



SYSTEMISE YOUR



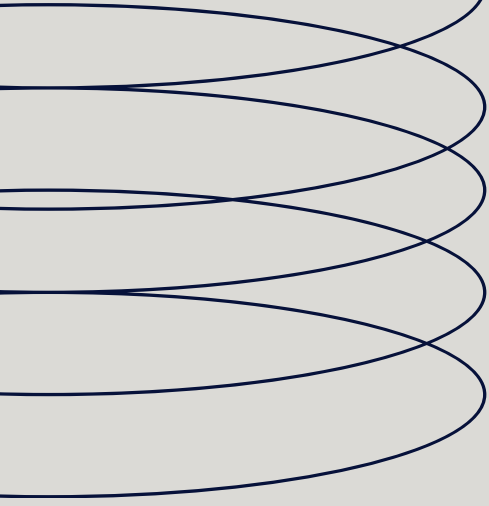
AMAZON

− BUSINESS +

CHIPO MUKONO



MASTERING EFFICIENCY AND SCALING SUCCESS



From Overwhelm to Streamlined Success



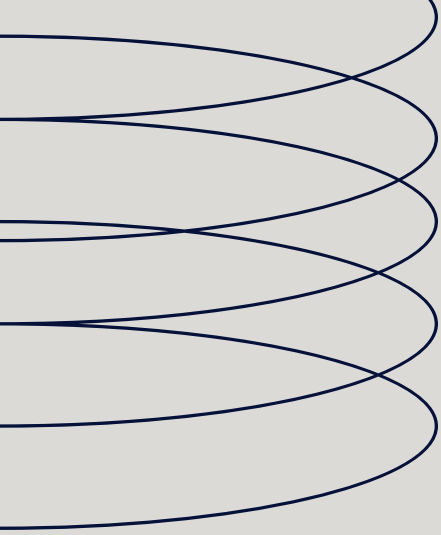
HELLO. I'M CHIPO

Have you ever dreamed of starting an eCommerce business but felt overwhelmed by its complexity? You're not alone—and you're not wrong. There are no shortcuts to overnight success, but with the right guidance and systems, you can absolutely achieve it.

As a seasoned business coach with over 20 years of experience, an engineering background, an MBA, and management consulting expertise; I've experienced firsthand how powerful the right business systems can be in transforming not only businesses but lives. I'm passionate about helping entrepreneurs like you navigate the challenges of building and scaling a thriving business.

Through shared community, expert training, and hands-on coaching, I'm here to empower you with proven strategies, tools, and resources that make scaling your business not just possible—but sustainable and frustration-free.

If you're ready to build a business that grows with ease and unlocks the freedom you've been striving for, let's make it happen—together.



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Introduction

Welcome!

I'm thrilled you've taken this step to invest in yourself and your Amazon reselling business. Whether you're just starting out or already running a profitable operation, it's common to feel overwhelmed. Maybe you're juggling sourcing, keeping inventory in stock, managing staff, answering customer inquiries, and keeping your seller account in good health—while also trying to ensure a steady cash flow. Trust me, you're not alone.

This guide was created with you in mind. I know the challenges resellers face because I've walked this path myself, and I've coached others through similar journeys. The good news? You don't have to stay stuck in a cycle of chaos.

With the right systems, habits, and mindset, you can transform your business into a well-oiled machine that runs smoothly and consistently. More importantly, you can get to a point where you regain control, clarity, and peace of mind.

Why This Guide is Important

Many Amazon sellers struggle not because they lack the skills or drive but because their business lacks structure. Without clear systems in place, even the most determined resellers can fall victim to:

- Overwhelm: A constant feeling of not knowing what to prioritise or how to get it all done.

- Burnout: Exhaustion from wearing too many hats and feeling like you can never step away.
- Lost Profitability: Mistakes, inefficiencies, and missed opportunities that quietly erode margins.

What You'll Gain from This Guide

By the time you finish this guide, you'll have:

- A clearer understanding of how to structure your business for long-term success.
- Practical tools to manage your key aspects of your business including cash flow, account health, and inventory more effectively.
- Daily habits and routines to keep your business organised and on track.
- Confidence in delegating tasks and building a support team.
- Strategies to monitor your metrics and identify areas for improvement without feeling overwhelmed.

How to Use This Guide

Take it one step at a time. Each section builds on the last, so I encourage you to approach this guide like a roadmap.

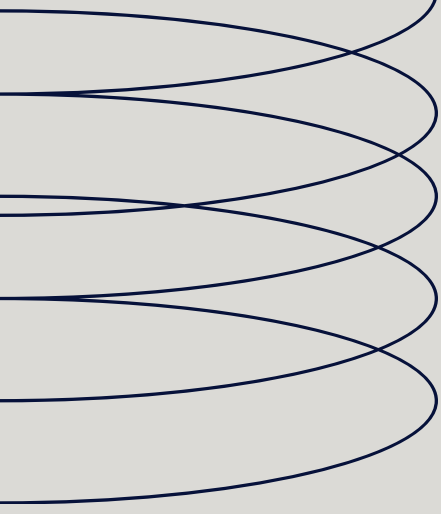
Start with the foundation - your goals and SOP templates - then move into systemising your processes and delegating tasks. Implement the quick wins at the end to get immediate results while you work on the bigger picture.

Keep this guide handy, refer back to it often, and don't hesitate to adapt the strategies to suit your unique needs. If something feels overwhelming, break it down into smaller steps. Progress is progress, no matter how small.

You Are Not Alone

Remember, building a successful reselling business isn't about perfection; it's about step-by-step progress and consistency. It's about being clear on what is important to you. Then taking control of your operations so you can free yourself from the constant stress and focus on what matters most—whether that's scaling your business, spending time with family, or simply enjoying a well-deserved break.

Let's get started! Together, we'll turn your selling business into a streamlined, profitable, and stress-free venture.



PART 1

Defining Business Systems



Think of these business systems as bridges. Bridges that will provide a path for you to cross safely ...to financial freedom. . . True business owners can go on vacation forever because they own a system, not a job. If the business owner is on vacation, the money still comes in”

Robert Kiyosaki

CHAPTER N.1

What are Business Systems?

Systemisation is the process of creating a series of standard operating procedures (SOPs) that define how your business operates. It involves mapping out your business processes, documenting them, and implementing systems to streamline and automate them.



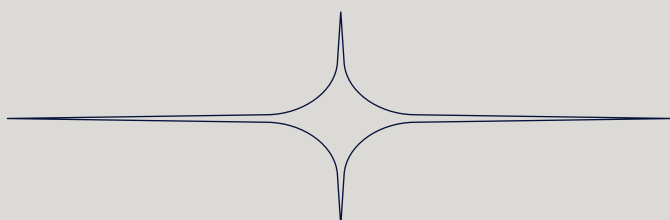
These documented procedures and processes keep our businesses ticking even when we're not around. Like operating manuals - these are where the knowledge about how our business run, gets captured.

