FREE SELLER GUIDE

# AMAZON UAE SELLER LAUNCH GUIDE & CHECKLIST

From seller registration and product eligibility to listings, fulfilment, profit and a confident first month.



- VALIDATE SELLER FIT
- PREPARE YOUR LISTINGS
- LAUNCH WITH CONTROL



WELCOME / FREE AMAZON SELLER RESOURCE

# A clearer path to selling on Amazon UAE

An independent, practical seller launch workbook for UAE entrepreneurs and SMEs preparing to sell on Amazon.ae.

**WHAT THIS GUIDE PROVIDES**

40 Amazon UAE seller readiness checks across eight chapters, plus decision worksheets, a fee-and-profit model, operational tests and a first-month launch plan.

## How to use this seller workbook

### 01 Confirm your seller proposition

Focus on a small range of eligible products and document the business case for Amazon.ae.

### 02 Verify in Seller Central

Use current Amazon UAE and government guidance, real SKUs and written evidence.

### 03 Record evidence and status

Ready = verified; Needs work = action required; Not sure = investigate; N/A = explain.

### 04 Assign owners and due dates

The editable worksheets make costs, risks, approvals and follow-up responsibilities visible.

### 05 Review the first 30 days

Monitor account health, orders, contribution and buyer experience each week.

**IMPORTANT LIMITATION**

An independent planning workbook, not affiliated with or endorsed by Amazon. Seller eligibility, product approvals, fees, rules and UAE legal/tax obligations must be verified from current official sources.

INSTRUCTIONS / READINESS SCORING

# How to score and prepare your Amazon launch

Mark each item using real evidence such as a current policy, Seller Central screen, or verified SKU document.

| Response | Points | Use when |
|---|---|---|
| Ready | 1 | Verified with a real SKU, Seller Central result or document. |
| Needs work | 0 | The task is relevant but an issue must be resolved. |
| Not sure | 0 | The item is not yet supported by sufficient evidence. |
| Not applicable | Excluded | Document why the item genuinely does not apply. |

## Eight Amazon seller readiness areas

| Chapter | Amazon seller readiness area | Checks |
|---|---|---|
| 01 | Seller Fit & Business Case | 5 |
| 02 | Licence, Identity & Account | 5 |
| 03 | Product & Brand Eligibility | 5 |
| 04 | Listings & Content Quality | 5 |
| 05 | Fees, Pricing & Profit | 5 |
| 06 | Fulfilment & Inventory | 5 |
| 07 | Orders, Returns & Account Health | 5 |
| 08 | Launch & First 30 Days | 5 |

**READINESS RATIO**

Ready ÷ Applicable × 100 gives a planning completion rate. If all 40 checks apply, show the Ready count out of 40 too. Explain every N/A; this is not an official Amazon score.

This is a private planning measure—not Amazon seller approval, a legal compliance opinion or a platform performance rating.

CHAPTER 01

01

# SELLER FIT & BUSINESS CASE



## WHY THIS MATTERS

Validate demand and decide whether Amazon is the right selling channel.

## WHAT YOU'LL CLARIFY

- Demand evidence
- Unit economics
- Channel fit

CHAPTER 01 / 5 AMAZON SELLER READINESS CHECKS

# Seller Fit & Business Case

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 01 / Choose a clear first buyer segment

Define who will purchase the first products, what they need and when they shop.

HOW TO VERIFY Review real customer enquiries, competitor listings and at least three target-buyer conversations.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 02 / Check demand with evidence

Identify actual purchase intent instead of assuming the product will sell.

HOW TO VERIFY Compare relevant search results, competitor reviews, price bands and small customer tests.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 03 / Choose a focused launch range

Start with a manageable set of SKUs with reliable supply and handling.

HOW TO VERIFY Select a small product shortlist and record sourcing, weight, margin and competition.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 04 / Compare Amazon with alternatives

Decide why Amazon.ae adds value versus your own website or another marketplace.

HOW TO VERIFY Write one benefit, one trade-off and one dependency for each channel.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 05 / Define first-month success

Choose a measurable outcome and a safe test budget.

