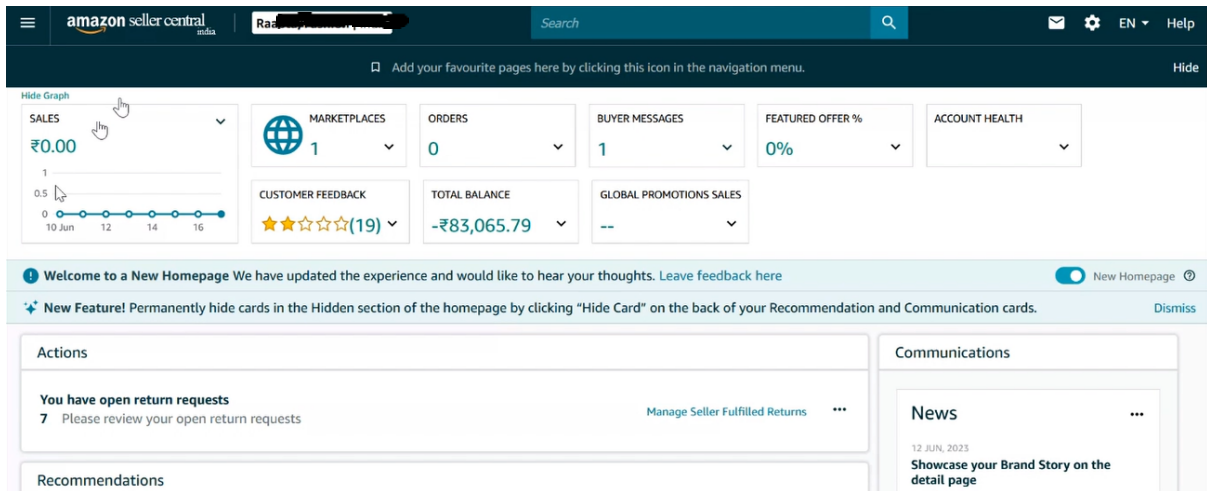


Topic - Amazon



This is the Overview of Amazon Dashboard.

Let me Explain you Each and every Point one by one

1. Sale
2. Marketplaces
3. Orders
4. Buyer Messages
5. Featured Offers
6. Account Health
7. Customer feedback
8. Total Balance
9. Global Promotion Sales

So, these 9 Points are in the main dashboard where you can overview of the account, let me explain each and every point.

1. Sale – In this sale section you can see your daily sales Day by Day you can track and see the sale trend from here.
2. Marketplaces – Here you can see which marketplace you are working right now for explain I am operating a brand which is selling in India only so my marketplace is India. And when I am selling my Product is different country Like America so that time my marketplace is America USA.
3. Orders – In this section you can see your orders, it's also work like sales you can see your order and track your order trend on day by day from here.

4. Buyer Messages – we can consider here Reviews and responses which we are getting from the customer.
5. Featured Offers – Featured offer is like we are giving or running some discounts on our products which can show in the featured offers section.
6. Account Health – Account health indicates us how is our account running, Amazon has criteria to check the health of account the criteria are Return, Defective products, Delivery Timings etc.
7. Customer Feedback – As its clear from the name Customer feedback here customer drop there POV in the feedback section about your service and products so we can work here to maintain our rating.
8. Total Balance – Basically it's an Amount which you have earned from Amazon.
9. Global Promotion Sales – When we are selling our products on global Level so we can use this otherwise if you are selling your products in India only so skip this part.

So here you got the overview of the dashboard how it looks and what are function this dashboard, now let's get to the product listing how we can list our product on Amazon.

#Product Listing

Before Talking about product listing lets Discuss about what are criteria's of Creating a Seller Account on Amazon, Points in the Below Section