🍷 McDonald's is the common poster child for systems. It's a huge, global business worth billions, mostly managed by teens who might not even tidy up their own rooms.

How do they do this? Simple. They've got killer business systems. Their manual covers everything from hiring to serving customers - making their success a well-oiled machine.

Any overworked, overwhelmed Amazon seller will love the sound of that!

Here are several more reasons why having systems in your Amazon business is so valuable.



CHAPTER N.2

Why having Systems in your Business is an **Absolute Game - Changer**



Picture this: you go to sell your business and find out after pouring in many years of hard work, that your business is worthless.

It's not that the business itself holds no value, but rather, YOU are the business. Remove yourself from the equation, and the business loses its engine. There is no real business to sell.

In cases like this, you can't sell your company for any kind of reasonable amount beyond the value of the stock and maybe a small, nominal amount of "goodwill" if your account metrics are good.

There are numerous benefits to implementing systems in your business. And here are some of the most important.

2.1 IT SAVES TIME

Systems eliminate the need to think through procedures every time they are performed and; to reinvent the wheel repeatedly. This means that tasks are not approached in an ad-hoc manner resulting in varied and unpredictable results. Also - you don't need to hire superstar brainiacs to run your business; but simply people who can follow instructions. All this will save time, effort, and money.

2.2 IT CREATES CONSISTENCY

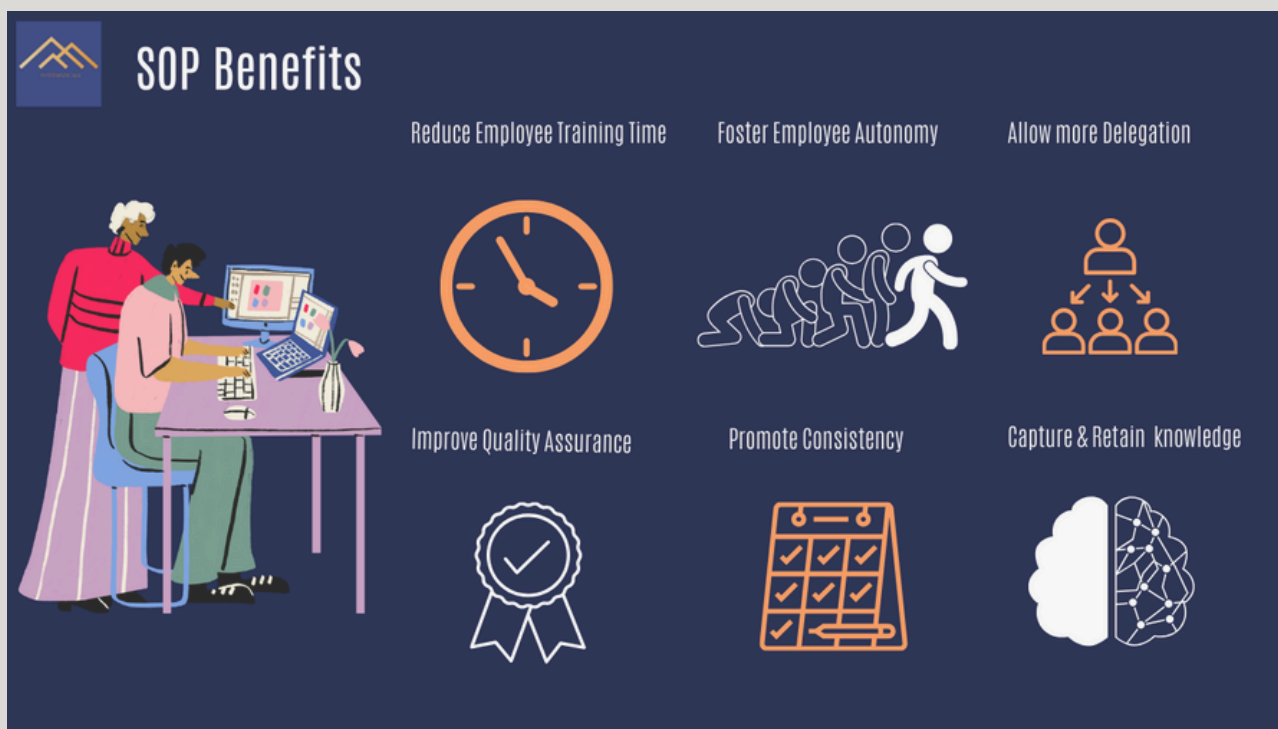
Consistency is one of the keys to delivering an excellent customer experience. You may not like the food at McDonald's but wherever you go they deliver a consistent experience. Having processes which repeatedly result in a great fulfillment history, good in-stock rates, consistent sales and great reviews leads to high seller metrics and recognition badges like "Subscribe & Save". Which all increase your business value.

2.3 IT MAKES DELEGATION EASIER

If you are looking to reduce your workload by handing over tasks to others or bring staff into your business - it is far easier to train them if you already have established processes, guides, checklists, tasklists and other relevant documentation.

2.4 IT REDUCES STAFFING STRESS

If you live in constant fear that your superstar staff will up and leave - having SOPs in place is the greatest backup. If your virtual staff are constantly truant but you are afraid to fire them, systems will restore the power balance. It will be very easy to bring someone in and train them up in no time if you have up-to-date and accurate SOPs in place.



2.6 IT LOWERS LABOUR COSTS

Systems and documented procedures makes training new staff easier. This reduces errors, improves your efficiency, and; reduces your labour costs. Also - you dont need to hire A-listers or superstar brainiacs to run your business. It also enables you to delegate tasks with confidence - allowing you to focus on strategic initiatives to grow your business.

2.7 GIVES LEVERAGE AND SCALABILITY

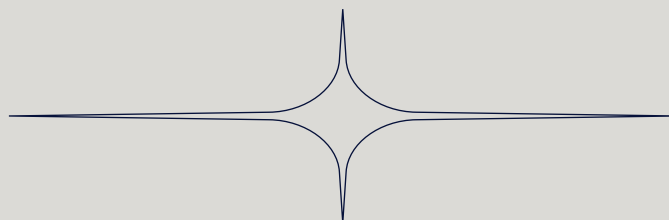
Systems give your business the ability to scale seamlessly or with less growing pains. You can replicate your business on various sales platforms and in other geographic areas. You can do this yourself or by using affiliates and influencers. Many fortunes have been made this way.

