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APPROVAL BLOCK

APPROVALS	SIGNATURE/DATE
Prepared By:	
Reviewed By:	
Approved By:	

1. **CATEGORY Amazon Wholesale Buyer Procedures and tasks**

2. **SCOPE**

3. **PROCEDURE**

Task	Actions taken / Step	Screenshot
Affiliate Sheet		
	1. **Client Goal** - in the communication with the client and the Client Success Manager you have to find out what is more precisely the client's goal. If it is connected to the profit per month, sales per month, connected to the selling model, etc… And then update it on the Affiliate sheet in the first month of working on the client's store.	
	2. **AI Reprices Set Up and Updated** - this column has to be updated as soon as the Amazon Wholesale Buyer picks up and starts working on the store.	
	3. **FBM Eligible** - the store is FBM eligible as soon as it hits **10K in total sales.** At that moment you have to inform the head of the **Client Success Manager** about it and let	

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	him complete the process. Also, you have to change the status from the dropdown menu from **No to Yes**.	
	4. **ASSIGNED TO FBM** - this part will be filled in by the head of the FBM department. **You are not obliged** to do anything in this column.	
	5. **FBM Started** - this part will be filled in by the head of the FBM department. **You are not obliged** to do anything in this column.	
	6. **Automated unfulfillable settings Updated** - you have to check with the Ungating Team and get an info if the settings have been updated or not. Follow with the team until you get a confirmation after which you have to change the status in the column from **Not Started to Completed**. While it is in process, keep the status - **In Process**. This has to be completed **within the first 2 weeks** from the moment you started working on the store.	
	7. **IPI (UPDATED DAILY)** - the IPI has to be checked on the Seller Central of the store and be **updated on a daily basis.**	
	8. **AVAILABLE STORE RESTOCK LIMITS, OUT OF TOTAL(Updated Daily) -** how much the store has **available capacity in units**, checked and confirmed under the Inventory Performance page, the bottom of it, on a **daily basis**.	
	9. **Inactive Inventory in Units (Updated Daily)** - inventory that is on the store and is inactive out of any reason (stranded, unfulfillable,	

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	became gated, Price Alerts, etc) - has to be addressed with the appropriate team **(Ungating, Repricing and Suspension) within 24 hours. Updating the amount, number of units, on the affiliate sheet on a daily basis.**	
	10. **Number of ASIN's with Price Alerts (Updated Daily)** - what amount, number of ASINs from the store is with **Price Alerts.** Address it within **24 hours with the Repricing Team** and follow up until it's resolved.	
	11. **Total number of Units Over 91 Days of Age (Updated Daily)** - what amount in units out of the Inventory is **older than 91 days.** **Updated on a Daily Basis** and addressed with the repricing team within 24 hours so they can adjust the sell price and Strategy together with you.	
	12. **Client Buying Power** - what budget we have at our disposal for purchases connected with the Inventory. If you don't have the info or you can not get it from the client, ask the **Client Success Manager** to do it for you so you can mark it up.	
	13. **Available Funds for Orders for the Month** - in this column there is a formula which automatically calculates how much is available budget for future orders. As soon as the value in the cell goes below 2K, you need to get in touch with the Client Success Manager **within 24 hours** and ask him to get on a call with the client and check	

Standard Operating Procedure

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	about his budget. (if it is raising, staying as it is, lowering, etc). **Follow up with the Client Success Manager until you get clear instructions in regards to the budget status.**	
	14. **Months with sales updated MONTHLY** - here you need to type in manually, the amount of months that the client has had sales with us. You can check this on **Sales.Support under the Sales Report, by using a custom timeframe.** The format in the cell **must be numerical plus MONTHS after the value. (Example 4 Months).**	
	15. **Total Net Profit FBA side (Updated Daily)** - This can be checked on **Sales.Support under the Sales Report,** by using a custom timeframe, and checking on the **Total Net Profit FBA**. Has to be Updated on a **Daily Basis.**	
	16. **Total FBA Sales updated DAILY** - You can check this on **Sales.Support under the Sales Report,** by using a custom timeframe, and checking on the **Total FBA Sales**. Has to be Updated on a **Daily Basis.**	
	17. **Last 30 days FBA Sales Updated DAILY** - You can check this on **Sales.Support under the Sales Report,** by using a custom timeframe for the last 30 days, and checking on the **FBA Sales**. Has to be Updated on a **Daily Basis.**	
	18. **Sales for the week Updated every Friday (start of shift)** - in the same way, on Sales.Support, under Sales Report, mark the **FBA Sales for the**	

