Listing Creation & Management SOP: Variation Creation

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> ℹ️ Who is this for: Brand Team

> ✅ Objective: Create variations through file upload

Article information and steps.:

Variations

To Open a new template:

- In the brand go to Manage all Inventory-Add a product (top right of screen)- Choose "Bulk Template"- Click "View Templates"- select "Get Product Template" – in the second bullet point click on "product template". This will bring up the "Download Product Spreadsheet" box.

- In the Download Product Spreadsheet:

o   Under "Select the types of products you want to sell": type in one of the terms from categories and hit search. At the bottom of this option click on the "Browse Via product category" button. This will give you the ability to match as closely as possible the categories for the items you are making variations for.

o   Under "Select stores where you want to create offers": Make sure that only the US Amazon is selected

o   At the bottom of the screen make sure to opt OUT of the BETA version of new template

o   Click Generate Spreadsheet.

In The Template: *ENABLE EDITING*

- In the tabs at the bottom select "Template"

- The first row (4) will be for your Parent SKU

- In the ORANGE section:

o   Product Type: Click the drop-down arrow and select the auto populated item. Drag this down using the little back + when you hover over the bottom right corner of the first box for the number of items you will be adding to

the variation.

o   Seller SKU

▪   Parent: You will create this SKU using the first 3 letters from the Brand SKUs and then adding onto it. For example: Brianna's Avocado Oil Dressing Variations would be ADSAVODressing.

▪   Child: These SKUs will be pulled from Sales Force for each item in the variations.

o   Update Delete

▪   Parent: Update

▪   Child: Partial Update

o   Brand Name: Choose from the drop-down menu the name that is in ALL CAPS and spelled correctly for all items

o   Product ID:

▪   Parent: Leave Blank

▪   Child: ASIN for each item from Sales Force

o   Product ID Type: Select ASIN from the drop-down box for all items.

o   Product Name:

▪   Parent: The Seller SKU created for the variation

▪   Child: The CBAmazon title pulled from the Amazon Product Details in each item in Sales Force.

o   Item Type Keyworks: Select the auto populated suggestion in the drop down for all.

•   In the PINK "Variation" Section:

o   Relationship Type:

▪   Parent: Leave Blank

▪   Child: select "variation" from the drop-down.

o   Variation: Choose the appropriate choice for the items from the drop down for all.

o   Parent SKU:

▪   Parent: Leave Blank

▪   Child: Use the Seller SKU created for the variation group for all items.

o   Parentage:

▪   Parent: Select Parent

▪   Child: Select Child

- In the GREEN "Discovery" section:

o Flavor:

🚩 Parent: Leave Blank

🚩 Child: Choose the most descriptive part of the description for each item.

- In the Blue "Dimensions" Section:

o Count: 1 for all

o Unit Count Type: "Count" for all

- In the Brown "Compliance" Section-This will be different for each item, fill in any red boxes as needed and ask questions about anything you are unsure of.

- In the Red "Offer" Section-this will vary based on the item as well, follow the prompts of the red boxes. Some helpful information below:

o Product Expiration Type: Expiration on Package

o Fulfillment Center Shelf Life: Variable based on the item being variated. This can be googled, ask if you are unsure. Make sure that when you put a number in this box there is not anything after it, just the number.

Saving and Uploading to Seller Central:

- Saving: Save File as "ParentSKU-Varation" (Ex: ADSAVODressing-Variation) in your employee folder under the level 2 brand management tab in the Dropbox. It is recommended to make a folder titled "Variations" and then Sub-Folders for each brand that you work on.

- Uploading to Seller Central: Go back to Manage All Inventory in the brand and follow the same steps to "view template". In the next step there will be tabs at the top of the screen. Select "Upload your Spreadsheet" and then Browse Files to get your saved spreadsheet. Once you have selected your file hit "Submit Products" if any errors pop up don't worry about them at this time and continue with the submission.

- After you upload the file, it will take you to the Spreadsheet Upload Status tab. It will take a few minutes for the file to load, and you will either get a green "Done" status showing your variations were accepted and applied or an "Action Required" status with a dop down box next to it. In that drop box you will click on "Download Processing Summary" and open the spreadsheet.

Problem Shooting Issues:

- Any issues that are found in the template will be highlighted Yellow on the spreadsheet and will have an explanation under the "Feed Process Summary Tab".