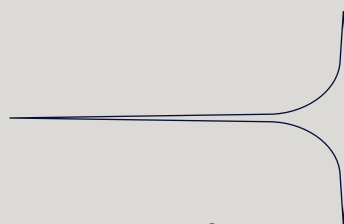
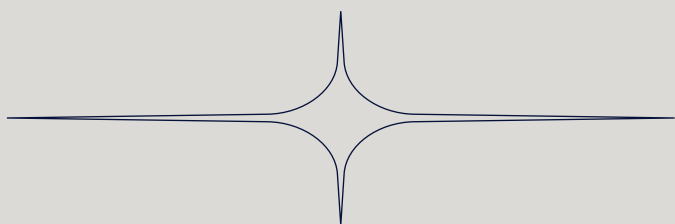
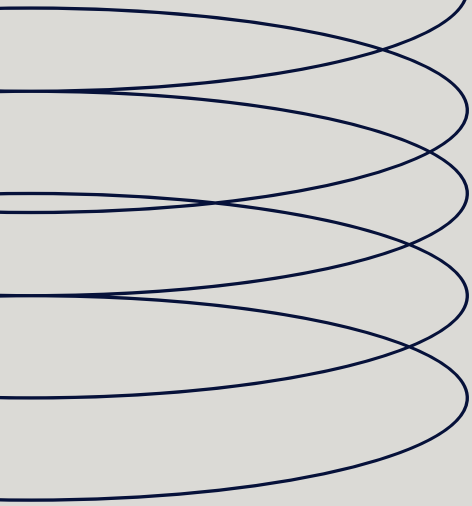


2.8 IT BUILDS A VALUABLE ASSET

It's nice if your business gives you a great cash flow to fund your lifestyle. But imagine being able to sell it one day for a fabulous payout. That dream will only happen if you've cultivated the business's worth. And that happens when it functions independently of you. Yes, you need sellable assets and marketing assets (resources to attract leads and make sales), but systems are where the money is made

Now that we know what they are, and why we need them - let's show you how to implement game-changer systems in your Amazon business. Starting with understanding all the operational elements of your business.





PART 2

How to Implement Business Systems

CHAPTER N.3

Step 1: Understand your Business Processes



“If you can’t describe what you are doing as a process, you don’t know what you’re doing” ~ W. Edwards Deming

3.1 UNDERSTAND YOUR BUSINESS PROCESSES



To effectively systemise your business, you need to first understand your existing processes. This involves identifying the key tasks in your business and evaluating their efficiency.

➤ Identify the Key Processes in Your Business

Start by listing out the everyday activities that are completed in your business. This may include tasks related to business functions like sourcing, prepping, repricing, or administration. You can categorise them by function too eg Finance, Sales, Inventory Management.

➤ Choose a Priority Area

To avoid overwhelm - tackle one function in your business at a time. Start with activities you do regularly or; one that is most error-prone or; the one you wish to delegate next.

3.2 CREATE TASK LISTS

EXAMPLE TASK LIST					
NO.	DEPARTMENT	TASK	WHO	WHEN	Completed?
1	Purchasing	Review Sourcing and deal sheet	VA1	DAILY	FALSE
2	Purchasing	Purchases - add purchases to sheet	VA1	DAILY	TRUE
3	Purchasing	Purchases - update COGS on stock sheet	VA1	DAILY	TRUE
4	Purchasing	Purchases - update purchasing sheet with invoices link	VA1	MONDAYS	FALSE
5	Purchasing	Supplier stock refunds/returns follow up	VA2	TUESDAYS	FALSE
6	Purchasing	Cashback follow up	VA2	MONTHLY	FALSE

The next step is to create a list of the tasks conducted within each business function. For each task assign an owner and timetable. This will provide:-

Improved Focus and Prioritisation



- Task lists help the team to focus on the most important activities, ensuring resources are allocated effectively. Employees can plan and schedule time for each activity, reducing bottlenecks and helping meet deadlines

Clear Accountability



- Assigning tasks to specific individuals ensures accountability. Everyone knows their responsibilities and deadlines, reducing confusion.

Enhanced Efficiency



- Breaking larger goals into manageable tasks makes complex tasks easier to execute. It also ensures that nothing is overlooked.

Progress Tracking



- They provide visibility into what has been accomplished and a daily/weekly checklist for monitoring progress

Stress Reduction



- A clear roadmap reduces the mental burden of trying to remember tasks, leading to less stress for all

3.3 IDENTIFY AREAS THAT CAN BE STREAMLINED

This is a great opportunity to reduce inefficiencies in your business and to allocate resources to areas that deliver better return for the company.

Consider the task list for the function you are looking to systemise.

➤ **Identify Tasks that can be Eliminated**

Ask yourself? Is it really necessary to do this task? And so often? Does it assist me in achieving my goals?

If the answer is no, stop! What's the point?

➤ **Identify Tasks that can be Automated**

Automating your processes involves using technology to perform tasks that were previously done manually. This can help to streamline your processes, reduce errors, and free up time for more important tasks.

Identify repetitive tasks such as data entry, data analysis, sourcing or; physical tasks that could be performed with a machine. By automating these tasks, you can free up time and resources for more valuable tasks that require human expertise.

➤ **Evaluate Automation Tools and Software**

Once you have identified tasks that can be automated, the next step is to evaluate automation tools and software. There are numerous automation tools available that can help you streamline your processes. When evaluating automation tools, consider the following:-

- Ease of use
- Integration with existing systems
- Customisation options
- Customer support
- Security and privacy features

CHAPTER N.4

Step 2: Document your Business Processes



Systems development is a bit like eating an elephant: you have to do it one bite at a time ~ David Jenyns

4.1 ESTABLISH GUIDELINES FOR DOCUMENTATION

Once you have identified and evaluated your key processes, the next step is to document them. Documentation is essential for creating a system that is repeatable and scalable. It also ensures that your processes can be easily replicated and understood by anyone in your organisation.

- **Start with activities you do regularly** or the ones which are more error-prone. When performing the activity make a list of every step you take
- **Break down each activity** - according to the process, tools, people, and strategies needed to complete it from start to finish.

➤ Create Standard Operating Procedures (SOPs) for Each Process

The first step in documenting your processes is to create Standard Operating Procedures (SOPs) for each process. SOPs are detailed instructions that outline the steps required to complete a specific task. They should be clear, concise, and easy to understand. When creating SOPs, it's important to consider the following:

- Who will be using the SOP?
- What is the purpose of the SOP?
- Which policies, regulatory or industry standards are relevant to the SOP?
- What are the steps required to complete the task?
- What are the potential risks or pitfalls to avoid?
- Are there any key metrics to measure the success of the process?

Definitions	
SOP	Standard Operating Procedure
System	A set of processes, people, technologies that interface together
Process	Steps you need to take in follow in order to execute a task
Policy	A set of principles adopted by the organisation or business.
Procedures	An established way of performing a specific task

► Set up templates in advance

To ensure consistency and accuracy in your documentation, it's important to establish guidelines for how your SOPs should be created and formatted. This may include guidelines for:

- Writing style and tone
- Formatting and layout
- Naming conventions
- Version control
- Review and approval processes
- Maintenance and updating
- Storage

► Determine Best Tools and Software for Creating and Organising Your SOPs

There are numerous tools and software available for creating and organising your SOPs. When choosing a tool or software, consider ease of use, collaboration features, customisation options, integration with other software or tools, security and privacy features.

