



PD Handout

Amazon Store Graduation & Operating Guide

Your store is now fully set up, compliant, and ready for confident operation

You are now officially an Amazon Seller - Congratulations!

Thank you for choosing PD Commerce to support your Amazon launch!

This **Graduation Handout** summarizes what has been completed, explains how your account is now structured for success, and provides you with the knowledge and tools you need to operate confidently going forward

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1. Your Setup for Success

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Congratulations! Your account is now verified, compliant, structurally sound, and ready for operational activity.

2. How to Operate Your Amazon Store Efficiently

To help you operate confidently, here is a simple framework for daily, weekly, and monthly tasks

2.1. Daily Tasks

A. Confirm, pack, prepare shipments and ship on time

Depending on the fulfilment channel of your choice, your daily operations will differ: FBA - manage inbound to Amazon FC, Easy Ship/Seller Flex - order packing material, pack properly, confirm shipments on time, hand over to Amazon carrier on time, Self Ship - confirm shipments, ship orders with your carrier on time. Defects in fulfilment result in Account Health impact

B. Monitor Sales, Buy Box Share, and Account Health Dashboard

Stay competitive to win the featured (Buy Box) offers. Drive product views through promotions, SEO, and listings optimization. Review your LSR/CR/ODR metrics and contact SP Support in case of any issues pro-actively

C. Receive and assess condition of returned products

It is critical to monitor 1) actual receiving of returns marked as "Returned", 2) condition of the returned product. If the product is different/incomplete/damaged, submit SAFE-T claim within 7 days in "My SAFE-T"

2.2. Weekly Tasks

A. Review and update your inventory

To avoid going out-of-stock, review and update your store inventory regularly. Order unsellable/slow-moving inventory removals on FBA to avoid unnecessary charges

B. Review pricing

Review your prices regularly to avoid mispricing and stay competitive. Competitive pricing is one of the decisive factors contributing to winning the BuyBox – featured offer on detail page

C. Analyze returns reasons on Manage Your Returns

It is a good practice to minimize returns on marketplaces as they often come back with defects. Review your products' returns rates with reason codes to uncover actionable insights and minimize losses

2.3. Mid- and Long-Term Activities

A. Selection expansion

Expand your selection into new categories and complementary products while picking an appropriate fulfillment channel. Hint: it is easier to test products on Easy Ship channel without committing inventory to FBA

B. Profitability Review

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C. Account Protection

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For a detailed guide on Amazon Seller Central Navigation, refer to “Amazon Knowledge Index” provided by PD

3. Recommended Next Steps

Now that you are ready to run your new store, we recommend the next milestone on your store roadmap including

A. If you want to stabilize operations:

- Simplify and streamline repetitive tasks such as order confirmation, order packing, label printing
- Adopt daily reports from Seller Central and act on account defects until 0-0.2% defect rate is achieved

B. If you want to grow your store:

- Expand catalog into complementary categories
- Explore Sponsored Products campaigns
- Consider other UAE Marketplaces like Noon, Trendyol, and others

C. If you want ongoing support with complex issues by PD:

- Recover losses by Improving SAFE-T claim success rates
- Protect your store against false enforcements
- Model profitability of selection with the PD Fee Tool
- Receive actionable performance insights on returns and offer conversion

4. Contact Us

We are here to support the next steps of your Amazon growth journey.
Feel free to reach out whenever you need guidance, insights, or special support

PD Commerce

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