

Create Product SKUs

04/30/2025 3:20 pm CDT

Overview

SKUs (Stock Keeping Units) are unique alphanumeric identifiers assigned to products upon creation, facilitating efficient catalog and inventory management, order processing, marketplace integrations, performance analysis, and clear differentiation between product variants. Sellercloud provides you with several structured processes for assigning those identifiers, allowing you to create new SKUs individually, in bulk, with a file import, or through your connected sales channels.

Once created, you can view and modify their properties on the [Product Details Page](#). Additionally, you can perform various related actions and change their status to [Inactive](#) or [Discontinued](#), [Copy and Clone SKUs](#), initiate [SKU to SKU transfers](#), and more.

Create Product SKUs

You can create new product SKUs individually, in bulk, or through a connected sales channel.

Individually

To create individual products:

1. Navigate to **Catalog > Add New Product**.
2. Click on **Create Individual Product Manually**.
3. Fill in the required information.
 - a. **Company**
 - b. **Product Name**
 - c. **Product SKU** – If you have filled in the **Product Name** field, you can generate a random product SKU by clicking the **Generate** icon.
 - d. **Product Type**
4. Click **Create Product**.

ADD PRODUCTS



Creation via Channel



Create individual product manually



Import via file



Company *	Thirsty Tea	▼
Product Name *	Product Name	
Product SKU *	SKU	↻
Product Type *	Electronics	▼ +
Default Price *	\$0	

CLEAR

CREATE PRODUCT

Required Fields For New Product

To create a new product, certain minimum requirements must be met. The mandatory fields include **Company**, **Product Name**, **Product SKU**, and **Product Type**. For additional customization, click on the **Gear** icon in the upper right-hand corner.

To configure specific fields, select the checkbox **Show in Form**, and to make a field mandatory for product creation, choose **Mark as Required**.

MANAGE FIELDS ✕

FIELD	SHOW IN FORM	IS REQUIRED
Company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product SKU	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Type	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Buyer *	<input type="checkbox"/>	<input type="checkbox"/>
Site cost *	<input type="checkbox"/>	<input type="checkbox"/>
Default Price *	<input type="checkbox"/>	<input type="checkbox"/>
ASIN	<input type="checkbox"/>	<input type="checkbox"/>

* Fields managed by client settings.
** Custom columns.

CANCEL
RESET
SAVE

In Bulk

Sellercloud also allows you to create multiple products simultaneously through a file upload. To create product SKUs in bulk:

1. Navigate to **Catalog > Add New Product**.
2. Select **Import via File**.
3. Click **Generate Template** to use an existing template or generate a new one. The required columns to create SKUs using this tool are **ProductID** and **ProductName**. It is recommended to also include **ProductTypeName**; otherwise, your company's default product type will be assigned.
4. Enable the **Create Products That Don't Exist** option. If you don't want to affect existing products with your import, you should also enable the **Do Not Update Existing Products** option.
5. Select the company where the products should be created. To create products for more than one company, use the **CompanyID** column header in the template file instead.
6. Click the **File** field and select the file from your computer.
7. Click **Upload**.

here to view.'" data-bbox="135 394 902 728"/>

ADD PRODUCTS

Creation via Channel Create individual product manually Import via file

Create Products That Don't Exist

Do Not Update Existing Products

Company For New Product Thirsty Tea

Update Products For Company All

File * Select file

Schedule For Later 12/13/2023 6:00 PM

GENERATE TEMPLATE **UPLOAD**

There are 0 Bulk Update Jobs submitted. Click [here to view](#).

Via Channel

To learn more about creating products directly from your connected sales channels, refer to our [Create Products From a Channel](#) article.

Manage SKUs

In some cases, it's possible to update a product's **SKU** in Sellercloud. However, once there are existing orders, inventory records, purchase orders, or historical data associated with the product, the **SKU** becomes unmodifiable.

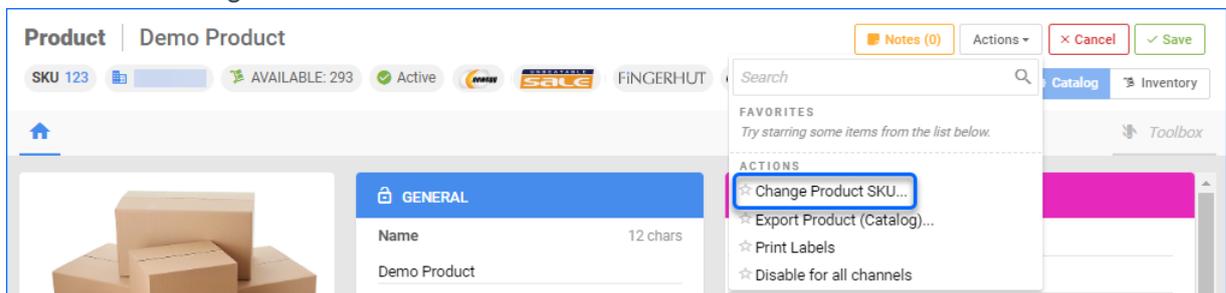
Alternatively, for SKUs that can't be changed or modified, you can [Deactivate Products](#), which will remove products from the default product searches.

