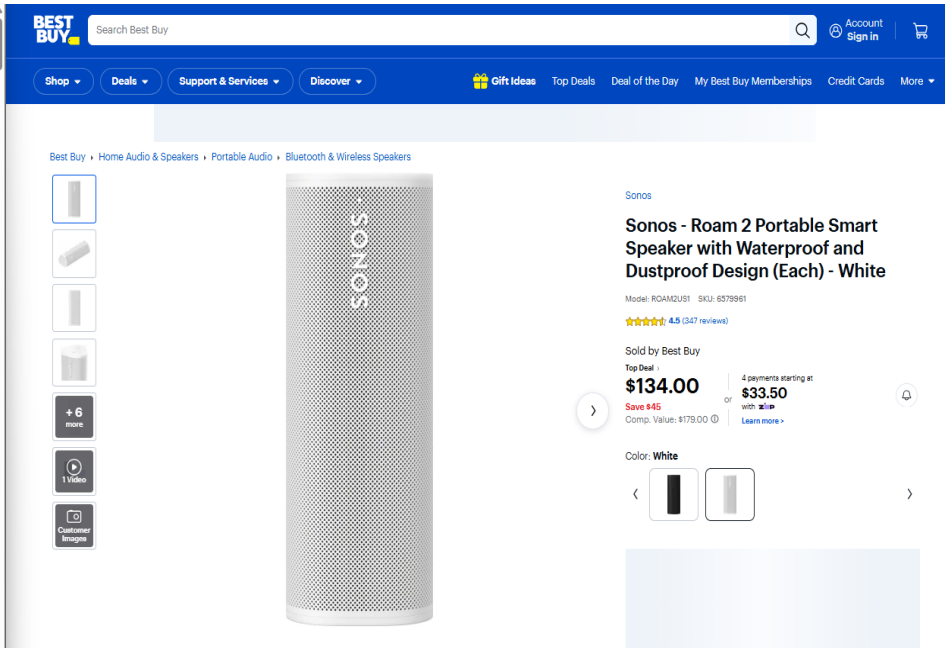
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