

AMAZON PROCESS FBA

Applying
Agile Project Management
To
Amazon Business

MILESTONE
Sticker

TASK
Sticker

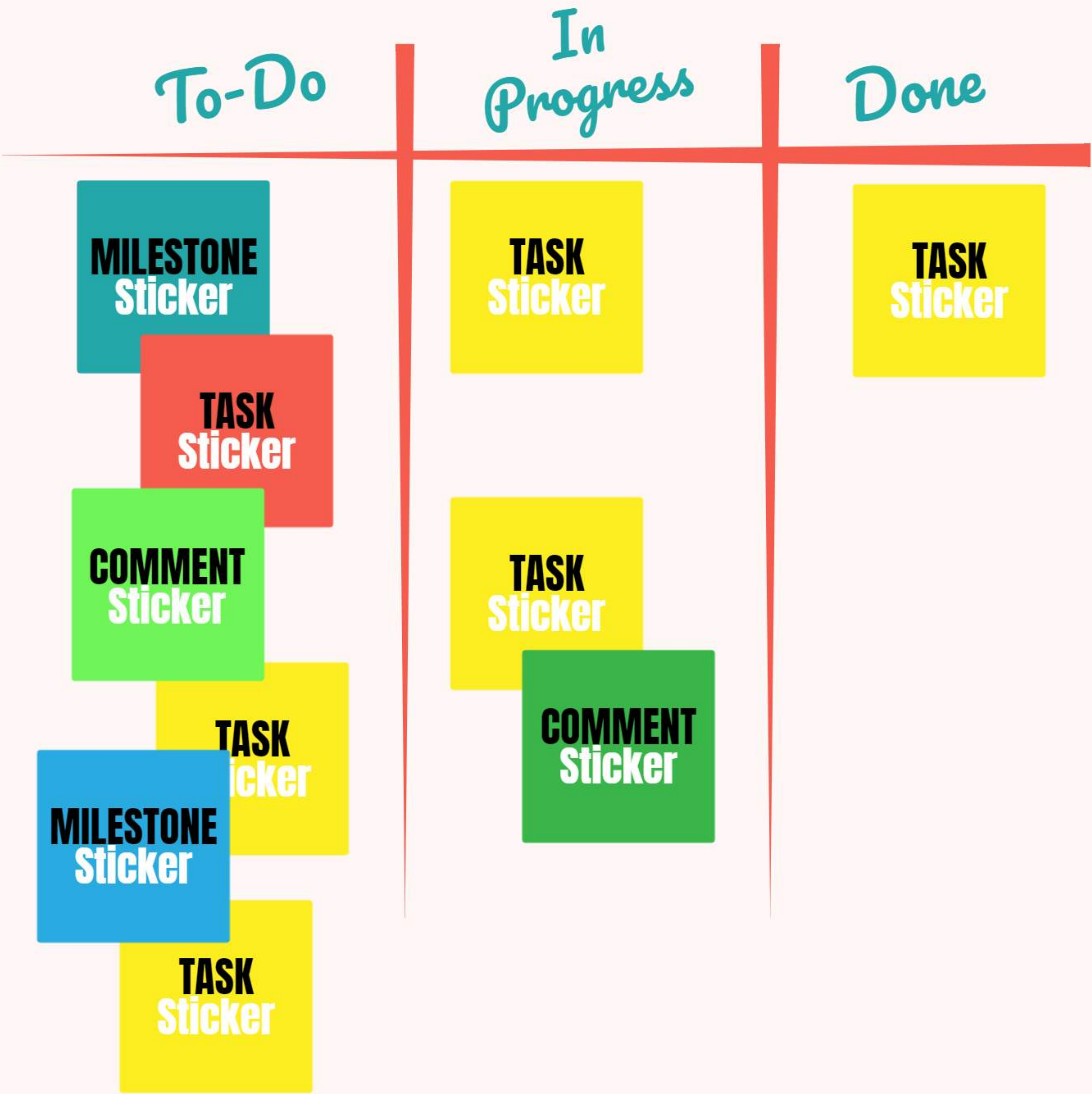
COMMENT
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Fennex
• B L O G

By Blog.Fennex.Agency

For more information, check out our article
[Fulfillment By Amazon \(FBA\):
 The Definitive Guide \[18 Milestones To Go From Zero To Hero\]](#)

To make the process simpler, we divide the checklist into milestones and tasks. If you have ever worked with a project management system, you can consider the FBA adventure like a project. You set your goals, milestones, and tasks to achieve.



