

Listing Creation & Management SOP: Creating Variations Manually

03/17/2025 8:55 am CDT



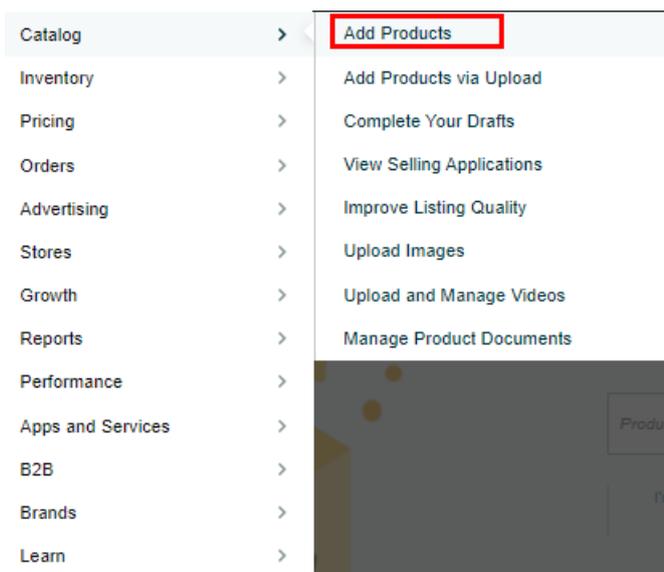
Who is this for? Individuals who want to create variations manually.



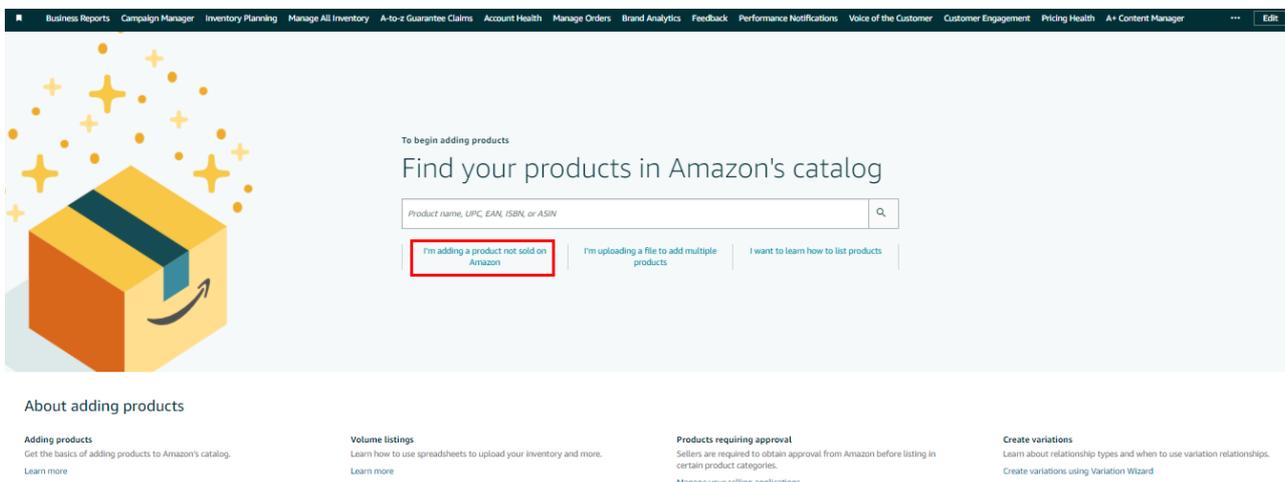
Objective: This document aims to provide a step-by-step guide on how to create variations manually.