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	last 7 days. To be updated every Friday(start of shift).	
	19. **Last 30 days POs in $ Updated DAILY** - Amount in $ of all of the POs sent to the client in the last 30 days. **Updated Daily.**	
	20. **Total cost of placed POs this week** - total cost of the POs that you sent to the client this week. **Updated Daily.**	
	21. **Last 30 days total of Invoices (Updated Daily)** - Total amount in $ of everything that you were **invoiced for the store in the last 30 days. Updated Daily.**	
	22. **Number of POs in the last 30 Days (Updated Daily)** - amount of POs, how many POs you sent to the client in the last 30 days. **Updated Daily.**	
	23. **Number of POs in the last 7 days (updated daily)** - amount of POs, how many POs you sent to the client in the last 7 days. **Updated Daily.**	
	24. **Orders statuses updated and warehouse reminded for shipping on time** - **on a Daily Basis**, you have to make sure that everything that you have ordered with a vendor is followed, when received in the 3PL to remind them to ship it as soon as possible, follow it with the vendor and the 3PL until it's fully Completed and closed on both Seller Central and Sales.Support. **Mark the cell on the affiliate sheet with Yes if you are doing this on a Daily Basis.**	
	25. **Last Order Date** - every time that you place an order with the vendor,	

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	it's mandatory to pick the corresponding date in the cell.	
	26. **Days Since Last Order** - there is a formula in this column, meaning, you don't have to do any changes here.	
	27. **Major Issue Screenshot** - every time that there is some major issue with the store (deactivation, client asking us to stop with orders, etc… you have to create a screenshot, upload it to the client's folder, give access to **everyone on the internet to have view access** and put the screenshot link in the cell.	
	28. **Notes** - on every smaller change, adaptation, instruction, update on the PO process, etc… you have to leave a written note in the Notes column.	
	29. **Store Start Date** - this cell is only to give us info on when the Amazon Wholesale Buyer started working on the store. It should not be touched, adjusted, changed or removed.	
	30. **Store Stop Date** - this will be marked by the **Client Success Manager** every time that we are not allowed for any reason to be working on the store.	
	31. **Categories Ungated Columns** - Every time that you have an ungated category by the Ungating team, you have to change the value in the cell into **Ungated.**	
Seller Central		
	1. **Main Page** - Any **Alerts** in regards to Account being at risk of Deactivation (Click on the Alert - View Account Health, check if it is Seller Fulfilled (FBM) reason or Fulfilled by Amazon	

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	(FBA) reason. If it is connected to FBM, address it with the Suspension Team and the person responsible for the FBM team. If it is connected to FBA, address it with the Suspension Team and the person responsible for the FBA team.	
	2. Inventory - Manage Inventory - Daily checking **2.1 Price Alerts** - click on the Price Alerts, inform the Repricing Team, inform the Client Success Manager and ask the person responsible for the Repricing Team to have a meeting with you so you can both adjust, change the repricing on the seller Central and Sales.Support on the AI Repricer, under Products, so they are matched on both places. The changes, reactivation needs to be done within 24 hours.	
	2.2 Remove Unfulfillable Inventory - address it with the Ungating Team and follow up with them on the progress every 24 hours. Anything that can not be fixed by the Ungating Team within 72 hours, ask the Ungating Team to create a removal order and ship everything back into the warehouse (if it hasn't been removed Automatically). Follow up with the Ungating Team every 24 hours until it's fully resolved.	
	2.3 Manage FBA Shipments - check on every shipment if it is matching in regards to how much is expected and how much is received if the shipment is Closed. (Completed). If there are mismatches, address it with the Suspension Team and ask them to	

