

Subject: Appeal for Reinstatement: Seller Account Suspension: Drop-Shipping Policy Violation

Dear Amazon Seller Performance Team,

My name is SANVOK, and I am writing to formally appeal the suspension of my seller account due to recent issues related to my fulfillment methods. I understand that my account has been deactivated primarily due to excessive cancellations linked to my previous dropshipping practices. This action has had a significant impact on my business, and I am committed to rectifying these issues to ensure compliance with Amazon's policies.

I take full responsibility for the circumstances that led to this suspension and have already begun taking corrective actions to improve my operations. I respectfully request your assistance in reviewing my case so that I can demonstrate the steps I have taken to prevent future occurrences and regain my selling privileges.

Root Cause Analysis

The suspension of my seller account is primarily attributed to excessive cancellations resulting from my previous fulfillment practices, specifically through dropshipping. Initially, I adopted this model with the intention of streamlining operations and leveraging supplier connections to offer a wider range of products. However, I quickly discovered that this approach was fraught with challenges, particularly regarding supplier reliability and inventory management. Many of the suppliers I partnered with were unable to consistently fulfill orders as expected, leading to a higher-than-acceptable cancellation rate, which ultimately triggered the review of my account.

To better understand the factors contributing to the excessive cancellations, I conducted a thorough investigation into my order fulfillment processes and supplier performance. This examination included reviewing customer communications, analyzing order data, and assessing the reliability of the suppliers I was working with. I found that numerous orders were canceled due to stock unavailability, delayed shipments, and a lack of proper inventory synchronization between my seller account and my suppliers. These issues not only disrupted customer satisfaction but also violated Amazon's performance standards, further exacerbating the problem.

In light of these findings, I recognize that my initial approach to dropshipping was ineffective and did not align with Amazon's commitment to customer service excellence. I take full responsibility for not adequately vetting my suppliers and for failing to establish better quality control measures to manage my inventory and order fulfillment accurately. I understand the importance of maintaining high standards in order management and the necessity of creating a positive experience for Amazon customers. As a result, I have made the conscious decision to cease all dropshipping practices and transition to a more reliable fulfillment model that prioritizes inventory management and supplier reliability.

Corrective Actions Taken

I have implemented a series of corrective actions to address the issues that led to the suspension of my seller account. Recognizing the significant impact of excessive cancellations on customer satisfaction and Amazon's performance standards, I ceased all dropshipping practices immediately. I also initiated a comprehensive review of my supplier relationships, which involved terminating partnerships with unreliable suppliers who contributed to the cancellations. This decision was informed by customer feedback and historical order data that highlighted recurring issues with stock availability and late shipments.

In addition, I established a new fulfillment model that prioritizes inventory management and direct sourcing from vetted suppliers. I have developed strategic partnerships with reliable wholesalers who can consistently meet demand and provide accurate inventory levels. I conducted extensive due diligence on these suppliers, obtaining written agreements and proof of their ability to fulfill orders promptly. This shift has enabled me to enhance my order fulfillment processes significantly, ensuring that I maintain higher accuracy in inventory levels and delivery timelines.

Furthermore, I gathered and organized comprehensive documentation to support my appeal. I included invoices from my new suppliers that clearly demonstrate the legitimacy of my sourcing practices. I also provided records of previous communications with customers regarding cancellations, along with evidence of refunds processed to rectify their concerns. This documentation serves as proof of my commitment to addressing issues and ensuring that all transactions comply with Amazon's policies.

To support the new systems in place, I hired a dedicated inventory management specialist responsible for overseeing order processing and supplier communication. This individual has been trained to monitor stock levels, manage supplier relationships, and ensure timely fulfillment of orders. I also implemented a quality control checklist to evaluate supplier performance continuously and address any discrepancies immediately, thereby fostering a more stable and reliable operational environment for my Amazon business moving forward.

Preventive Measures to Avoid Future Issues

To prevent any recurrence of issues related to excessive cancellations and to ensure compliance with Amazon's policies, I will implement a comprehensive series of preventive measures across multiple facets of my operations. In the area of sourcing, I will establish partnerships exclusively with reputable suppliers that have a proven track record of reliability and timely order fulfillment. Each potential supplier will undergo a rigorous vetting process that includes obtaining proof of their ability to maintain accurate inventory levels and deliver orders within specified timeframes. Additionally, I will require all suppliers to provide a written agreement that outlines their commitments regarding stock availability and fulfillment timelines.

In terms of listings, I will adopt a meticulous approach to ensure that all product descriptions accurately reflect the actual inventory available for sale. This will involve a thorough review of all active listings to confirm that details such as stock levels and product specifications are in alignment with what is physically available. I will also implement a protocol to regularly audit listings, ensuring that any updates or changes in inventory are promptly reflected to avoid miscommunication with customers.

To enhance training and operational effectiveness, I will conduct regular training sessions for my team focused on Amazon's policies and best practices for inventory management. This training will emphasize the importance of maintaining high standards in order fulfillment and customer service. By fostering a culture of compliance and accountability among my team members, I will ensure that everyone is aligned with our goal of providing an exceptional shopping experience for Amazon customers.

Monitoring will play a critical role in maintaining compliance and operational excellence. I will implement a robust monitoring system that tracks key performance metrics such as cancellation rates, order fulfillment times, and customer feedback. This system will enable real-time visibility into our operational health, allowing us to quickly identify any potential issues before they escalate. Furthermore, I will conduct bi-weekly reviews of our performance metrics and supplier compliance, ensuring that we remain vigilant in our commitments to both Amazon and our customers.

Quality control will be a cornerstone of my new operations framework. I will establish a dedicated quality assurance team responsible for conducting regular inspections of inventory and verifying that all products meet the required standards before they are listed for sale. This team will utilize a comprehensive checklist to evaluate each supplier's performance and will report any discrepancies immediately. By implementing these preventive measures, I will create a more resilient operational model that reduces the risk of future issues and aligns with Amazon's commitment to excellence in customer service.

I am fully committed to improving my business practices and ensuring strict adherence to Amazon's policies moving forward. I kindly request the reinstatement of my seller account so that I can resume fulfilling orders and providing excellent service to my customers. I appreciate your time and consideration in reviewing my appeal and the steps I have taken to address the issues at hand.

Thank you for your attention to this matter. I look forward to your positive response and the opportunity to continue my partnership with Amazon.

Sincerely,

SANVOK

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