To create product variations such as different sizes or colors, you first need a parent SKU. To create variations manually in Seller Central, follow these steps:

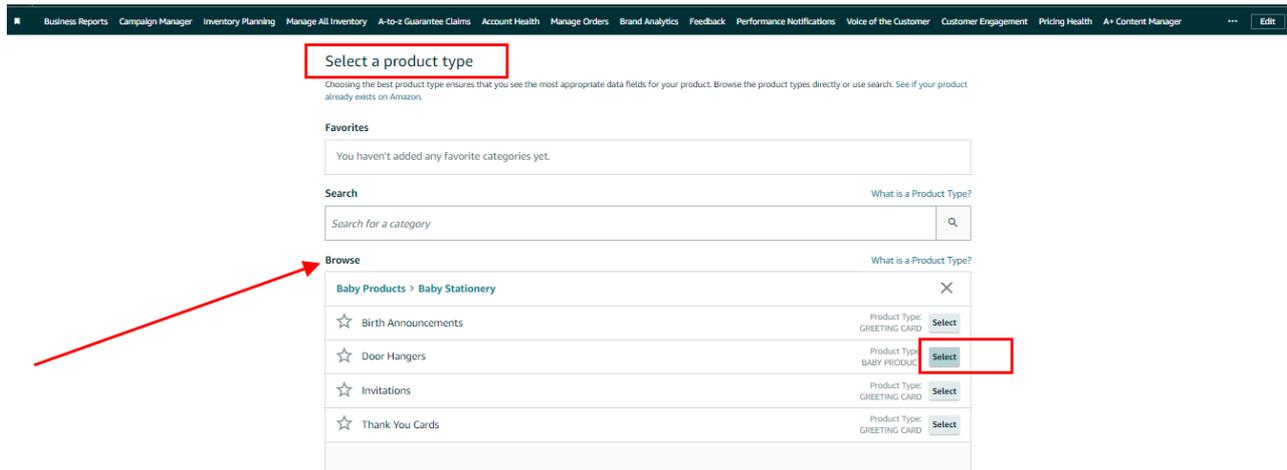
1. Go to the "Inventory" tab drop-down menu and click "Add Products".



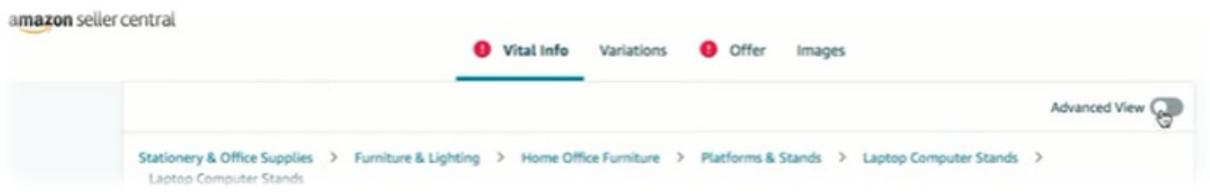
2. Click the "I'm adding a product not sold on Amazon" link.