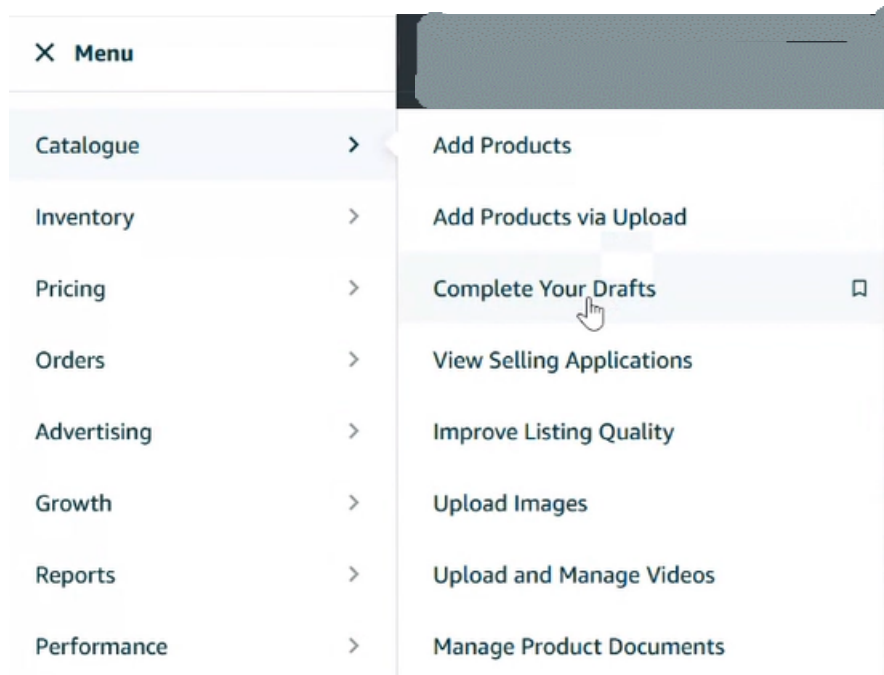
1. GST
2. Current Account
3. Trade Mark (Brand Registration Number)
4. Pickup Address
5. Mobile Number
6. Email Address

This List of Document require when you are selling a cloth, Garments, Toys etc. But when you want to sell food items or medicines then you have to collection More Document's list in the below section.

1. GST
2. Current Account
3. Trade Mark (Brand Registration Number)
4. Pickup Address
5. Mobile Number
6. Email Address
7. HSC
8. FSSAI
9. Inspection from Food Safety and Medicine Safety Authority.

So, this is the Document Requirements. Let's Talk about Photos Criteria on Amazon.

1. Product Should Be 85% Visible in the Photo which you are Uploading.
2. Front Display Photo will be Shoot on White Background.
3. You Can Upload Maximum 9 Photos but we tell you upload only 4-5 Photos of your product with using different angles.



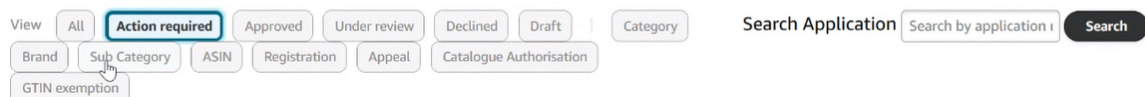
So, from here you can List Your Product.

But Before going Forward let me tell you something important.

1. View Selling Application – It Mean there are some issues in your listing so we can just simple click here and resolve the issue and update it.

Selling applications

Track and manage your selling application status. Use [Add Products](#) search to determine your eligibility to sell a product. [Learn more.](#)



Its look something like that.

2. Improve Listing Quality – In this Section, your product is live there is no issue in your product but its not performing well its not generating money so we can go this section and amazon will suggest us what we can do to get more sale.

Listing Quality Dashboard

Identify and fix listing issues affecting discoverability, detail page experience and customer returns. [Learn more](#)

Its look something like that.

Let's Talk About on Amazon Return Policy: -

1. Quality – High Penalty
2. Size – Low Penalty
3. Colour – Low Penalty
4. Different Product – High Penalty

So, in the return policy there is no fix amount or Percentage its totally depend on your account health and your service.

(If Seller Cancel the Order Amazon take charge here and fine you or deactivate your seller account permanently)