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	make an appeal for the missing inventory from the shipment. Follow with the team every 24 hours until it's fully resolved. Also, make sure that you don't have any created Shipments that haven't shipped for more than 3 weeks. If there is such a case, inform the Ungating Team and ask them to fix it and remove it.	
	3. Inventory - Inventory Planning - Daily checking	
	3.1 Inventory Performance Index - check if it is rising or falling on a daily basis.	
	3.1.1 Click the Inventory Performance Index and check, address the next values:	
	3.1.2 Excess inventory percentage - All inventory that is older than 90 days of age will be marked as Excess Inventory. For all of the items that are **older than 90 days** you should inform the Repricing Team and ask them to reprice them according to their instructions in regards to aged inventory. Inform the Repricing Team within 24 hours and address it.Follow up with them until it's resolved. For all of the items that are **older than 180 days** you should inform the Repricing Team and ask them to reprice them according to their instructions in regards to aged inventory. Inform the Repricing Team within 24 hours and address it. Follow up with them until it's resolved.	
	3.1.3 FBA sell-through - how fast the store is selling the active	

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	inventory. Target is to sell-through everything within 30 days of their activation. The total overview is made on the 90 days period. In order to have a better sell-through on the store, we have to make sure that the store doesn't have aged inventory, as little as possible inventory over 90 days of age and nothing over 180 days of age. The best way to have a good sell-through is to make sure that all of the inventory is priced/repriced in the correct way (keep addressing the inventory sell prices with the Repricing Team).	
	3.1.4 Stranded inventory percentage - every item, ASIN, that has an issue and it is stranded for any reason will be affecting the store performance in general. The IPI will go down, the privileges will be reduced. Target is that the store has 0% of Stranded Inventory. If there is any stranded Inventory, it has to be addressed with the Suspension Team within 24 hours and follow up until the issue is resolved. If the Suspension Team is not able to fix the issue within 72 hours, inform the Ungating Team to create a removal order and follow up with them.	
	3.1.5 FBA in-stock rate - this is giving us information on what percentage of the time we have had the good selling products on stock, available.	

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	The target is to be anywhere close to 100%. In order for that to happen, we have to make sure that we are hiding the recommendations under the FBA in-stock rate and making sure that as long as we are profitable on the recommended items, we are reordering/replenishing on time. Hiding the recommendations should be done on a daily basis. In order to hide the recommendations, click on Restock Today, then select all of the items and from the Actions menu choose Hide Recommendations.	
	3.2 RESTOCK LIMITS - every time you are placing an order you have to keep in mind the restock limits of the store. If the IPI is going up, the sales are going up, there are no major issues with the store - the Restock Limit will go up. Never buy more inventory than what you have available in the Restock Limit of the store. Always make projections in regards to how much items you have inbound, on stock - active, how fast you are selling the items so you can reorder/place new orders on time for the store. Location of the Restock Limit is on the bottom of the Inventory Performance page.	

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Sales.Support		
	1. **Vendor CRM** - under the Vendor CRM you can add, modify, change and delete details in regards to Vendors.	
	1.1 **Edit Vendor details** - click on the edit button on the main sheet next to the vendor in question. After that you will be prompted with a new sub page for the vendor details. If you need to do any changes in regards to the name, Account #, phone number, email, Adding or changing the address - all of that can be done on that sub page. After you are done make sure to press the Submit button on the bottom of the page. All vendor accounts that each of your clients have opened, needs to be added in the vendor CRM first. And the Vendor CRM has to be kept updated all the time.	
	1.2 **Vendor Names to be used on Vendor CRM** - in order for the company to follow closely on the traffic per vendor, all vendors names have to be changed/added in the same way that they are on the link.	
	2. **Inventory Tab** - here you can see everything connected to the status, fulfillable, inbound, reserved (with reasons), age, expired, location, fees for each of the items you have uploaded on the store.	
	2.1 **Inventory Tab** - on the next screenshot are columns with main identifiers for the item. The Title, the ASIN, the seller SKU, the Vendor	

