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Channel Management MVP Requirements

The MVP needs to meet all of the core functionality (aka user expectations) the Monsoon desktop application has to make people want to transition to the MVP.

- The user needs to be able to add products easily. The harder we make it for current customers to add products, the less likely they are to transition to the new product.
- The user needs to be able to price products when they add them. The amount of inventory and the pace of offers changing on the market make this impossible to keep up with manually which is why this is a core function of the Monsoon desktop application.
- The user needs to be able to list products and remove listings. This is a core function of selling on a channel. At bare minimum, they need to be able to set shipping settings.
- Synchronize changes in quantity, price, and shipping settings. Any changes to quantity, price, and shipping settings need to sync with the channel as quickly as possible. If price or shipping settings are not in sync, they may sell for below their margin or may never sell a product. If the quantity is not in sync, they risk overselling and suspension on all of the channels they sell on.
- The app needs to be able to be performant and scale with volume from hundreds or thousands of items to hundreds of thousands of items. This requirement extends to all functions of the app including adding products, managing products in the UI, repricing, bulk changes to products, publishing listings, etc.

The MVP needs to add value that customers don't have in Monsoon Marketplace today. These are ordered by potential value and feedback we've received.

- We can give the users visibility into profit and margin. This includes being able to set cost of goods, cost of sales, and gathering fee information.
- We can surface recommendations from Amazon via the Recommendations API. This includes things like restocking, out of stock, what they should send to FBA, visibility on what to do if their price isn't the lowest, etc.
- We can give the users the ability to set promotions. This will allow them to put items on sale.
- We can give the user the ability to set tax settings by product (via groups). This will give them more granular control over the taxes they charge.

Full (Potential) Feature Set

- Onboarding and authentication
 - Sign up for the product
 - Add billing information
 - Sign in to the product
 - Manage users
 - Create users and add permissions
 - Modify users and permissions
 - Delete users
- Add products
 - Add products
 - GTIN (UPC and EAN)
 - ISBN
 - ASIN match
 - If only one ASIN matches the GTIN or ISBN, then we match to that ASIN.
 - If there are multiple ASINs that match the GTIN or ISBN, then we will use these criteria to determine which ASIN to match to:
 - The ASIN with an Amazon offer gets precedence.
 - The ASIN with the lowest sales rank gets precedence.
 - The ASIN with the most total offers gets precedence.
 - Gather product metadata
 - Add SKU metadata
 - SKU (required)
 - Quantity (required)
 - Condition (required)
 - Price (mandatory or optional)
 - This is required if we don't price the product.
 - This is optional if we price their product.
 - Cost of goods sold (optional)
 - Cost of sale (optional)
 - Gather offer metadata
 - Price a product

- Gather Amazon fee estimates
(https://docs.developer.amazonservices.com/en_FR/products/Products_GetMyFeesEstimate.html)
- Show the list of products and insights about them (margin)
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales
 - Estimated margin
 - Amazon recommendations
 - Group template
 - Amazon.com status
 - Show the price trends over time (margin for the seller)
 - Show the sales rank trends over time (demand of buyers)
 - Show the offer trends over time (saturation of competitors)
- Sort their products
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales
 - Estimated margin
 - Amazon recommendations
 - Group template
 - Amazon.com status
- Search their products
 - Product metadata
 - GTIN (UPC or EAN)
 - ISBN
 - ASIN
 - Product Name
 - Sku metadata
 - SKU
- Filter their products
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales

- Estimated margin
 - Amazon recommendations
 - Group template
 - Amazon.com status
 - (Saved searches or filters)
- Create group templates
 - Create group identity using product metadata and labels
- Authorize Amazon.com seller account
 - Send the user to our Amazon integrated pipeline for Amazon.com
 - They sign into their account
 - They auth our app
 - They manually enter their Amazon creds into the app
 - Notes
 - We already have an integrated pipeline set up for Amazon.com, Amazon EU, and Amazon.ca.
- Manage Amazon.com seller account settings
 - Amazon Seller Account Authorization
- Manage promotions
 - Create promotion
 - Modify promotions
 - Delete promotions
- Manage their groups of products
 - Create groups from group templates
 - Add pricing template
 - Add shipping template
 - Add tax code
 - Modify groups
 - Change pricing template
 - Change shipping template
 - Change tax code
 - Delete groups
 - Delete a group
- Manage pricing settings
 - Create pricing settings
 - Modify pricing settings
 - Delete pricing settings
- Manage shipping settings
 - Create shipping settings
 - Modify shipping settings
 - Delete shipping settings
- Create listings on Amazon.com
 - ASIN
 - SKU metadata

