



AMAZON RETAIL READINESS CHECKLIST

Getting retail ready on Amazon isn't easy – but it's a vital step to ensuring long-term health on the marketplace.

Use this checklist to make sure your brand is prepared to get the most out of Amazon – before moving forward with growth strategies.

- State your goals**
 - Set sales targets
 - Determine category niche

- Research the competitive landscape**
 - Determine your category and sub-categories
 - List other brands in these categories
 - Refine the list to include brands that have similar price points, audiences, and quality

- Evaluate your distribution channels**
 - Understand your seller network
 - Determine if your products are being sold below MAP
 - Make a list of sellers offering your product below MAP

- Protect your brand on Amazon**
 - Create the following policies and post them on your website:
 - Unauthorized seller policy
 - Internet authorization policy
 - MAP policy
 - Gain access to Amazon Brand Registry
 - Source brand protection resources
 - Implement a proactive brand protection strategy

- Audit your product catalog**
 - Determine which products are the best fit for Amazon
 - Consider audience and margins

- Consolidate existing listings**
 - Check for unrelated parent and child ASINs
 - Find all duplicate child ASINs
 - Consolidate duplicate child ASINs under the proper parent ASINs

- Upload existing content to listings**
 - Titles
 - Descriptions
 - Photos
 - Videos
 - Feature points
 - A+ Content

Congrats! 🎉 Your brand is Retail Ready – and ready to Scale Smart.