Listing Creation & Management SOP: Creating Multiple Offers (MFN + FBA) for an ASIN

03/17/2025 8:51 am CDT

> **Who is this for?** Individuals who will create skeleton listings with multiple offers of different fulfillment methods.

> **Objective:** Successfully create accurate listings with duplicate FBM and FBA offers, maximizing listing accuracy and consistency while reducing errors and turnaround time.

REVIEW THE PRE-REQUISITE SOP: Amazon Listing Creation

CAUTION:
- DO NOT create both offers (FBM or FBA) simultaneously to avoid generating two (2) different ASINs with the exact UPC/GTIN/EAN number.
- You can either choose to create first an FBM or FBA listing.

In this example, we will be creating the FBA listings first.

STEPS:

Prepare The Flat File

1. Download the correct flat file using the "Category Specific" template.

2. Open the flat file template. Cells that are highlighted in red are required fields although we can still create the listing without filling in each cell. You'll know which columns should have values if you fill out the Product Type first. The columns required will be highlighted in red; this will vary depending on the category.

	A	B	C	E	F	G	EO
1	TemplateType=fpt	Version=2023.0131	TemplateSig	Use ENGLISH to fill this template.The top 3 rows are for Ama			Fulfillment
2	Product Type	Seller SKU	Brand	Product Name	Product ID	Product ID Type	Fulfillment Center ID
3	feed_product_type	item_sku	brand_name	item_name	external_product	external_produc	fulfillment_center_id
4	sandal		Nil	Ste	8101	UPC	AMAZON_NA

Additional Important Notes:
- Once a listing has been created, it is not possible to alter the Seller SKU.
- The Standard Price and Quantity cells are not highlighted in red but they are still required.
- If the listing you're creating is FBA, you don't have to include Quantity. If it's FBM, you can put "0" if you don't

have the current data.

- If the Main Image is required, you'll need to make sure you add one. To add a photo, simply upload the product photo to imgur.com (you can create your own account), then copy and paste the image URL into the respective flat file cell.

3. On the "Update Delete" column, use **Update**.

Basic
Update Delete
update_delete
Update
Update
Update

4. Under the Fulfillment Center ID, use **AMAZON_NA** (NA for North America, CA for Canada, MX for Mexico, etc) if it's Fulfilled by Amazon and **DEFAULT** if it's Fulfilled by Merchant. If it's left blank, it will automatically be set to FBM.

Fulfillment
Fulfillment Center ID
fulfillment_center_id
DEFAULT
AMAZON_NA

Important Note.

If it's FBA, you have to fill out the compliance columns for the following:

- Pesticide Registration Status - This product is not a pesticide or pesticide device, as defined under the U.S. Federal Insecticide, Fungicide, and Rodenticide Act.
- Pesticide Marking - EPA registration number
- Is this product a battery or does it utilize batteries? - No
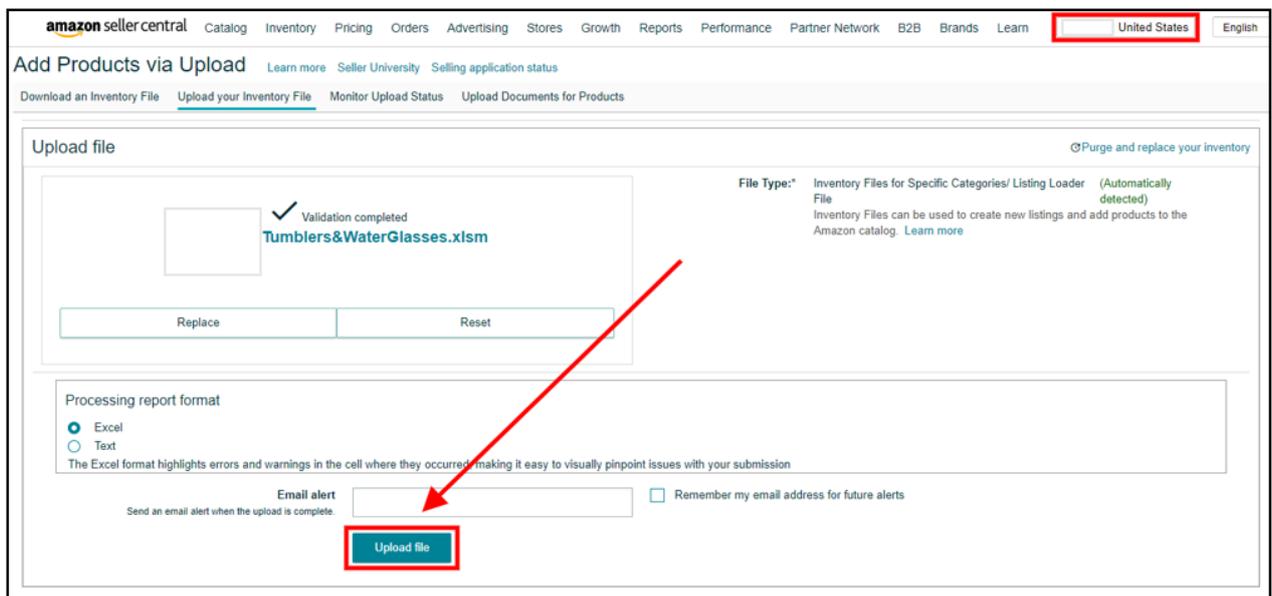- Applicable Dangerous Goods Regulations - Not Applicable