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	SKU, the Vendor UPC, the FNSKU, the Vendor Name, Fulfillment By. These are the main identifiers which need to be corrected every time a product is uploaded with a .csv file. If you see anything that is incorrect, address it first with the Client Success Manager and then solve it within 24 hours.		
	2.2 Inventory Tab - on the next screenshot are columns with the Quantity per ASIN, how much of the quantity is Inbound (en route Amazon), Reserved QTY (if it is a case where some qty is moving from one FC to another, reserved for research, customer order qty, FC processing, FC transfer), Fulfillable QTY (how much is available for selling and active), Inventory Age Columns (0-90; 91-180; 181-270;271-265; 365+). On the Inventory Age is especially important we follow it up on a daily basis and address anything that is not selling for a longer period of time to the Repricing Team. If an item is already in the 91-180 days of age, you have to inform the Repricing Team to act on it within 24 hours. The repricing team will change the repricing strategy according to their instructions. Same goes for the inventory with over 180 days of age. It's mandatory to address it with the Repricing Team, get on a call with a person from the Repricing Team and make the changes both on sales.support and the Seller Central.		

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	Also needs to be completed in a 24 hours time frame.	
	2.3 Inventory Tab - Stats on the bottom of the page - on the screenshot with the blue line are the main parameters, **Sales**, **Units**, **Revenue** and **Cost**. Horizontally you can see the time frames circled with a blue colored pen. Meaning vertically you can see how much Sales the store has had **today**, in the **last 7, 15, 30, 60, 90 and 360 days** with for each of the time frames in **Units**, how much will/is the **Revenue** and how much was the **Cost** of goods for those sales. On the right side, circled with a red colored pen, you can see the **Units**, expected **Revenue** and **Cost** of the goods that are **Inbound, FBA Sellable (active/selling at the moment) and FBM Sellable.**	
3. **Purchase Orders - My Orders**		
	3.1 Creating a .csv file from the PO template file. In order for you to upload the order on sales.support it needs to be created, exported from Excel by creating a .csv file. Please follow the instructions in the video link.	
	3.2 Uploading the PO (.csv file) on sales.support Please follow the video instructions from the link…	
	3.3 PO Status - All of the uploaded orders under **My Orders** need to have PO Statuses updated all of the	

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	time. There can not be an order without a PO Status or not being updated..	
	3.4 Credit Amount - In case the placed order with the vendor was charged by the vendor but never shipped, meaning you got a credit amount for the store, it's **MANDATORY** that you input the credited amount in the **Credit Amount** column next to the order and change the **PO Status** of the order into **Canceled: Vendor Credit**. Also it's **MANDATORY** to get a **Credit Memo** from the vendor and upload it next to the order on the place where it says **Invoice Link/Credit Memo**. In the next order with the same vendor on which you will use the credit amount from the previous credited order, it's **MANDATORY** to put the amount used from the credit on the new order in the column **Credit Charge**.	
	3.5 If there is a difference from what is on the Invoice for the order and what amount is received in the warehouse, it's **MANDATORY** to get in touch with the vendor, explain that the warehouse received less than what is on the Invoice and ask for a **Credit Memo** or have the vendor ships out the missing quantity. Upload the **Credit Memo** next to the order in question together with the **Invoice** in the column **Invoice Link/Credit Memo**.	
	3.6 If you don't see in **3 days** from the day of receiving the order in the 3PL that the quantity from the order hasn't	

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	changed location from **Received** into **Shipped**, contact the warehouse in question and address the issue with the **Client Success Manager**.	
	4. **Sales Report - main page** Sales Report page where you can see everything connected to:	
	4.1 Units Sold - How many sell packs have been sold in the selected time frame from the filter above	
	4.2 Cost Price - total cost of the goods sold for the filtered time frame	
	4.3 Amazon Fees - fees that Amazon took from the sell price, not the profit.	
	4.4 Prep Fees - prep fees are all the fees including prep, pack and label, per bundle. which are already included already in the proposed PO sent to the client	
	4.5 Net Profit - clear Net Profit, out of which Passive Scaling will invoice them with the contract agreed revshare.	
	4.6 The target per store is to have **at least 10% in profit from the sell price.** If you see that is below, address it within 24 hours with the **Client Success Manager** so you can create a plan to raise up the profit margin.	
	5. **AI Repricer - tasks**	
	5.1 Under **Settings** - make sure that the repricer is **Live** and **Enable**. If not, address it with the **Repricing Team**. This is to be checked on a **daily basis.**	
	5.2 Under **Products** - you have to check on a daily basis if all of the products have a **Strategy** assigned	

