

New SKU Creation SOP

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Purpose:

This document explains how to create new SKUs in Sellercloud, configure product details, enable/disable channels, and set up vendor and kitting information.

1. SKU Creation

1. In Sellercloud, navigate to **Catalog → Add New Product**.
2. Select **Create individual product manually** at the top.
3. Fill out the required fields:

Field	Description
Company	Corresponds to the seller account that will sell the product. Usually matches the brand. Noteworthy Exceptions: Use <i>Shipping Services</i> for eHome TikTok or Walmart/Target products.
Product Name	Display name in Sellercloud and channel listings. Use this format: BRAND - Item Name - Short Description - Size/Quantity. This helps everyone know what they are looking at and is the basis for later updating with the SEO optimized Amazon title.
Product SKU	The internal SKU identifier for Sellercloud.
Product Type	Default is <i>Unassigned</i> . Options: <i>Unassigned</i> , <i>New Product</i> . (<i>New Product</i> is used for products that will be sold, but have no sales history through RivrHub yet.)
Default Vendor	Vendor the product is purchased from. Please set this for all products , even if it is a kit.
Default Vendor Price	Cost per unit when purchased from the vendor.
Default Vendor SKU	Vendor SKU (MPN).
Qty Per Case	Number of units per case from the vendor.
UPC	Universal Product Code. (<i>Optional</i>) Description, Bullets, and Dimensions can be added now or later.

1. Click **Create Product**.
2. A green confirmation message will appear at the bottom with a link to the new SKU.
 - You can create multiple SKUs during one session. They will display next to **Products Created**.
 - Note: This list clears if you refresh or navigate away.
3. Click the product link to open the new SKU.

2. Enable Channels

By default, new products are **not enabled** for any channels.

To keep things organized, only enable channels where the product will sold.

1. On the Product screen, open the Toolbox, then search for the appropriate channel settings:
 - Amazon = Amazon Properties
 - TikTok = Website Properties
 - Walmart = Walmart Marketplace
 - Target = Website Properties
 - Shopify = Website Properties
2. Check the **Enabled** box in the General section, then Save.

Examples:

- If a product will be sold **only on Amazon**, only enable on Amazon and leave all others disabled.
- If it's a **kit component** not sold individually, leave all channels disabled.

3. Mark as Expirable (If Applicable)

1. Go to the **Home** tab of the product.
2. In the blue **Details** section, check **Expirable** if applicable.
3. Click **Save**.

⚠ Important:

Be sure to mark all food or consumable products as Expirable to ensure proper lot and expiration tracking. This is difficult to add once we have inventory.

4. Confirm Purchasing and Pricing Information

1. On the product screen, in the green **Purchasing** section, confirm the following fields are accurate:
 - **Default Vendor***(all products)*
 - **Vendor SKU***(simples/components)*

- **Site Cost***(simples/components)*
 - **Qty Per Case***(simples/components)*
2. In the green **Pricing** section, enter the **Site/Retail Price**, if applicable. This is the price that the product will be sold for.

These values are **not used directly** for Purchase Orders/Pricing (at this time) but are vital for:

- Accounting calculations
- Warehouse-facing data
- Custom integrations and automations

5. Input Shipping Weight (Sellable Products Only)

1. On the product screen, scroll to the orange **Metrics** section.
2. Enter the product's **Shipping Weight**.
3. Click **Save**.

Note: It is only necessary to complete this step for products that will be sold.

6. Set Up Vendor SKU (Simples/Components Only)

1. Go to **Purchasing → Vendors → Manage Vendors**.
2. Select the correct vendor.
3. Open the **Products** tab.
4. Locate the SKU you just created.
5. Click the **pencil icon** (top right of green bar) to edit.
6. Verify the following:
 - **SKU**
 - **Vendor SKU**
 - **Price** (*Site Cost*)
 - **Case Price** (*Case Cost*)

- Qty/Case

7. Click the **check mark** (top right) to save changes.

6. Configure Kitting Information (Kits Only)

1. Return to the product.
 2. Open the **Kit** tab (found in the **Toolbox** if not favorited).
 3. Click **Edit** in the top right.
 4. Under the **Components** section, click the + (**plus**) icon to add components.
 5. Search for the component SKU(s).
 6. Check the box next to each component to include.
 7. Click **Add Selected** or **Add & Close** when finished.
 8. Set the **Qty in Kit** for each component.
 9. Set **Inventory Dependency On**:
 - **Independent** – Use this for any product that might be sold via **FBA** or **WFS**.
 - *(Changing this later is difficult and can cause inventory sync issues.)*
 - **All Components** – Use this for products that will **always be FBM** (e.g., TikTok, Target, Shopify).
 - *(Simplifies warehouse picking and maintains accurate inventory levels on those marketplaces.)*
 10. Click **Save**.
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7. Add FBA Packing Instructions

1. When necessary, add FBA packing instructions to the **RH FBA Packing Instructions** field in the **Custom Columns** section.
2. Most products will not need this, however if there are non-standard instructions warehouse staff need to follow when packaging the product, this is the place to enter those. For example, if 2 1lb bags need to be opened and dumped into a single 2lb bag, rather than simply packaged together.
3. Try to keep it clear and brief. These instructions will be printed on the FBA manifest for warehouse staff to

see when preparing FBA shipments.

? Final Checklist

Before marking the SKU complete:

- Product information verified
 - Channels enabled/disabled correctly
 - Expirable flag set if applicable
 - Vendor information confirmed
 - Kit components configured (if applicable)
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