

Amazon Business Operations Manual

Standard Operating Procedures for Replenishment, Product Testing, and Catalog Review
Version 1.0
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1. Replenishment Process

Objective: Ensure proven ASINs remain in stock with minimal downtime while maintaining profitability.

Step	Description
1	Log into Seller Central and navigate to Inventory > Manage Inventory.
2	Filter for Active listings and sort by Available Quantity.
3	Identify ASINs below reorder threshold (e.g., less than 15 units).
4	Review sales velocity and profit margin to confirm continued viability.
5	Reorder appropriate quantity for 4–6 weeks of expected sales.
6	Record order details in the Replenishment Tracker (date, units, supplier, cost).
7	Track shipment and confirm when inventory is Prime-eligible.

Amazon Business Operations Manual (cont.)

2. New Product Testing Process

Objective: Evaluate new ASINs systematically to identify Replenishable candidates.

Step	Description
1	Source new ASINs weekly using Keepa and manual research.
2	Run 3-Step Assessment: Velocity (≥ 30 drops/month), Capital Protection, Profit Potential (≥ 15 –20% ROI).
3	Order a small test quantity (3–5 units recommended).
4	Track start date when inventory becomes Prime-eligible.
5	Follow the 4-Week Pricing Strategy (Initial Price, Adjustments, Minimum Acceptable Price).
6	Evaluate results and decide: Replenish, Retest Later, or Discontinue.

3. Catalog Review Process

Objective: Maintain a healthy, profitable, and diversified catalog.

Step	Description
1	Review all active ASINs monthly in the Product Tracking Sheet.
2	Identify Top 20% of ASINs generating majority of profits.
3	Flag underperforming ASINs with declining velocity or ROI.
4	Decide on actions: Replenish, Retire, or Retest.
5	Update ROI benchmarks incrementally as business scales.
6	Plan sourcing of new ASINs to maintain catalog diversity.

Reminder: Keep this manual updated as your processes evolve and your profitability targets increase.