ASIN – Amazon Serial Indicate Number

SKU – Stock Keeping Unit

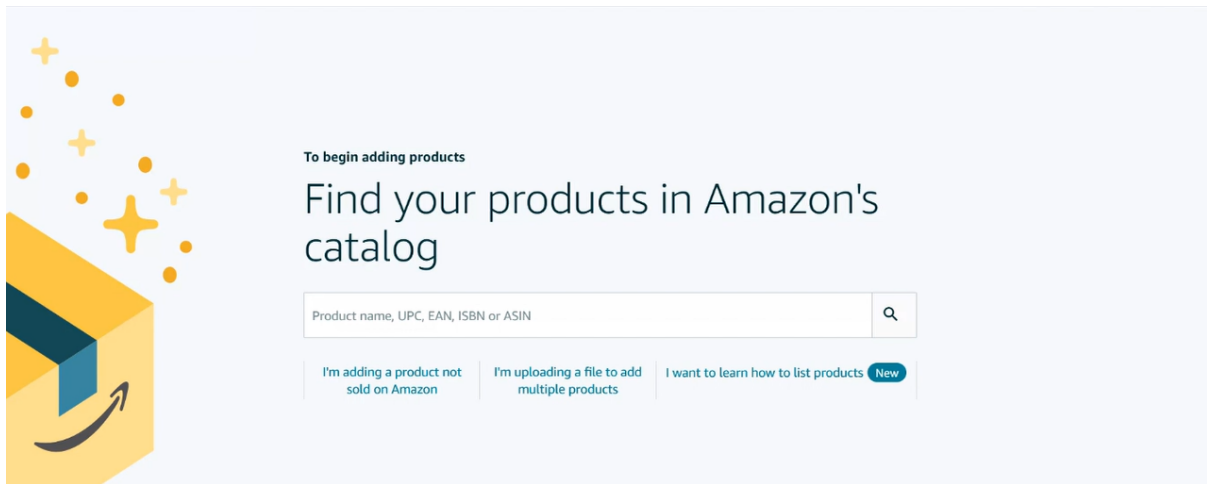
SKU character Limit is 64 Only

We Can Create SKU by this Formula – [Brand Name>Colour>Category>Size]

#Lets Start Listing Process

So, we Can list our Product by Two Methods

1. Manually Single Product Uploading
2. Bulk Uploading Just Click on the Add Products Via Upload (then they provide you a template and you can fill the details accordingly and upload it.



1. Go to this Page and Click I'm Adding a Product not Sold on Amazon.
2. Search Dress
3. Choose your Product type Like Western, Tradition, Ethic Wear Etc.

Select a product category

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. [See if your product already exists on Amazon.](#)

Favourites

You haven't added any favourite categories yet.

Search

[What is a Product Type?](#)

dress



10 matching categories found

☆	Product Type: DRESS Clothing & Accessories > Women > Western Wear > Dresses & Jumpsuits > Dresses	Select
☆	Product Type: DRESS Fashion > Women > Clothing > Western Wear > Dresses & Jumpsuits > Dresses	Select
☆	Product Type: DRESS Clothing & Accessories > Girls > Dresses & Jumpsuits > Dresses	Select
☆	Product Type: DRESS Fashion > Girls > Clothing > Dresses & Jumpsuits > Dresses	Select

When you Are Searching any product so its look something like that.

When You Have Selected your product then you will come to this page.

 When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Variations  Does the product have variations? ☐ Yes ☒ No

Product ID  

☐ I do not have a Product ID

*** Item Name (aka Title)** 

*** Brand Name** 

☐ This product does not have a brand name [Learn more about brand name policy](#)

To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

Here you can see some columns like variation, Product id, Item name and Brand Name

So, if your product has variation like Size Variation, Colour Variation etc so you can click on variation. If you didn't have any variation skip it.

But for better knowledge lets click on variation.

 When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Variations  Does the product have variations? ☒ Yes ☐ No

Which of these attributes are different across the product variants?

☒ Size ☐ Number of Items ☐ Material Type ☐ Color

*** Item Name (aka Title)** 

*** Brand Name** 

☐ This product does not have a brand name [Learn more about brand name policy](#)

To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

After Clicking the Variation, you can choose which kind of Variation you Need. For Example, I have chosen Size in Variation.

[Item Name (AKA Title)]: - Catalogue Name

Brand Name – XYZ

The Next

Choose Variation type: ☒ Size ☐ Number of Items ☐ Material Type ☐ Color

List all of your variants for the variation types below.

For the fields below, list the variations that exist for your products. For example, if you are selling Pirate Shirts in the sizes Small, Medium and Large, and in the colours White and Black, list all those terms. This is necessary even if you do not carry every combination or are temporarily out of stock on some. You can delete any invalid variations on the [Manage Your Inventory \(MYI\)](#) page. See an example and [Learn more](#).

Size [?]

Example: X-Large

Here You can Choose Sizes Like Small, Medium, Large, XL Etc.