5. Add "New" to the Item Condition column.

Item Condition
condition_type
New

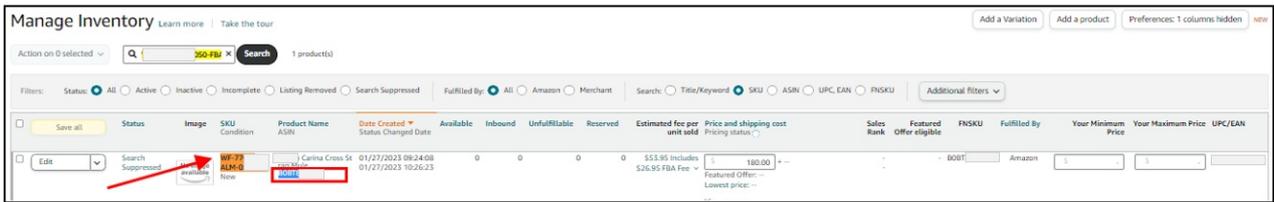6. If the start date isn't provided on the task, set it to 1 year from the current date.

GT	GU	GV
Shipping Group	Offer Start Date	Product Tax Code
_shipping_group_	offering_start_d	product_tax_code
ed Template	08/08/2021	
ed Template		
ed Template		
ed Template		
ed Template		
ed Template		
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ed Template		
ed Template		

7. Save the flat file and upload it on Seller Central. Go to Inventory > Add Products via Upload > Upload your Inventory File. Refresh the page first before attaching the file and make sure you're on the right Amazon store. Then click **Upload file**.

8. Once the file has been uploaded and processed, let it sit for 15 minutes. It can take a little time for the file to finish processing. Download the processing report and troubleshoot as needed. Then, go to the Inventory page and search for the SKU you created and get the ASIN.

Note: If you're creating a large number of listings you may download the all listing report and utilize Vlookup to get the ASINs.

9. Go back to the flat file you previously created and input the proposed SKU for FBM (if you created FBA prior) and fill out the required columns if we're creating new listings for the first time.
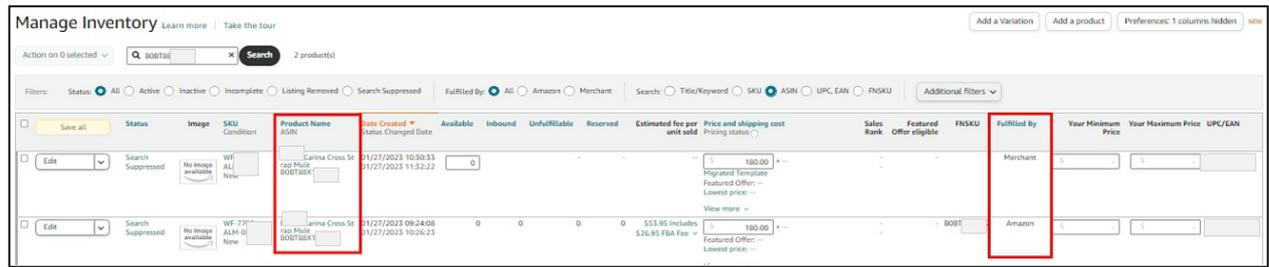
NOTE: Use the **ASIN** as the product ID when creating a duplicate listing.

For example, if you created the FBA listing first, use the generated ASIN from the FBA listing to create the FBM listing and vice versa.

10. Save the flat file and upload it on Seller Central as you did in steps 6 and 7. Make sure everything you review that every detail is correct.

11. After uploading, go to Manage All Inventory and search the ASINs to verify if two listing offers (FBM and FBA) are reflected.

12. If the listings are showing up as suppressed, wait for a few minutes and then refresh the page. If it is still suppressed by then, click the suppressed button beside "Edit". It would route to a page that would tell you the information you need to edit to lift the suppression. Supply it, and save.