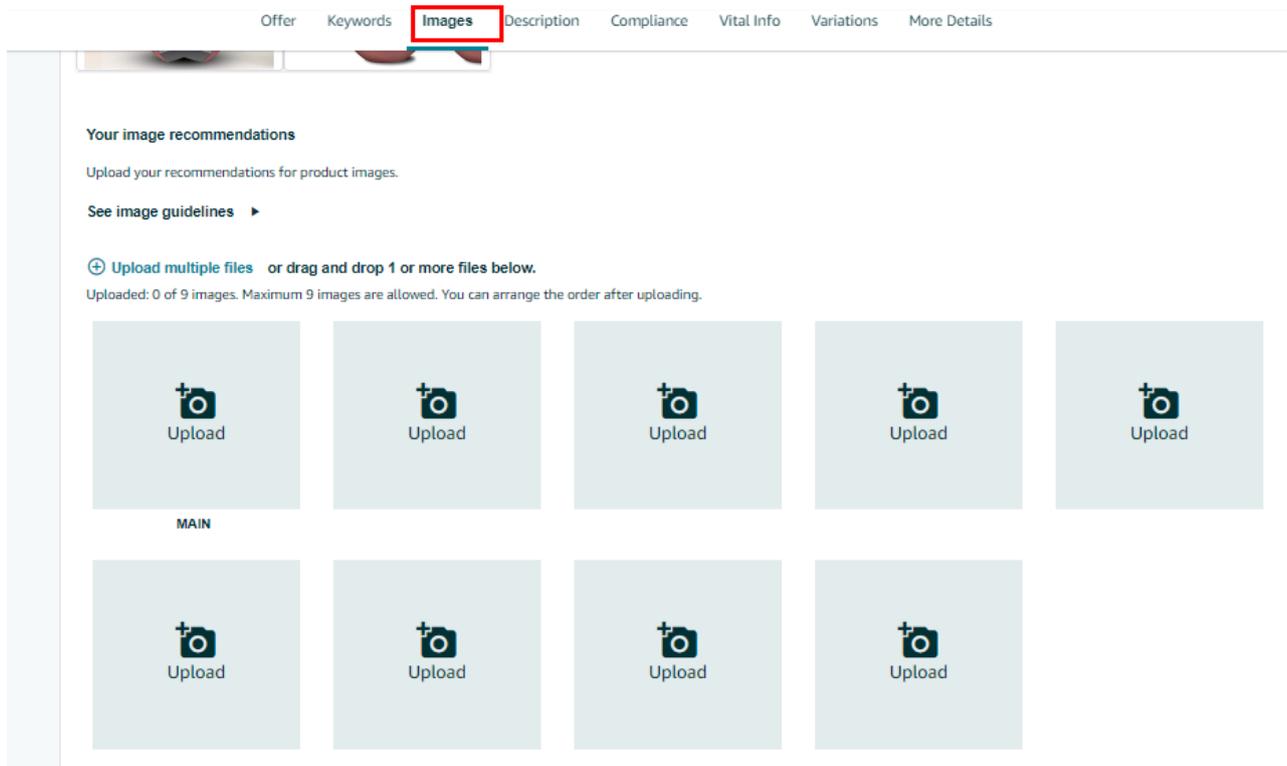
3. Select your category and click "Select".



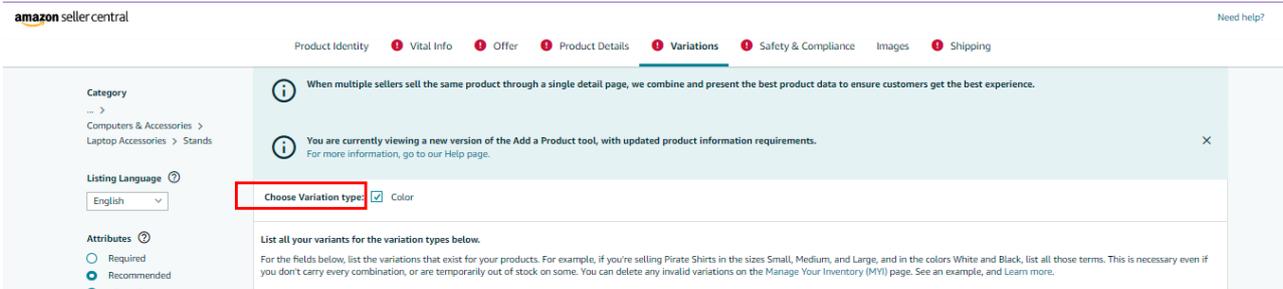
4. Note: If some tabs are not available, you can click the "Advanced Settings" button and fill in the information on each tab.