Apply Changes		Delete selected		Undelete selected		4 variations		Condition Note		Sale Price	
* Size	* Target Gender	* Age Range Description	Apparel Size Body Type	* Apparel Size Value	* Apparel Size Class	* Apparel Size System	* Size Map				
☐	Female	Adult	-Select-		-Select-	-Select-					
☐ Small	-Select-		-Select-	S	Alpha	-Select-					
☐ Medium	-Select-		-Select-	M	Alpha	-Select-					
☐ Large	-Select-		-Select-	L	Alpha	-Select-					
☐ X-Large	-Select-		-Select-	XL	Alpha	-Select-					

Target Gender – Male/Female

Age Range Description – Adult/Minor

[Alpha – Small, Medium Large Etc the Size Counts in T-shirts, Tops]

[Age – 1 Year, 10 Year, 20 Year Etc for boys and girls]

[Numeric – 32, 34, 36 Etc for Jeans and undergarments etc]

Apply Changes		Delete selected		Undelete selected		4 variations		Condition Note		Sale Price	
Value	* Apparel Size Class	* Apparel Size System	* Size Map	Apparel Size To Range	Seller SKU	Product ID	Product ID Type				
	-Select-	-Select-		-Select-							
▼	Alpha	IN	Small	-Select-	3 yellow GGT Dress		-Select-				
▼	Alpha	IN	Medium	-Select-	-		-Select-				
▼	Alpha	IN	Large	-Select-			-Select-				
▼	Alpha	IN	X-Large	-Select-			-Select-				

Next Step is filling details like Gender Age Etc. fill this and Next.

Product Identity **Offer** Images Vital Info Variations

i You have the option to save as inactive now and add its offer back in later.
☐ Let me skip the offer data and add it later.

* Country/Region Of Origin **?**

* HSN Code **?**

* Maximum Retail Price **?**

Fulfillment Channel **?**

☒ I will ship this item myself (Self Ship) or I will pack this item and Amazon will pick up & ship (Easy Ship) (Merchant Fulfilled)

☐ Amazon will ship and provide customer service (Fulfilled by Amazon)

Then you can come here Offers Tab here you can fill your Details like country, HSN Codes, Maximum Retail Price [Maximum Retail price – Your Product Selling Price]

Fulfillment Channel – FBA – Fulfilled by Amazon

FBF – Fulfilled by Flipkart

So we are listing on amazon so we can go with FBA.

Then Go to Vital Info and fill the basic details. Its not fixed its variable.

