



# AMAZON SCALE SMART CHECKLIST

Now that you're *Retail Ready*, it's time to *Scale Smart* – a necessary step before engaging in aggressive growth strategies.

Use this checklist to take your brand to the next level by developing a rock-solid foundation on Amazon. By following these steps, your brand will be ready to *Engage Shoppers* like never before.

## Engage the supply chain

- Inject product into FBA
- Make sure you have the Prime badge
- Engage in strategic demand planning
- Consider your products' unique needs

## Develop packaging specifically for e-commerce

- Make it durable enough for ~25 touchpoints
- Reduce the packaging size
- Remove any unnecessary components designed for physical shelves
- Ensure the packaging is easy to open

## Develop a long-term brand protection & control strategy

- Leverage Amazon Brand Registry
- Fully map out your distribution network
- Identify counterfeit distributors and MAP violators
- Identify how problematic sellers are obtaining inventory
- Refine your distribution network accordingly

## Invest in marketplace health

- Actively monitor your product catalog
- Identify issues as they arise (duplicate listings, off-brand images, incorrect content)
- Create a strategy to immediately identify any suspended listings
- Invest in a team that can address these issues with Amazon quickly and effectively

**Congrats!** 🍷

**You now have tools to *Scale Smart*, and are ready to *Engage Shoppers*.**