HOW TO WRITE AN EFFECTIVE SOP

- ✓ Be specific and precise
- ✓ Use bullets and numbering
- ✓ Focus on the process, not the tools
- ✓ Write for the readers
- ✓ Provide images or screenshots
- ✓ Use screen recording apps (e.g. loom)
- ✓ Test your SOP
- ✓ Review regularly

SOP COMPONENTS

Title
Description
Purpose
Frequency
Steps and Procedures
Instructional Videos (Optional)
Version Control Number and Date

4.2 SOP TEMPLATE

1. Title - (Provide a clear and concise title for the SOP)
2. Purpose - (Explain the objective of the SOP, why it is needed, and what it aims to achieve)
3. Scope - (Define the applicability of the SOP, including departments, personnel, or processes covered)
4. Definitions & Acronyms - (Provide explanations for key terms and acronyms used in the SOP)
5. Roles and Responsibilities - (List the roles of personnel involved and their responsibilities in following this SOP)
6. Related Policies & References - (Include any company policies, regulatory guidelines, or industry standards relevant to the SOP)
7. Procedure - (Provide a detailed, step-by-step guide on how to execute the procedure. Use numbered or bulleted lists for clarity)
 - Step 1: [Describe the first step in detail]
 - Step 2: [Describe the second step]
 - Step 3: [Continue with subsequent steps]
 - (Use diagrams, screenshots, or flowcharts if applicable)
8. Safety & Compliance Considerations - (Identify any safety precautions, compliance requirements, or potential risks)
9. Record Keeping & Documentation - (Specify any records that must be maintained, including forms, logs, or reports, and where they should be stored)
10. Review & Revision History - (Indicate how often the SOP is reviewed and updated, and maintain a revision log)
 - Version: [Version number]
 - Date: [Last updated date]
 - Changes: [Summary of modifications]
 - Approved by: [Name/Title of Approver]
11. Approval & Acknowledgment - (Include a section for authorized personnel to sign and acknowledge their understanding and acceptance of the SOP)
 - Prepared by: [Name/Title]
 - Reviewed by: [Name/Title]
 - Approved by: [Name/Title]
 - Effective Date: [Date of implementation]

4.3 DOCUMENT YOUR PROCESSES

➤ Identify opportunities

...To eliminate redundant processes and automation solutions that will help you streamline your processes. This may involve setting up integrations between different systems, configuring automated workflows, or creating chatbots to handle customer inquiries.

➤ Map Out Your Processes Using Flowcharts or Diagrams (Optional)

Once you have identified your key processes, the next step is to map them out using mindmaps, flowcharts or diagrams**. This helps you visualise how each process works, identify potential bottlenecks or inefficiencies, and streamline or simplify your processes.

➤ Write out the processes

Write down the process into something that can be followed with clear instructions.

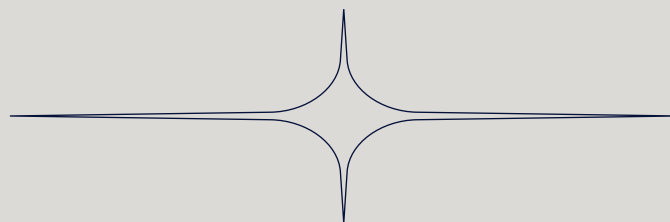
A procedure with guidance on what to do at each step of the map is one example of a document, but it could also be a checklist to follow, a list, a screen-recording showing you how to do a task, or photographs of what “good” looks like. Don’t over kill with lots of words to make things more complicated than needed.

➤ Pictures are worth a thousand words

Take pictures, screenshots or videos in order to provide more clarity for the user. Popular apps for screen-recording include Screencastify, Loom, Quicktime, Window button + G function

****Helpful Tip**:** If you have already delegated some processes in your business to a team member, then create a template, provide some guidance and get them to write the SOPs while performing their tasks. This exercise will show you that they really understand the process, identify improvements they have made beyond your initial training and save you a bit of time!!

*****Check out our Bonus Resource Section for a list of our top tools for documenting your processes**



CHAPTER N.5

Step 3: Implement your Business Processes



As a rule, ... systems do not work well until they have been used, and have failed repeatedly, in real applications. ~ Dave Parnas

The final step is to implement your systems. It's a lot of work getting through creating SOPs, so don't fall down here.

As you have involved the team in mapping the process, it should make it easy, but you will still need to do the following to implement it successfully:

5.1 IDENTIFY & ARTICULATE YOUR BUSINESS GOALS

Before diving into implementation, it's essential to establish a strong foundation for a structured and streamlined business. A business without clear goals is like a ship without a compass—it drifts aimlessly.

1. Define your short-term and long-term goals (e.g. increase revenue, reduce workload, etc.)
2. Align your business goals with actionable metrics (see examples below). Start tracking these metrics weekly or monthly.
3. Clarify the 1-, 3- or 5-year vision for your business. And create the groundwork for consistent and sustainable growth.



5.2 BUILD A SUPPORT TEAM



TIPS
FOR CREATING
BUSINESS SYSTEMS

STEP 0

Seek Progress over Perfection
Implementing systems in your business is not one big bang step. Tackle one area at a time, embedding habits for quality and continuous improvement

STEP 1

Identify your Business Activities
List your everyday activities - Sourcing, Purchasing, Cashflow management, Stranded inventory management etc.
You can categorise them by function too eg Finance, Admin, Sales...

STEP 2

Document
When you are next performing an activity make a list of every step you take. Take pictures, screenshots or videos for more clarity.
Include the people, inputs, processes, tools, outputs, timelines and quality assurance needed to complete the tasks.
These are your *Standard Operating Procedures*

STEP 3

Implement
Train your team using your documented SOPs.
Add any steps, techniques, strategies or tips you may have missed the first time.

STEP 4

Improve
Continuously Identify ways to streamline, automate, reduce errors, improve your systems.
Update your documentation as you go.

Next - build systems to bring these plans to life

➤ Build your Support Team

- Find and hire virtual assistants (VAs) or support for repetitive tasks (reimbursement claims, invoice capture etc.).
- Train team members with standard operating procedures (SOPs).
- Establish clear channels for team communication

➤ Delegation

- Identify areas that can be systemised and handed off.
- Analyse which tasks are high-value vs. time-consuming.

➤ Maintain Consistency and Control Through Self-Review

- Develop a habit of regular review and adaptation.
- Techniques for providing feedback to improve performance and morale.
- Tips for managing a remote team, including tools for accountability.
- Maintain motivation and track small wins to stay on course.