HOW TO VERIFY Record a target for orders, contribution, return rate or listing quality and a review date.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 01 / SELLER DECISION WORKSHEET

# Customer and SKU Fit Decision Log

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Buyer & use case | Define the first buyer, purchase occasion and problem in one sentence. |
| Demand evidence | Record interviews, existing alternatives, reviews or observed purchasing behaviour. |
| Why sell on Amazon? | Document the value and risks versus your own website and other channels. |
| Success measure | Set one 30-day target and name who will track it. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 02

02



# LICENCE, IDENTITY & ACCOUNT

WHY THIS MATTERS

Prepare accurate seller identity, business documents and account ownership.

WHAT YOU'LL CLARIFY

- Trade licence
- Account proof
- Tax checks

CHAPTER 02 / 5 AMAZON SELLER READINESS CHECKS

# Licence, Identity & Account

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 06 / Confirm the correct commercial licence

For UAE operations, validate that the licence covers the intended selling activity.

HOW TO VERIFY Check the issuing authority and Amazon's licence guidance before registration.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 07 / Gather seller registration evidence

Prepare current identity, contact, address and banking documents.

HOW TO VERIFY Compare your documents with Amazon's current registration checklist.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 08 / Make business information consistent

Ensure business name, licence, ID and bank details agree where required.

HOW TO VERIFY Check spelling, entity details and authorized representative information across records.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 09 / Set safe account ownership and access

Name an accountable business owner and protect account access.

HOW TO VERIFY Use a controlled business email, strong authentication and appropriate user permissions.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 10 / Review VAT and tax responsibilities

Determine your registration, invoicing, recordkeeping and tax obligations.

HOW TO VERIFY Check the FTA's current guidance and seek qualified advice for your specific circumstances.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 02 / SELLER DECISION WORKSHEET

# Business Identity and Registration Tracker

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Licence and authority | Record licence number, activity, expiry and verifying authority. |
| Seller verification set | List identity, recent proof of address, bank and contact documents. |
| Account ownership | Name the legal seller and person controlling access and recovery. |
| Tax review | Document whether VAT or Corporate Tax advice is required, and by whom. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 03

03

# PRODUCT & BRAND ELIGIBILITY



## WHY THIS MATTERS

Confirm that categories, brands, product identifiers and goods are eligible.

## WHAT YOU'LL CLARIFY

- Restricted products
- Brand permission
- GTIN or exemption

CHAPTER 03 / 5 AMAZON SELLER READINESS CHECKS

# Product & Brand Eligibility

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 11 / Check product and category restrictions

Some goods and categories require approval or cannot be sold by third-party sellers.

HOW TO VERIFY Use Seller Central category and restricted-product checks before buying inventory.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 12 / Verify brand selling rights

Confirm ownership or authorisation for branded items where required.

HOW TO VERIFY Look for approval limitations and keep genuine supplier invoices or permission evidence.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 13 / Validate GTINs and product identity

Use accurate identifiers or obtain an applicable exemption when permitted.

HOW TO VERIFY Match UPC/EAN/GTIN and brand details to the actual product and Amazon guidance.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 14 / Check product safety and local compliance

Confirm labelling, technical approvals and import or safety obligations for each product.

HOW TO VERIFY Check competent UAE authorities and relevant Amazon policies, especially for regulated goods.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 15 / Check FBA eligibility if using FBA

Some products cannot enter Amazon fulfilment or have special handling rules.

HOW TO VERIFY Verify product restrictions, dimensions, expiration and preparation requirements.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ____ Ready / ____ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 03 / SELLER DECISION WORKSHEET

# Product Eligibility and Brand Rights Planner

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| First SKU & category | Record one priority SKU, likely category and listing eligibility status. |
| Brand rights | List trademark, authorization, invoice and approval evidence. |
| Identifiers & variants | Record GTIN, exemption or catalog match; confirm valid variations. |
| Product compliance | List safety, labelling and fulfilment restrictions requiring verification. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 04

04

# LISTINGS & CONTENT QUALITY



## WHY THIS MATTERS

Build accurate, customer-friendly listings with compliant images and details.

## WHAT YOU'LL CLARIFY

- Catalogue match
- Images and copy
- Variation logic

CHAPTER 04 / 5 AMAZON SELLER READINESS CHECKS

# Listings & Content Quality

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 16 / Find the correct catalog match

Do not create duplicate detail pages when an accurate product listing exists.

HOW TO VERIFY Search the product identifier and validate the existing ASIN and variations.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 17 / Write accurate product titles and attributes

Describe the genuine product clearly without unsupported claims.

