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Amazon Min/Max & Business Pricing

How EVP Supports Amazon Price Publishing Features

Amazon provides two key features for price publishing: **Business Pricing** and **Min/Max Price**. EVP supports both, allowing sellers to manage pricing dynamically and at scale.

1. Business Pricing

Business Pricing is a feature available to Amazon Business customers. It allows sellers to offer discounted pricing and quantity-based price breaks for business purchases. For more details, refer to [Amazon Business Pricing Help](#).

EVP Support for Business Pricing:

EVP manages Business Pricing at two levels:

- **Global Settings** – A default configuration that applies to all SKUs.
- **SKU-Specific Settings** – Optional overrides at the individual SKU level.

Two attributes control Business Pricing behavior in EVP:

- **Enable Business Pricing** (Yes/No) – Activates or deactivates business pricing for the SKU. Powered by ⚡ Jira Service Management
- **Business Price Settings** – A copy of the Global Settings, allowing customization per SKU.

Logic:

- If *Enable Business Pricing* is set to Yes and *Business Price Settings* is not defined, the Global Settings apply.
 - If both are defined, the SKU-specific settings take precedence.
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2. Min/Max Price Publishing

The **Min/Max Price** feature allows sellers to define pricing boundaries on Amazon SKUs, preventing accidental under- or overpricing.

EVP offers three publishing modes:

- **None**

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