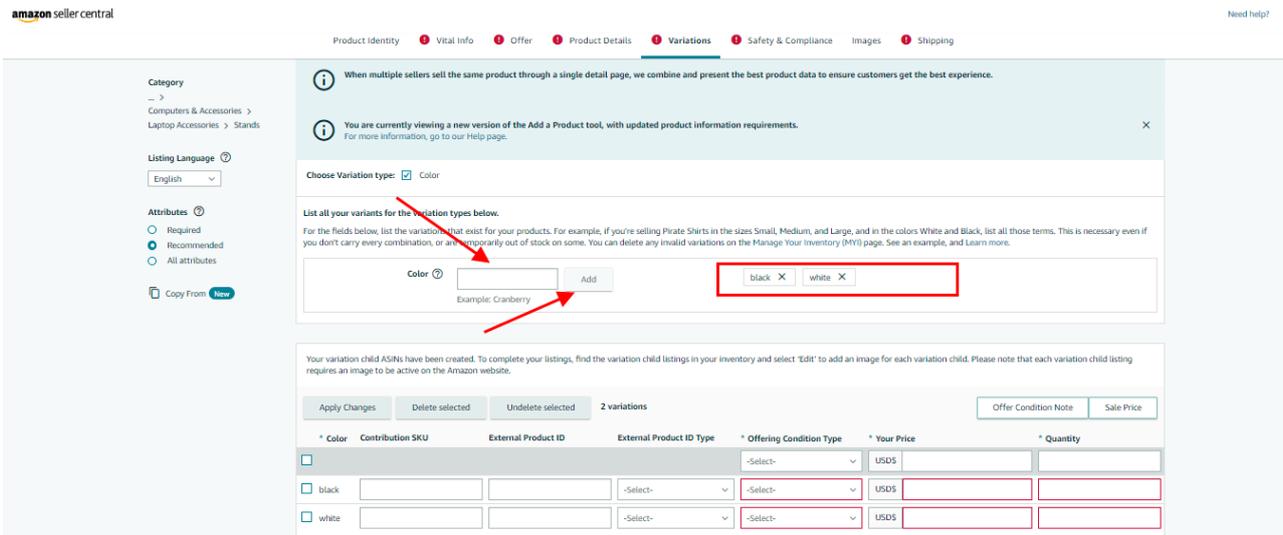
5. Upload a main image for the parent ASIN, then go into each variation to manage their respective images.



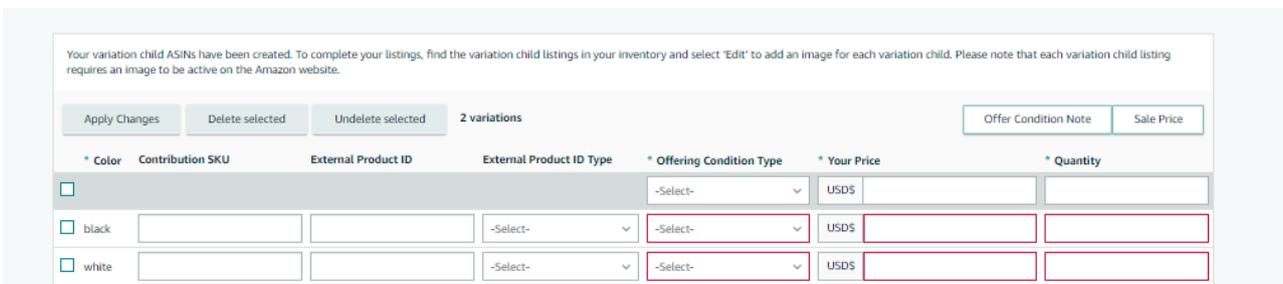
6. Under the "Variations" tab, select your variation type from the menu and list all variations in the relevant cells.



7. Click the "Add Variations" button.



8. Complete all information in the table generated, including Color Map, Seller SKU, Product ID, Product ID Type, Condition, Your price, and Quantity for each variation.



9. Click the "Save and Finish" button at the bottom once you're satisfied with the information entered.

Example: Cranberry

Your variation child ASINs have been created. To complete your listings, find the variation child listings in your inventory and select 'Edit' to add an image for each variation child. Please note that each variation child listing requires an image to be active on the Amazon website.

Apply Changes

Delete selected

Undelete selected

2 variations

Offer Condition Note

Sale Price

* Color	Contribution SKU	External Product ID	External Product ID Type	* Offering Condition Type	* Your Price	* Quantity
<input type="checkbox"/>				-Select-	USD\$	
<input type="checkbox"/> black			-Select-	-Select-	USD\$	
<input type="checkbox"/> white			-Select-	-Select-	USD\$	



Cancel

Save as draft

Save and finish