- Shipping template
 - Tax code
- Manage products that could not be listed
 - View errors
 - Manage errors
 - Manage suppressed listings
- Manage listings
 - Manage quantity
 - Manage price
 - Manage shipping template
 - Manage tax codes
 - Manage promotions
 - Manage product metadata
- Remove listings
- Emailed alerts and insights

Features included in the MVP

- Onboarding and authentication
 - Sign up for the product
 - Sign in to the product
- Add products
 - Add products
 - GTIN (UPC and EAN)
 - ISBN
 - ASIN match
 - If only one ASIN matches the GTIN or ISBN, then we match to that ASIN.
 - If there are multiple ASINs that match the GTIN or ISBN, then we will use these criteria to determine which ASIN to match to:
 - The ASIN with an Amazon offer gets precedence.
 - The ASIN with the lowest sales rank gets precedence.
 - The ASIN with the most total offers gets precedence.
 - Gather product metadata
 - Add SKU metadata
 - SKU (required)
 - Quantity (required)
 - Condition (required)
 - Price (mandatory or optional)
 - This is required if we don't price the product.
 - This is optional if we price their product.
 - Cost of goods sold (optional)
 - Cost of sale (optional)
 - Gather offer metadata

- Price a product
 - Gather Amazon fee estimates
(https://docs.developer.amazonservices.com/en_FR/products/Products_GetMyFeesEstimate.html)
- Show the list of products and insights about them (margin)
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales
 - Estimated margin
 - Amazon recommendations
 - Amazon status
- Sort their products
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales
 - Estimated margin
 - Amazon.com status
- Search their products
 - Product metadata
 - GTIN (UPC or EAN)
 - ISBN
 - ASIN
 - Product Name
 - Sku metadata
 - SKU
- Filter their products
 - Product metadata
 - Sku metadata
 - Offer metadata
 - Amazon fee estimates
 - Cost of goods
 - Cost of sales
 - Estimated margin
 - Amazon recommendations
 - Group template
 - Amazon.com status
 - (Saved searches or filters)

- Authorize Amazon.com seller account
 - Send the user to our Amazon integrated pipeline for Amazon.com
 - They sign into their account
 - They auth our app
 - They manually enter their Amazon creds into the app
 - Notes
 - We already have an integrated pipeline set up for Amazon.com, Amazon EU, and Amazon.ca.
- Manage their groups of products
 - Create groups from group templates (If group templates are not in scope, then they'll create a group identity using product metadata and labels in the MVP.)
 - Add pricing template
 - Add shipping template
 - Modify groups
 - Change pricing template
 - Change shipping template
 - Delete groups
 - Delete a group
- Manage pricing settings
 - Create pricing settings
 - Modify pricing settings
 - Delete pricing settings
- Manage shipping settings
 - Create shipping settings
 - Modify shipping settings
 - Delete shipping settings
- Create listings on Amazon.com
 - ASIN
 - SKU metadata
 - Shipping template
- Manage products that could not be listed
 - View errors
 - Manage errors
- Manage listings
 - Manage quantity
 - Manage price
 - Manage shipping template
 - Manage product metadata
- Remove listings

Features not included in the MVP

- Onboarding and authentication

- Sign up for the product
 - Add billing information
 - Manage users
 - Create users and add permissions
 - Modify users and permissions
 - Delete users
- Show the list of products and insights about them (margin)
 - Group template
 - Show the price trends over time (margin for the seller)
 - Show the sales rank trends over time (demand of buyers)
 - Show the offer trends over time (saturation of competitors)
- Sort their products
 - Group template
- Search or Filter their products
 - Group template
 - Saved searches or filters
- Create group templates
 - Create group identity using product metadata and labels
- Manage Amazon.com seller account settings
 - Amazon Seller Account Authorization
- Manage promotions
 - Create promotion
 - Modify promotions
 - Delete promotions
- Manage their groups of products
 - Create groups from group templates (If group templates are not in scope, then they'll create a group identity using product metadata and labels in the MVP.)
 - Add tax code
 - Modify groups
 - Change tax code
- Create listings on Amazon.com
 - Tax code
- Manage products that could not be listed
 - Manage suppressed listings
- Manage listings
 - Manage tax codes
 - Manage promotions
- Remove listings
- Create products on channel
 - Add product metadata
- Create variations on channel
 - Add variation metadata
- Manage listings