5.3 IMPLEMENT YOUR SYSTEMS

Next - build systems to bring these plans to life

➤ Implement Daily, Weekly, and Monthly Business Routines

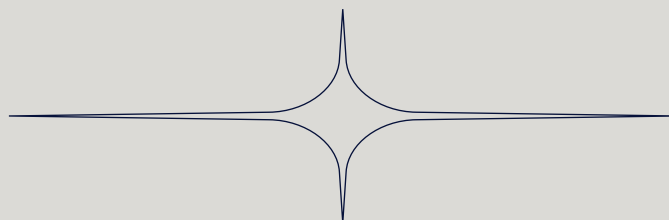
- Revisit the essential daily, weekly, and monthly habits from your task lists.
- Use these routines reduce overwhelm and bring clarity.
- Consider complexity of process and time to complete tasks
- Simplify and automate where possible

➤ Training & Delegation

- Run through the details of the systems with all users
- Train team members using the standard operating procedures (SOPs).
- Demonstrate the system practically, and work together to find any flaws
- Ask them to follow it with you observing, to test if it succeeds
- Get them to operate according to the designed systems in their everyday business
- Next time there is an issue – go back to the system, was it followed? If not, why not? If yes, adjust the process and make sure the same problem never happen again.

📌📌📌 Systems are not set in stone.

Firstly, the operating environment is fluid. Secondly, you will always find ways to streamline, automate and improve your processes. Review your processes, docs and systems regularly



PART 2

Systemise your Amazon FBA Business



I always look to the system for a solution. If a challenge arises I use a system correction before I look for a people correction. I use a system solution in my innovation rather than a people solution. ~ Brad Sugars

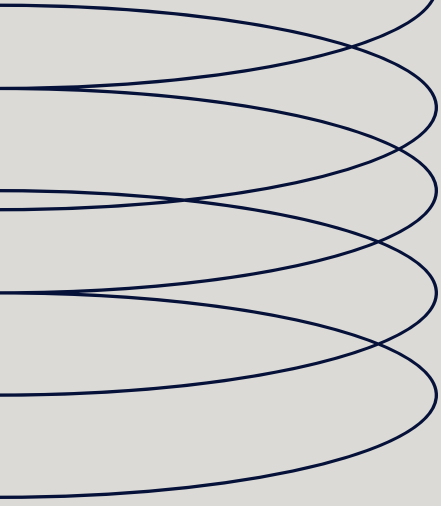
Introduction

While e-commerce businesses come in all different shapes and sizes, there are several essential systems that every business needs to be successful.

Because whilst many start a business without systems (aka winging it), things will come unstuck as it grows.

Implementing these systems will give you control and visibility over every operational aspect of your Amazon business. They will guide priorities, create predictability, generate accountability, and provide a way to measure success. Make your business more streamlined, more productive, and ultimately, more profitable.





CHAPTER N.6

Sourcing & Purchasing Management

6.1 SOURCING



Sourcing is the process of finding good quality products to sell on Amazon, from trusted and reputable suppliers at good prices - then pricing and listing them ready for sale.

Without sourcing systems, you risk overstocking, running out of high-demand items, or wasting money on products that don't sell.

➤ Sourcing Best Practices

- Block time in your schedule to research new products consistently.
- Use spreadsheets or dedicated software to track potential leads and current inventory.
- Capture the potential products in a sourcing spreadsheet
- Build criteria and limits into your sourcing sheet with (for example) conditional colour formatting to highlight divergence from criteria
- Include notes/comment section to capture explanations for divergence from criteria
- Include links to downstream stream activities eg COG updates, Bundle Creation

➤ Tools for Research:

- Invest in tools like Keepa, Helium 10, SellerToolkit or SellerAmp to analyse product trends, sales velocity, and competition before making purchases.

➤ Aim of Sourcing SOPs

- Set the product sourcing criteria. Ensure they are adhered to and that the reasons why not are captured
- Set targets for staff - by number of products, spend or sales revenue
- Ensure reliability, efficiency, and consistently hitting quality standards in regular work activities.
- Reduce non-compliant submissions and prevent the need for double-checking, supervision, corrections and repetition of work
- Build quality control checks into spreadsheets and reports to flag divergence from set criteria

➤ Set Clear Criteria for Product Selection - RA, OA and Wholesale

Define your sourcing criteria and highlight red flags.

- 1 Seller on the listing
- Generic, Incorrectly branded or non-compliant listings
- Level of competition eg Number of FBA vs FBM sellers
- Brand or Category UnGating / Restrictions
- IP Alerts - See <https://fasttrackfba.com/brand-checker/>
- Incorrectly branded products eg Generic
- Dangerous Goods/Hazmat
- Abnormally high fees - could indicate an oversize or incorrectly-sized item
- Lack of a reputable source or supplier
- Loss-making - ROI or Profit
- Oversize = exceeds any of the following measurements: • 12 kg or • 45 cm on its longest side
- Seller Rank - Above 100k means item is slow-selling
- Seasonality or trending factors
- Meltable/Fragile
- Stock availability
- Amazon does not share the buybox
- Similar product selling at much lower price

➤ **Set Clear Criteria for Product Selection - Private Label / Branded Bundles**

- Define your sourcing criteria and highlight red flags.
- Keyword Search volume
- Monthly Revenue
- Average Selling Price
- Average Review Count
- Average Review Rating
- Supplier location and availability
- Potential IP, Legal and Compliance issues
- Number of competitors
- Type of competitors eg Chinese sellers 🌐
- Product durability

6.2 SUPPLIER MANAGEMENT

➤ **Supplier Management SOPS**

- Define how to find and sign up with suppliers
- How to maintain up-to-date records of supplier databases and procurement contracts
- Define how to check if suppliers are legit or trustworthy /
- How to check the authenticity of the websites
- Define how to check if suppliers offer competitive pricing and reliable shipping
- How to confirm that a supplier provides proof of sale or invoice or receipt with the product is clearly shown/detailed on the proof of sale

6.3 LISTING CREATION

➤ **Listing Creation SOPS**

- Define how to add existing ASINs to SC inventory - one at a time or using bulk inventory upload
- Define how to get GS1 codes
- Define how to create new listings including - keyword research, high-quality images, bullet points, descriptions and A+ Content

6.4 PURCHASING MANAGEMENT



Effective purchase management is critical for the success of any Amazon selling business. As an Amazon seller, managing inventory, sourcing products, and controlling costs is key to maintaining profitability and ensuring the smooth flow of business operations.

► Purchasing Management SOPS

Include steps for:

- Product Sourcing Validation
- Managing Supplier Relationships
- Maintaining up-to-date records of supplier databases; procurement contracts minimum order quantities (MOQ)
- Working with cash flow requirements and spending budget of the business
- Purchasing of stock and maximising of profitable deal purchasing
- Fraud prevention and management
- Compiling and maintaining purchase records
- Invoices, receipts and order information capture and storage
- Cashback, voucher and shopping points management
- Prep centre liaison and documentation management
- Monitoring of stock levels, seasonality and product lead times to avoid both overstock and stockouts.
- Accurate monitoring of inventory in all locations - including reimbursements and claims for lost units
- Analysing past sales data to forecast future demand

CHAPTER N.7

Inventory Management

7.1 INVENTORY MANAGEMENT



Inventory management refers to the process of tracking and controlling the flow of goods a retailer sells.

