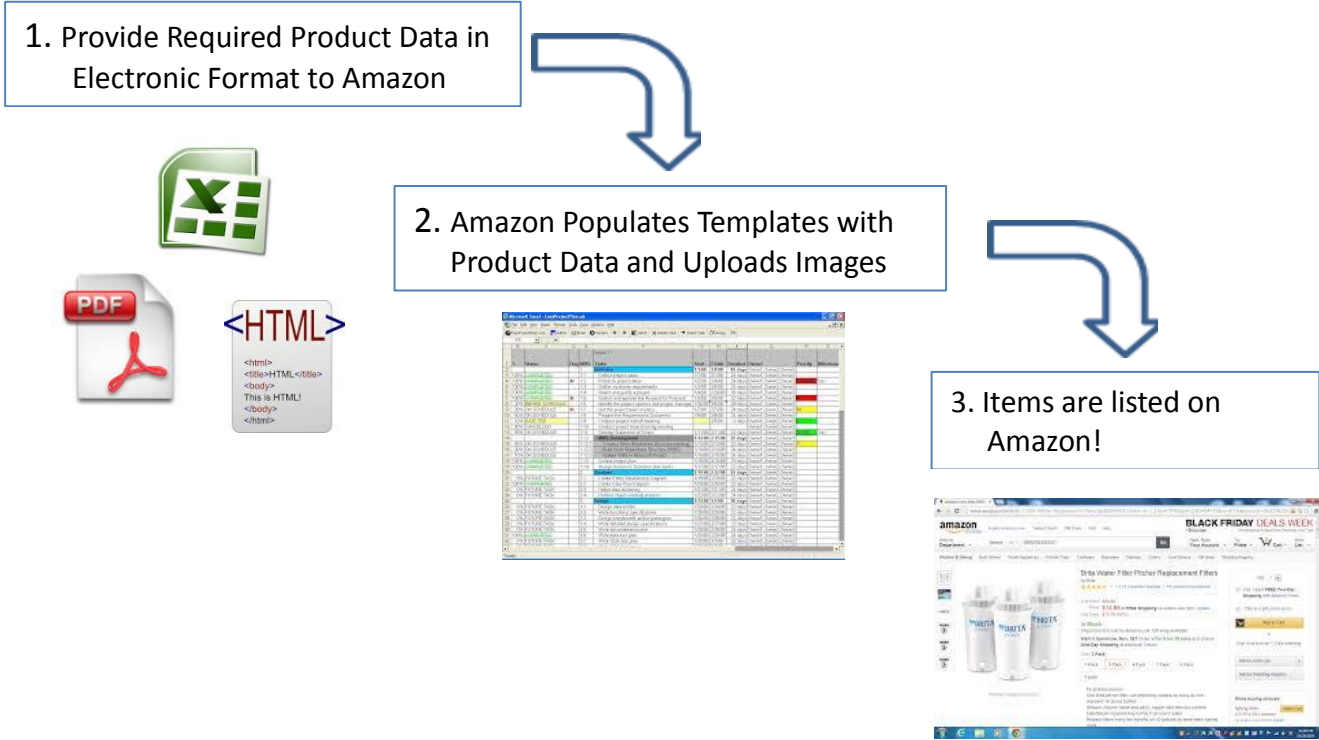


Product Setup Support was created to make listing all your company’s products on Amazon easy and fast. The service is designed to expedite the item setup process of large volumes of products at a low cost. You provide the electronic catalog information (.pdf/.xls/.doc/ webpage) and then Amazon translates the raw product info into product pages.

**How does it work?**



**How much does it cost?** Rates are based on the amount of submitted SKUs.

SKUs	Rate per SKU
100 - 499	\$750 Flat Fee
500 - 999	\$1.50
1000+	\$1.00

**How do I get started?**

1. Make sure that your catalog content includes all of the required information listed on the next page. (We can process information spread among multiple documents...as long as it’s all there)
2. Once you have confirmed that you have all the required information, email us at [us-product-setup@amazon.com](mailto:us-product-setup@amazon.com) with your vendor code and provide a link to or attach your product information.
3. Amazon will then contact you regarding next steps within 24 hours.

**How much time does the process take?** This is dependent upon receiving all required product information upfront. Once Amazon has all required information (see next page), we target to have the items listed on the site in 2 weeks (up to 3,000 skus). Every additional 1,000 skus over 3,000 can sometimes result in an additional week for processing.



### **What information does Amazon need to list my items?**

The following product information will be required in an electronic format such as .pdf/.xls / .html / .doc. Amazon will provide a location to upload files to if necessary.

#### Mandatory Required Info:

- Vendor SKU or External ID (this field is vendor created and referenced on POs and Invoices)
- Model number(if different from vendor SKU)
- Brand name
- Item UPC/GTIN/EAN(Should be valid & do not include restricted UPC's)
- Item Name(for identifying the product)
- Cost (what Amazon pays for one sellable unit to the end customer. If customers receive multiple units for one order (case pack), input the price for the case pack.)
- MSRP (must be greater than cost)
- Item dimensions(L X W X H) and weight (any units)
- Minimum order quantity (preferably 1 unit, larger minimum order quantities might be subject to review or higher ordering thresholds prior to ordering.)
- Country where product was manufactured
- Image (Amazon will provide a space to upload your images or you can provide a link on how to access images if not included in original file - note that that images must still meet Amazon's imaging guidelines [here](#))

#### Optional (but recommended) Info:

- Package Dimensions(L X W X H) and weight (any units)
- Product Description paragraph
- 3-5 bullet points describing the product.
- Color and size. (Mandatory for variations of one item (i.e. the same toy with various colors or sizes)

Processing will not begin until we have all of the required data fields listed above. Once we begin processing your items our team will reach out to you if we are missing anything that is required to finalize your setup.

Thank You!