- Manage variation metadata
- Remove products
- Emailed alerts and insights

Milestones

Milestone 1 (Add and view product)

- Onboarding and authentication
 - Sign up for the product
 - Sign in to the product
- Add products
 - Add products
 - GTIN (UPC and EAN)
 - ISBN
 - ASIN match
 - If only one ASIN matches the GTIN or ISBN, then we match to that ASIN.
 - If there are multiple ASINs that match the GTIN or ISBN, then we will use these criteria to determine which ASIN to match to:
 - The ASIN with an Amazon offer gets precedence.
 - The ASIN with the lowest sales rank gets precedence.
 - The ASIN with the most total offers gets precedence.
 - Gather product metadata
- Show the list of products and insights about them (margin)
 - Product metadata

Milestone 2 (Publish listings)

- Add products
 - Add SKU metadata
 - SKU (required)
 - Condition (required)
 - Quantity (required)
 - Price (required)
 - Cost of goods sold (optional)
 - Cost of sale (optional)
- Show the list of products and insights about them (margin)
 - Sku metadata
- Create listings on Amazon.com
 - ASIN
 - SKU metadata

- Shipping template (hard-coded)
- Show the list of products
 - SKU metadata

Milestone 3 (Sort, search, filter products and manage listing errors and quality)

- Sort their products
 - Price
 - Date that the product was added
 - Date that the product was listed
- Search their products
 - Product metadata
 - GTIN (UPC or EAN)
 - ISBN
 - ASIN
 - Product Name
 - Sku metadata
 - SKU
- Filter their products
 - Product metadata
 - Sku metadata
 - SKU
 - Condition
 - Quantity
 - Price
 - Cost of goods sold
 - Cost of sale
 - Amazon.com status
- Manage products that could not be listed
 - View errors
- Create a preview environment for customers to use
 - Instrument the application for feature usage
 - Operational monitoring and alerting
- Load test the application
 - Logging
 - Performance instrumentation
 - Exception tracking

Milestone 4 (Managing listings)

- Manage product products that could not be added

- Manage products that could not be listed
 - Manage situations where we can't list it until the user takes action. (i.e. A required trait is missing product.)
 - Manage errors
- Manage their groups of products
 - Create groups from group templates (If group templates are not in scope, then they'll create a group identity using product metadata and labels in the MVP.)
 - Add shipping template
 - Modify groups
 - Change shipping template
 - Delete groups
 - Delete a group
- Manage shipping settings
 - Create shipping settings
 - Modify shipping settings
 - Delete shipping settings
- Manage listings
 - Manage quantity
 - Manage shipping template
 - Manage product metadata
- Remove listings
- Custom Products table configuration (persisted by user)
 - Add columns
 - Remove columns
 - Set a default sort order
- Bulk Actions
 - Select one or many products
 - Bulk manage product details

Milestone 5 (Margin estimation)

- Add products
 - Gather Amazon fee estimates
- Show the list of products and insights about them (margin)
 - Amazon fee estimates
- Sort their products
 - Estimated margin
- Search or Filter their products
 - Estimated margin

Milestone 6 (Repricing)

- Add products

- Gather offer metadata
 - Price a product
- Show the list of products and insights about them (margin)
 - Offer metadata
- Sort their products
 - Offer metadata
- Filter their products
 - Offer metadata
- Manage their groups of products
 - Create groups from group templates (If group templates are not in scope, then they'll create a group identity using product metadata and labels in the MVP.)
 - Add pricing template
 - Modify groups
 - Change pricing template
- Manage pricing settings
 - Create pricing settings
 - Modify pricing settings
 - Delete pricing settings
- Manage listings
 - Manage price

Milestone 7 (Migration from Monsoon Marketplace)

- API or similar functionality to get product and sku metadata from outside sources like Monsoon Marketplace
- Authorize Amazon.com seller account
 - Send the user to our Amazon integrated pipeline for Amazon.com
 - They sign into their account
 - They auth our app
 - They manually enter their Amazon creds into the app

Future Features / Considerations

- Auto Parts Import using Manufacturer and Manufacturer Part Number