Starting with the flow from the supplier to the customer - by forecasting demand, planning optimal stock levels and; ordering the right quantities. Then by storing inventory efficiently to ensure product availability while minimising carrying costs.

No-one has a perfect inventory management system.

This is one of the more challenging aspects of running a retail business. Unforeseen supply chain disruptions; operating environment changes and occasional inventory imbalances are a normal part of doing business.

In summary - it's about finding the right balance between having enough stock to meet customer needs and not overstocking to avoid unnecessary expenses.

► Aim of Inventory Management SOPs

- Create step-by-step, repeatable processes for tracking, forecasting and managing your inventory
- Monitor available inventory in all locations, marketplaces and platforms
- Identify and manage storage and packaging requirements for fragile, meltable goods.
- Track Amazon Seller Central inventory metrics
- Analyse past sales data to forecast future demand
- Define processes for minimising overstocks/excess, stranded and unfulfillable inventory
- Define processes for maximising in-stock rates and stock turns
- Define processes from managing returns
- Monitor returns, losses, damages and; create reimbursement claims

➤ **Inventory KPIs - SOPs**

- Track Amazon metrics weekly
- Implement actions to improve each measurement weekly
- Set measurable goals
- Track deviation from targets

➤ **Excess Inventory SOPs**

- Download Inventory reports
- Assess Ageing, Storage type, Storage Fees, Amazon Recommendations
- Define timelines and processes for reducing excess inventory - advertising, creating vouchers, outlet sales, listing on other markets or platforms

➤ **Stranded and Unfulfillable inventory SOPs**

- Identify Reasons - Listing errors, suspended or suppressed listings, restricted ASINs, pricing errors, expired goods, deleted listings
- Fix listings asap or incur storage charges
- Remove affected units where required

➤ **Sell-through rate SOPs**

Improve metric by:

- Balancing inventory with sales rates
- Optimising your product listings
- Utilising promotions or advertising
- Monitoring pricing
- Encouraging customer reviews,
- Running promotions
- Addressing any suppressed or stranded inventory

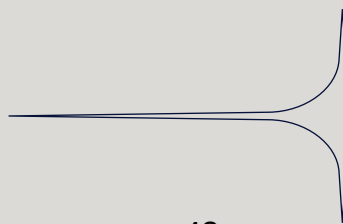
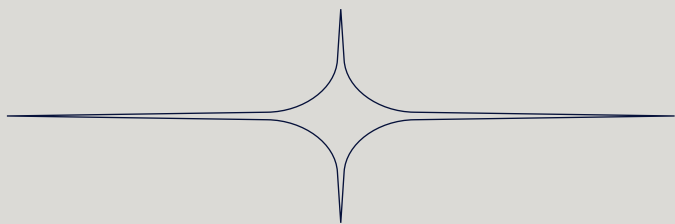
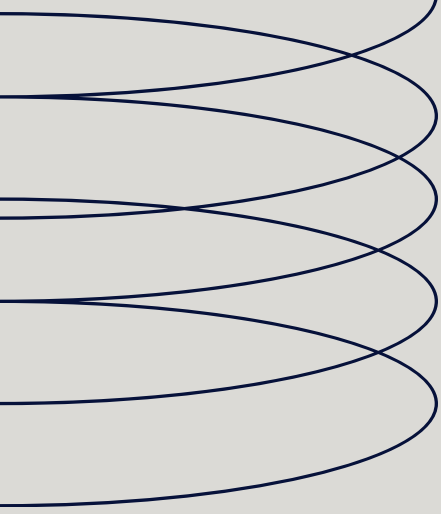
➤ **In-Stock Rate SOPs**

Improve metric by:

- Closely monitoring demand, forecasting accurately
- Keeping popular items consistently stocked
- Managing your supply-chain and supplier relationships
- Proactively addressing any listing issues that might impact sales;

➤ **Inventory Reimbursement Claim SOPs**

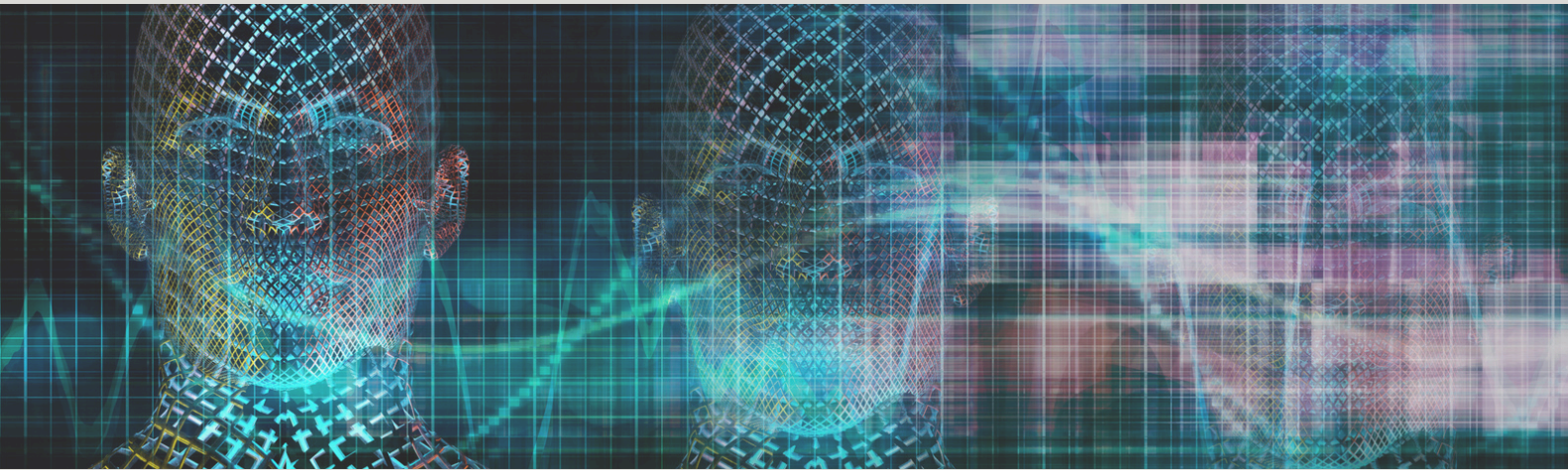
- Regularly download inventory reports
- Track losses and damages
- Track returns
- Submit claims within eligible periods



CHAPTER N.8

Account Health & Compliance

8.1 ACCOUNT HEALTH



Jeff Bezos established Amazon with the ethos that it would be the most customer centric company in the world. And it is known for maintaining a high standards in customer service and delivery - all which has made customers come to like and trust the company.

Sellers must follow the company's guidelines - in order to deliver the same levels of customer satisfaction.

And to retain selling priviledges they need to maintain a 'Good' account health rating - addressing all the policy violations within time.

Otherwise

- Sales may be suppressed
- Eligibility for the buy box will drop
- Selling accounts may be deactivated.