Rename a SKU

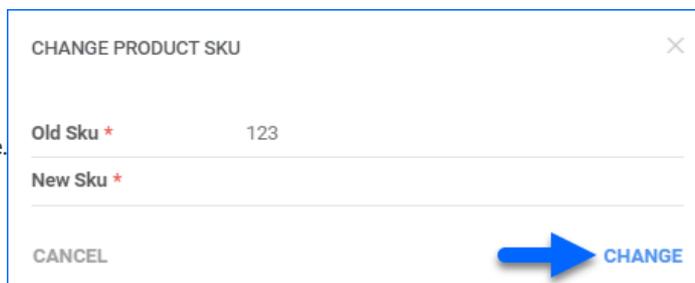
You can only rename SKUs with no history. The Client Setting **Hide options to merge or change product SKU** must be disabled for this workflow. To enable the setting, navigate to **Settings > Client Settings > General Client Settings > Purchasing > Advanced**.

To change a product SKU:

1. Navigate to **Catalog > Manage Catalog**.
2. Select your product
3. **Action Menu > Change Product SKU**.



4. A pop window will appear to enter the new SKU.

A screenshot of a 'CHANGE PRODUCT SKU' pop-up form. The form has a title bar with 'CHANGE PRODUCT SKU' and a close button. It contains two input fields: 'Old Sku *' with the value '123' and 'New Sku *'. At the bottom, there are two buttons: 'CANCEL' and 'CHANGE'. A blue arrow points to the 'CHANGE' button.

5. Click **Change**.

Alternatively, you can select the product from the [Manage Catalog Page](#) and change it from there.

If you are changing the SKU to match the product code on a channel, consider keeping the current SKU and instead, use the Merchant SKU field on each channel's product properties page to link the SKU with the channel.

Product Properties

On the [Product Details Page](#), you can view and modify the product's default properties as needed.

Related Client Settings

The following [Client Settings](#) are available:

- **Require To Set Default Price When Creating Product**
 - This setting makes it necessary to set a default price when creating a product, ensuring all products have a defined pricing value from the start.
- **Require SiteCost And Buyer/Purchaser While Creating Product**
 - This setting makes it mandatory to include Site Cost and Buyer/Purchaser details when creating a product, ensuring complete information for each product entry.

- **Require Manufacturer When Creating Product**
 - This setting ensures that you must specify a manufacturer when creating a product, making it a mandatory field during the product creation process.

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Once created, you can view and modify their properties on the [Product Details Page](#). Additionally, you can perform various related actions and change their status to [Inactive](#) or [Discontinued](#), [Copy and Clone SKUs](#), [initiate SKU to SKU transfers](#), and more.

Create Product SKUs

You can create new product SKUs individually, in bulk, or through a connected sales channel.

Individually

To create individual products:

1. Navigate to **Inventory > Add New Product**.
2. Fill in all required information.
 - a. **Company**
 - b. **Product Name**
 - c. **Product SKU**
 - d. **Product Type**

3. Click **Create Product**.



Home > Search > Manage Inventory > Add New Product

Company: Thirsty Tea

Product Name: gegy

Product SKU: GEGY

Product Type: joy

Product Notes:

In Bulk

Sellercloud also allows you to create multiple products simultaneously through a file upload. To create product SKUs in bulk:

1. Navigate to **Inventory > Bulk Update Products**.
2. Click **Get Template File** to use an existing template or generate a new one. The required columns to create SKUs

using this tool are **ProductID** and **ProductName**. It is recommended to also include **ProductTypeName**; otherwise, your company's default product type will be assigned.

3. Enable the **Create product if none exists** option. If you don't want to affect existing products with your import, you should also enable the **Do not update products if exists** option.
4. Select the company where the products should be created. To create products for more than one company, use the **CompanyID** column header in the template file instead.
5. Click the **File** field and select the file from your computer.

6. Click **Upload**.

Home > Search > Manage Inventory > Bulk Product Update

Get Template file View Bulk Update Log View Queued Jobs

First Column Type: UPC Product ID

Subtract un-exported Orders Qty

Subtract unshipped Qty

Create product if none exists

Do not update products if exists (only create new products)

Company for New Product:

Update Products from company:

Select File: 340063.xlsx

Schedule Bulk update

Via Channel

To create products via a connected sales channel, navigate to:

1. **Inventory > Add Product via (channel).**
2. Currently, you can add products from:
 - a. **Amazon**
 - b. **eBay**
 - c. **Jet**
 - d. **Overstock**
 - e. **Sears**
 - f. **Walmart Marketplace**
 - g. **Wayfair**

3. Enter the required information and click **Add Product**.

For Amazon, Walmart Marketplace, and eBay, you should use keywords when searching for requested products within related marketplaces. However, when adding new products via sales channels like Wayfair, Sears, and Overstock, a file upload is the used approach.

Home > Search > Manage Inventory > Add New Product From Amazon

Company:

Country Code: US

Enter Keywords:

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Rename a SKU

You can only rename SKUs with no history. The Client Setting **Hide options to merge or change product SKU** must be disabled for this workflow. To enable the setting, navigate to **Settings > Client Settings > General Client Settings > Purchasing > Advanced**.

To change a product SKU:

1. Select the product from the **Manage Inventory** page.
2. From the Action Menu > **Change Product SKU** > **Go**.
3. Enter the new **SKU** > **Change SKU**.

If you are changing the SKU to match the product code on a channel, consider keeping the current SKU and instead, use the Merchant SKU field on each channel's product properties page to link the SKU with the channel.

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