Niche Market Research

1 Milestone



- Niche Market Brainstorming
- Niche Audience Brainstorming
- Problem and Solution Brainstorming
- Keyword Validation
- Competition Analyses



Brainstorm Product Ideas

2 Milestone



- Set Product Research Criteria
- Generate Product List Idea
- Gather product data
- Do 1-week Product Tracking (optional)
- Identify Product Opportunities

Identify winning products

3 Milestone



- Find Product Suppliers
- Identify product differentiators
- Analyze The Competition
- Check Estimated ROI (Return On Investment)

Quality Suppliers

4 Milestone



- Send Initial RFQ (Request for quotation)
- Build Rapports & Select 3 Best Suppliers
- Search for FAB & Duties% Fees
- Calculate Landing Cost
- Calculate Profit
- Prioritize products from Top 1 to Top 5.

Product Sourcing

5 Milestone



- Request Samples
- Ask Top Suppliers about the product design specifications.
- Ask Top Suppliers about the product testing certificates

Brainstorm Branding Ideas

6 Milestone



- Find a Niche Brand Name (open-ended name)
- Find a Product (Brand) Name
Start Planning Packaging ASAP
- >> Packaging Requirements
>> Customizing Product Packaging

Build Relationship

7 Milestone



- Communicate with suppliers
- Order competitor products (optional)
- Form relationships with shipping & inspection companies

Product Validation

8 Milestone



- Inspect package, stress test product, etc.
- Choose Final Supplier & Get Formal Quote
- Calculate Landing Cost Fees
- Calculate Amazon FBA Fees
- Calculate Profit
- Is The Final Product & Profit Are Okay?
>> If so, get a Barcode (EAN)
>> Else, repeat from Milestone 5 with the next product on your Top 5 list.

Company Formation

9 Milestone



- Set up the Company
- Set up the Company Bank Account
- Get Accountant
- Research Product Liability Insurance
- Get EORI Number

Amazon Seller Account Set-Up

10 Milestone



- Set up an Amazon Seller Account
- Add FBA to your account
- Create a Basic Product Listing
- Get FNSKU

Branding Realization

11 Milestone



- Contact Designer & Have Logo
- Contact Designer & Have package designed
- Register Domain and Set-up Website

Product Ordering

12 Milestone



- Create a Master Budget
- Get a 30/70 Payment Plan
- Select Supplier Inspection
- Send Payment
- Send Logo & Package Design (with EAN & FNSKU)

Listing Creation

13 Milestone



- Get Product Photos
- Get Graphic Designed Photos
- Keyword Research +Reverse ASIN Search
- Get Optimized Title
- Get Optimized Description
- Get Optimized Bullet Points
- Get Optimized Backend Keywords
- Create Listing

Product Launch Preparation

14 Milestone



- Create Amazon PPC Automatic Campaign
- Create Amazon PPC Manual Campaign
- Set Up Auto-Responder
- Create Coupon Code Campaign (search 3rd party services)

Shipping Plan

15 Milestone



- Confirm End Of Production
- Get Shipment Dimensions From Supplier
- Create Shipping Plan in Amazon Seller Account
- Print Labels & Send to Supplier
- Request Product Inspection (inspection company from milestone 7)
- Request Tracking ID #
- Pay Customs Duty and VAT Upon Arrivals
- Wait For Amazon To Receive Delivery

Launching

16 Milestone



- Turn on PPC Campaigns
- Turn on 3rd party Campaigns (coupon code, discounts & others)
- Monitor BSR Rankings

Optimization

17 Milestone



- Wait 1-2 weeks for data
- Pull Search Term Report after Launch
- Delete Keywords that don't Make Money
- Create a New Manual Campaign
- Optimize PPC Campaigns

Maintenance & Inventory

18 Milestone



- Track Customer Reviews
- Track Inventory
- Track Profits
- Scale PPC
- Use Social Media For Added Exposure
- Continue Optimizing Product Page