➤ **Account Health SOPs**

Create step-by-step, repeatable processes to maintain a "Healthy" account

- Comply with Amazon's policies for Customer service performance, Product policy compliance and; Delivery performance
- Avoid policy violations
- Monitor performance notifications
- Conduct daily health checks
- Monitor customer messages
- Log actions taken to appeal or resolve policy violations
- Take steps to ensure you have documentary evidence for appeals

8.1 ACCOUNT HEALTH

➤ Customer Service Performance SOPs

- Maintain Order Defect rate below 1%
- Request negative feedback removal where possible
- Appeal A-to-Z Guarantee claims
- Maintain Invoice Defect rate under 3%

➤ Product policy compliance SOPs

- Check notifications page and emails
- Promptly address highlighted issues
- Provide requested compliance docs
- Appeal violations where possible

➤ Voice of the Customer SOPs

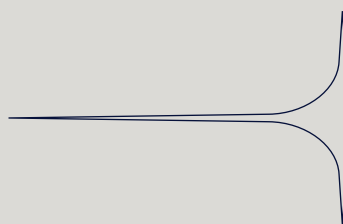
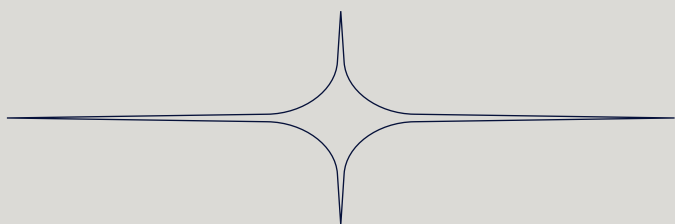
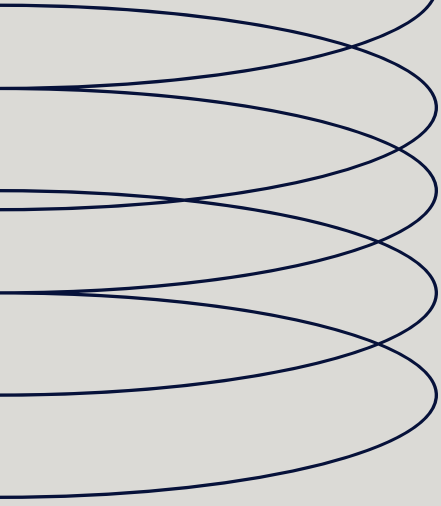
- Pinpoint specific issues that need improvement in your products or services.
- Address poor reviews / issues in feedback

➤ Shipping/Delivery Performance SOPs

- Maintain Late Shipment Rate (LSR) below 4%
- Maintain Valid Tracking Rate (VTR) above 95%

➤ Delivery Performance SOPs

- Maintain Pre-fulfillment Cancellation Rate (PCR) below 2.5%.



CHAPTER N.9

Financial & Cashflow Management

9.1 FINANCIAL MANAGEMENT



Effective financial management ensures that a retail business can keep operating; compete effectively in the market; and achieve long-term profitability. Poor cash flow can derail even the most profitable operations, so it's crucial to have a clear system for managing income, expenses, and reinvestment.

➤ **Financial Management Best Practice**

Track expenses and income and ensure the company remains profitable

Manage your cashflow

Meet the requirements for reporting any additional income for taxpayers

Keep good financial records and provide paper trails to meet legal and regulatory demands

Robust financial systems will include **SOPs** for the following:-

➤ **Budgeting and Cashflow Management**

Budget Development: Create and maintain budgets to keep spending within limits

Tracking: Record every pound that enters or leaves your business

Forecasting: Estimate future revenue, expenses based on historical data and sales trends

Monitor cash inflows and outflows: make sure there's enough liquidity to meet the company's immediate needs like salaries and tax returns

9.1 Financial Management

➤ Financial Reporting Routines

- Daily: Review incoming sales revenue and upcoming high-priority expenses
- Weekly: Summarise profit, expenses, and cash flow trends.
- Monthly: Conduct a full financial review, including ROI, profit margins, and outstanding debts

➤ Pricing Strategy & Adjustment

- Factor in product cost, Amazon fees, shipping, and your desired profit margin into your pricing.
- Sales Tracking: Monitor daily / weekly / monthly sales performance.
- Repricing & Margin management: Reprice to set competitive prices that maximise profit margins while attracting the buybox and customers.
- Monitor Competitor pricing
- Daily - Check prices on top-performing products to ensure they remain competitive
- Review slow-moving inventory weekly and adjust pricing to stimulate sales.
- Discounts and Promotions: Create vouchers and promotions to grab market share or shift aged inventory
- Focus on Value add - Creating excellent listings with clear descriptions, professional photos, and competitive shipping options.

➤ Expense Management

- Operating Costs: Control fixed and variable expenses, such as rent, utilities, salaries, and supplies.
- Cost Reduction Strategies: Identify areas where expenses can be cut without affecting operations.

➤ Reimbursements and Claims

- Submit timely claims to suppliers, warehouses, couriers, third-party prep centres for lost and damaged inventory
- Follow up on returns and removals and submitting claims where required

9.1 FINANCIAL MANAGEMENT

➤ **Financial Reporting and Analysis** (with or without an Accountant)

- Profit and Loss Statements: Prepare and review income statements to assess profitability.
- Balance Sheets: Evaluate assets, liabilities, and equity to determine the financial health of the business.
- Key Performance Indicators (KPIs): Monitor metrics like gross margin, net profit margin, and return on investment (ROI).

➤ **Debt & Capital Management**

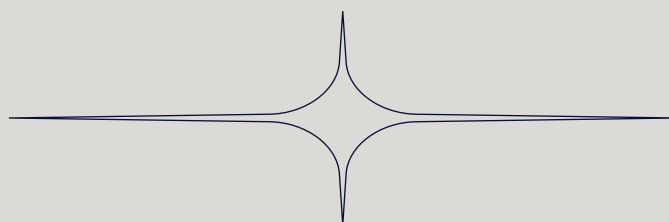
- Ensure timely repayment of loans and maintaining a healthy debt-to-equity ratio.

➤ **Tax Compliance and Planning**

- Ensure accurate and timely submission of tax returns.

➤ **Risk Management**

- Insurance: Manage coverage to protect against potential risks such as stock theft and damage, things going wrong with what you sell, and the health and safety of the people you work with.
- Contingency Planning: Prepare for financial challenges like economic downturns or unexpected expenses.



Conclusion

Congratulations on making it through this guide! By now, you've learned how to lay a strong foundation for your business, systemise your operations, manage your finances, and delegate effectively. These strategies aren't just about improving your Amazon reselling business—they're about transforming the way you work, think, and approach your goals.

Building a business that's profitable, systemized, and sustainable takes time, effort, and intentionality. But the rewards are worth it: increased profits, reduced stress, and the freedom to focus on what matters most—whether that's growing your business further, spending more time with family, or simply enjoying the peace of mind that comes with knowing you're in control.