Product Identity Offer Images **Vital Info** Variations

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

* Manufacturer Part Number **?**

* Style Name **?**

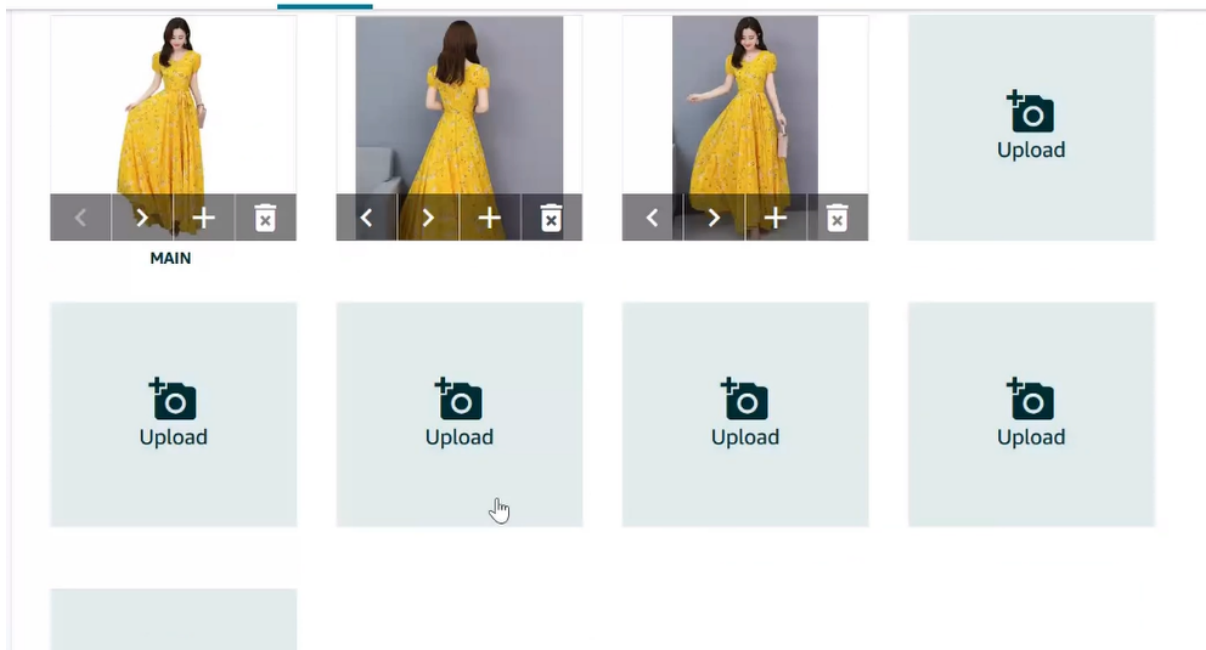
* Gender **?**

* Product Care Instructions **?**

* Lifestyle **?**

* Item Length Description **?**

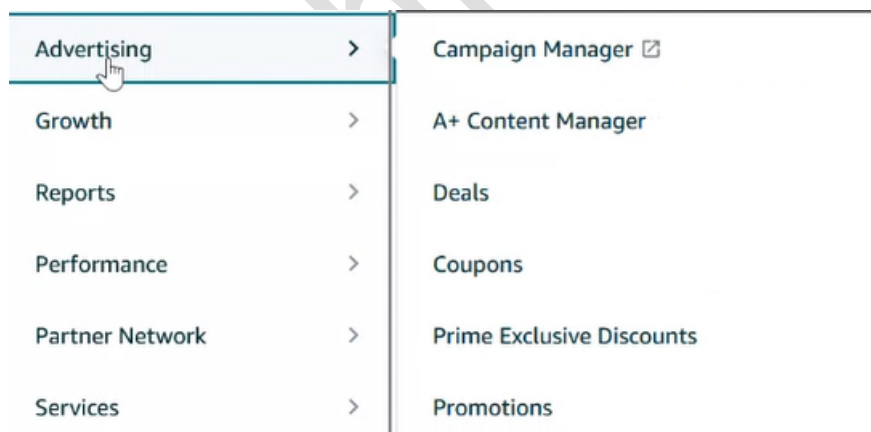
Then Go to the Images Tab and Upload your Product Images.



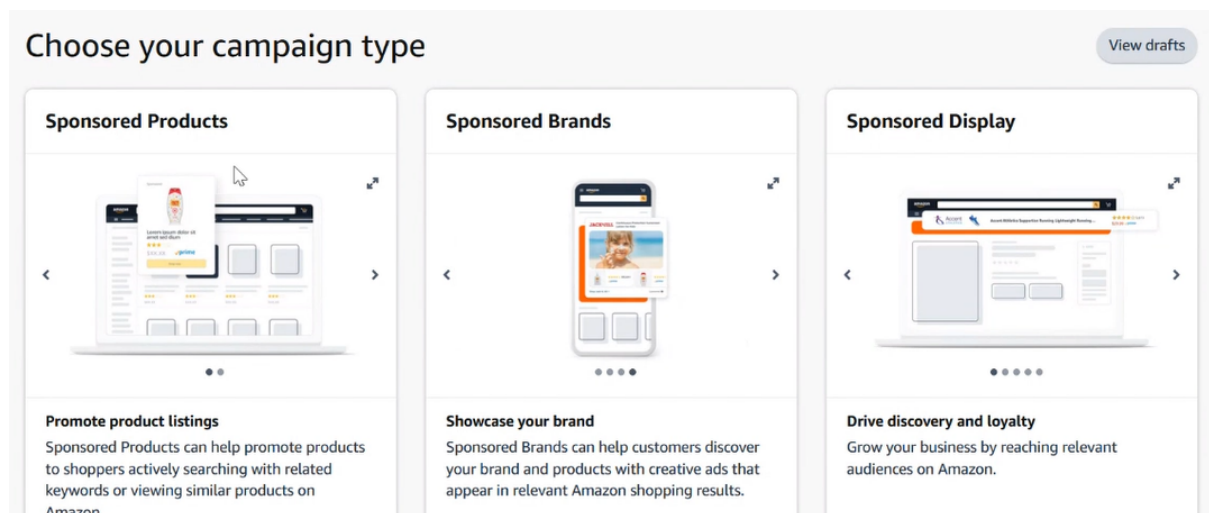
After Upload the Images. Go to Save and Finish Tab, click on that tab and your product is now under review if your product/listing matches Amazon Criteria then it will be live other wise it will be rejected then you will go and check the rejection criteria because amazon rejected your listing you can check and rectify that and update again.

#Advertising

Click on the menu tab, then go to Advertising , Then Click on Campaign Manager.



After Clicking the Campaign Manager Tab, you can redirect to this tab



Here You see the multiple Advertising Campaign Formats.

1. Sponsored Products
2. Sponsored Brands
3. Sponsored Display

But we can Start from Sponsored Products Campaign and after some practice and run Campaigns you can try other options as well but start with Sponsored Products.

To Know Better use this and practice.