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	and it is **Enabled**. If not, contact the Repricing Team within **24 hours** and inform them about it. Follow up with them until it's resolved.	
POs Sourcing and Placing		
	1. Aside from receiving POs from the Wholesale Sourcing Team, it is **Mandatory** to create, source every day for 4 hours at the start of the shift, create and upload the PO for checking. Each of the sourced POs can be placed a number of times, spots, as many as the PO Checking team has approved. In order to achieve this, get in touch with the **Vendor, the Vendor Manager or the Client Success Manager** and ask for assistance or a catalog.	
	2. Each of your own sourced POs it's **Mandatory** to be uploaded on the **Available POs tab**, under the affiliate sheet and **Mandatory** checked and approved by the PO checking team before placing it with the vendor.	
	3. When receiving a PO from the Wholesale Sourcing team, it's **Mandatory** the PO to be placed in **FULL**.(Exceptions only if you notice that a mistake has been made on the PO or on a particular ASIN, you need to report the mistake back to the Client Success Manager and explain the reason).	

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	4. Any takeover or using POs that were not sourced by you or assigned to you is strictly **FORBIDDEN**.	
	5. When a particular PO from the Wholesale Sourcing Sheet or the Available POs tab from affiliate sheet has been assigned to a Buyer, It's **Mandatory** to fill in the details on each of the spots. Meaning, as per the instructions, type in the **Buyer's name**, **StoreFront Name** and the **PO name**, for each of the spots.	
	6. When receiving a PO from the Wholesale Sourcing Team or got your own PO approved, it's **Mandatory** that you upload the PO on sales.support first, check for gated, check for hazmat, check for any changed in the ASINs on that PO in regards to sales and profitability, send the PO to the client via email and than place the PO with the vendor. (in that particular order).	
	7. After a PO has been placed, it's **Mandatory** to update the Status on the PO on **sales.support** as well as updating the **Order Progress sheet** as well as updating the Warehouse **Expected Orders - Invoiced**. This is a continuous process and needs to be updated on every single change of the location/status/data.	
Order Progress Sheet		
	1. Updating the Order Progress sheet is **Mandatory** as the order is changing location or status. Each and every column needs to be updated accordingly.	

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	2. Each Order Progress Sheet is **Mandatory** to be shared with the client's email, by giving the client a **Commenter Access**.	
	3.	
Weekly Performance Update		
Communication		
	1. **Daily Meeting with the Responsible person for the team**	
	1.1 **Mandatory use of Web Cameras** for the whole time of the meeting. Only exceptions are when someone needs to take off of the chair for other reasons.	
	1.2 Everything on the **Affiliate sheet**, **Order Progress Sheet** and all related documents needs to be updated before the meeting.	
	2. **Sending/Replying on emails**	
	2.1 On every email that is going to be **Sent** to the client, it's Mandatory to have your **Client Success Manager under CC**.	
	2.2 On every **Reply** on an email that is going to be sent to the client, it's Mandatory to have your **Client Success Manager under CC**.	
	2.3 **Replying on an emails** has to be done within **2 Hours of receiving it.**	
Micro Teams		

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	1. Each of the Micro Teams is consisted of **1 Buyer and 2 Sourcers**	
	2. Target in regards to PO creation by the Buyer stays the same as above mentioned.	
	3. Target for the **Sourcers** is to create a PO Daily, at least **$2000** of cost. **Each** of the **Sourcers** in the Micro Team.	
	4. The Buyer is responsible for feeding the Sourcers with catalogs, acquiring them from the Vendor itself.	
	5. Which Vendor Accounts the client's store has opened should be checked on the **Vendor Management 2022** sheet.	
	6. The Buyer has to make sure that the Sourced POs by the Sourcers and himself, after the PO Checking Team approves them, are merged and placed **within 2 hours**.	
	7. The Sourcers and the Buyer have to Source on the **same vendor catalog** on that particular day.	
	8.	

4. **DEFINITIONS/ACRONYMS**

5. **FORMS**

VERSION HISTORY

VERSION	EFFECTIVE DATE	DESCRIPTION OF CHANGE