► The Road Ahead: Your Next Steps

The key to success isn't just reading this guide—it's taking action. As you move forward, remember to focus on small, consistent steps. Here's how you can keep the momentum going:

1. **Start Small:** Choose one system or strategy from this guide and implement it this week. Whether it's tracking your metrics or setting up a sourcing routine, every small action brings you closer to your goals.
2. **Stay Consistent:** Make daily habits part of your routine. Whether it's reviewing your numbers, refining your processes, or delegating tasks, consistency is the foundation of success.
3. **Adjust and Improve:** No system is perfect from the start. Monitor your results, evaluate what's working, and don't be afraid to tweak and refine your strategies over time.

► Quick Wins to Implement Today

If you're looking for fast results, here are a few actions you can take immediately:

- **Create a Daily Routine:** Spend 10 minutes each morning checking your metrics and priorities.
- **Set Up a Sourcing System:** Choose a product research tool and define your criteria for profitable inventory.
- **Review Your Pricing:** Use Amazon's FBA calculator or a repricing tool to ensure your prices are competitive and profitable. Start seeing progress right away.
- **Delegate One Task:** Identify one low-value task (e.g., customer inquiries or inventory updates) that can be outsourced and start the process of hiring help.

These quick wins will help you build momentum to get going.

► You're Not Alone

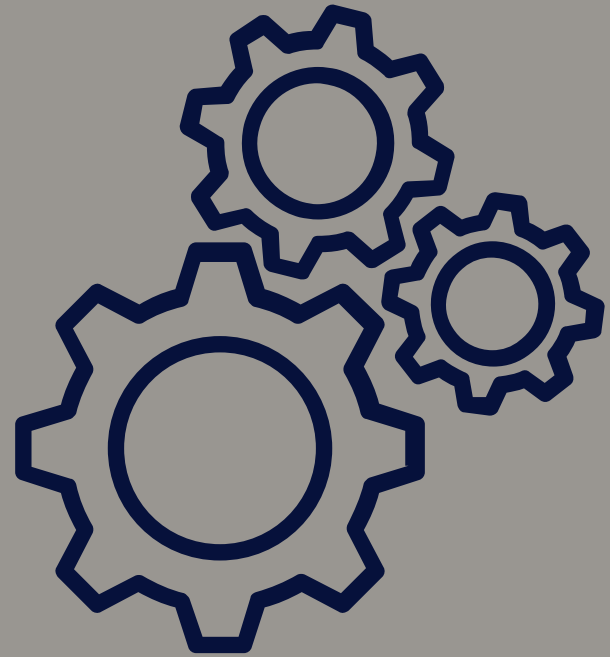
Remember, you don't have to do this alone. Building a streamlined, profitable business is a journey, and every step you take gets you closer to your vision. If you ever feel stuck, revisit this guide, seek out a mentor, or connect with a community of like-minded resellers.

I believe in your ability to create a business that not only thrives but also brings you joy and fulfillment. With clarity, consistency, and the right systems, you can achieve the balance and success you're striving for.

Thank you for trusting me to guide you on this journey—I can't wait to see what you accomplish!

Here's to your success and a calmer, more profitable future!

Warmly,
Chip
Business Coach & Mentor



Bonus Resources

Business Systemisation Checklist

Follow this checklist to implement systems that allow you to scale your company efficiently to increase profits, decrease expenses and reduce your workload



Create a task list for all the processes in your business



Understand your Processes. Choose one task - create a mindmap, flowchart or diagram of the process. identifying steps that can automated, simplified or eliminated



Document your processes. Write up your SOP with accompanying graphics, screenshots, diagrams or videos



Implement your Systems - Define your short or long-term goals, align these with metrics and implement systems to achieve your goals



Delegation - Train your staff using your SOPs



Systems are not set in stone - Review your processes, docs and systems regularly. Correct business errors by correcting your systems

SOP TEMPLATE / EXAMPLE

1. **Title** - (Provide a clear and concise title for the SOP)
2. **Purpose** - (Explain the objective of the SOP, why it is needed, and what it aims to achieve)
3. **Scope** - (Define the applicability of the SOP, including departments, personnel, or processes covered)
4. **Definitions & Acronyms** - (Provide explanations for key terms and acronyms used in the SOP)
5. **Roles and Responsibilities** - (List the roles of personnel involved and their responsibilities in following this SOP)
6. **Related Policies & References** - (Include any company policies, regulatory guidelines, or industry standards relevant to the SOP)
7. **Procedure** - (Provide a detailed, step-by-step guide on how to execute the procedure. Use numbered or bulleted lists for clarity)
 - Step 1: [Describe the first step in detail]
 - Step 2: [Describe the second step]
 - Step 3: [Continue with subsequent steps]
 - (Use diagrams, screenshots, or flowcharts if applicable)

SOP TEMPLATE / EXAMPLE

8. **Safety & Compliance Considerations** - (Identify any safety precautions, compliance requirements, or potential risks)

9. **Record Keeping & Documentation** - (Specify any records that must be maintained, including forms, logs, or reports, and where they should be stored)

10. **Review & Revision History** - (Indicate how often the SOP is reviewed and updated, and maintain a revision log)

- Version: [Version number]
- Date: [Last updated date]
- Changes: [Summary of modifications]
- Approved by: [Name/Title of Approver]

11. **Approval & Acknowledgment** - (Include a section for authorized personnel to sign and acknowledge their understanding and acceptance of the SOP)

- Prepared by: [Name/Title]
- Reviewed by: [Name/Title]
- Approved by: [Name/Title]
- Effective Date: [Date of implementation]

Recommendations

Here are some of our favourite tools for implementing systems

➤ SOP ORGANISATION AND STORAGE SYSTEMS

- There are many options available for SOP organisation and storage systems, with a choice of both free and paid. Our favourites is Google Drive. Use a system that allows you to find records quickly lest you spend hours and hours searching for lost documents

➤ SOP CREATION

- **Writing out your SOPs** - Whether you create your document in Word, Excel or Powerpoint or is totally up to choice. We use all the first 2 depending on the process
- **Mapping Out Your Processes** - we use Figma to map out our processes. Processes can also be mapped out using most MS Office apps
- **Video Recording** - Popular apps for screen-recording include Screencastify, Loom, Quicktime, Window button + G function. Our favourite is Loom

In addition - below is a list of other software we use in our Amazon business (Some may contain affiliate links!)

- Time tracker: [Team Logger](#) - Simple employee monitoring and time-tracking software with automatic screenshots and activity levels
- Financial Software: [SellerToolkit](#) is an accounting and reporting systems to streamline financial management.
- Product Research: [Keepa](#) - used for tracking the history of a product sold on Amazon (buy box history, sales rank, price history)
- Product Research: [Helium10](#) - used to research keyword search volumes, trending product niches, topsellers, listing optimising, trends, sales velocity, and competition
- Repricers - [Profitprotectorpro](#) - used to adjust product prices automatically based on competitors' activity.

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info@systems2scale.co.uk