HOW TO VERIFY Check model, brand, size, colour, ingredients and packaging against the item.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 18 / Prepare compliant product images

Use clear high-resolution photos that meet category and Amazon image requirements.

HOW TO VERIFY Check the live image policy and inspect a sample listing at mobile size.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 19 / Structure variations responsibly

Only combine products as variations when the relationship is valid.

HOW TO VERIFY Check whether size, colour or other choices genuinely belong together.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 20 / Verify customer-facing information

Make prices, availability, warranty, delivery and any applicable Arabic information clear.

HOW TO VERIFY Review the published listing on mobile and compare with packaging and policies.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ____ Ready / ____ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 04 / SELLER DECISION WORKSHEET

# Listing Content and Catalog Planner

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Correct ASIN | Identify the existing catalog match or reason to create a new listing. |
| Content and claims | Draft a truthful title, highlights, dimensions and customer benefit. |
| Images & identifiers | List images, barcodes and variation details to validate. |
| Listing review owner | Name the person who checks mobile view, errors and revisions. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 05

05



# FEES, PRICING & PROFIT

WHY THIS MATTERS

Calculate contribution after Amazon charges, fulfilment and returns.

WHAT YOU'LL CLARIFY

- Referral fee
- Real margin
- Break-even

CHAPTER 05 / 5 AMAZON SELLER READINESS CHECKS

# Fees, Pricing & Profit

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 21 / Confirm category referral fees

Amazon referral charges depend on the actual product category and selling terms.

HOW TO VERIFY Use the current Amazon UAE pricing page and record a dated fee assumption.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 22 / Model fulfilment and storage costs

Include FBA or Easy Ship charges, self-ship courier charges and stock storage where relevant.

HOW TO VERIFY Estimate a representative SKU's packed size and channel-specific costs.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 23 / Include returns, promotions and ads

Margins can shrink because of refunds, discounts, damaged stock and advertising.

HOW TO VERIFY Create realistic per-order assumptions including a conservative scenario.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 24 / Calculate contribution per order

Estimate sales proceeds after product and variable selling costs, before fixed overheads.

HOW TO VERIFY Compute selling price minus landed cost, Amazon charges and other variable costs.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 25 / Set a pricing and review rule

Protect contribution without promising an unverified margin.

HOW TO VERIFY Document a floor price, change owner, competitor check and review trigger.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ____ Ready / ____ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 05 / SELLER DECISION WORKSHEET

# Fees and Unit Contribution Planner

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Product landed cost | Record product purchase, import and preparation assumptions in AED. |
| Amazon charges | Record category referral, fulfilment, storage and other variable fees. |
| Return & ad reserve | Estimate refunds, damaged stock, discounts and advertising allowance. |
| Contribution decision | Set a target price, contribution floor and review trigger. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

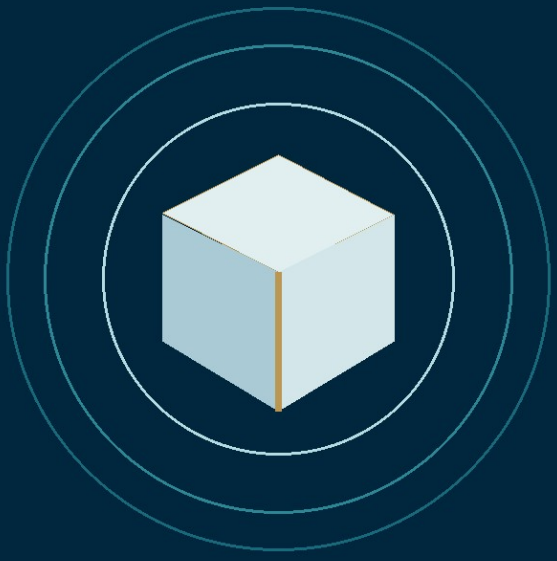
**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 06

06

# FULFILMENT & INVENTORY



## WHY THIS MATTERS

Compare FBA, Easy Ship and Self-Ship; plan accurate replenishment.

## WHAT YOU'LL CLARIFY

- Channel choice
- Stock control
- Delivery promise

CHAPTER 06 / 5 AMAZON SELLER READINESS CHECKS

# Fulfilment & Inventory

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 26 / Choose FBA, Easy Ship or Self-Ship

Fulfilment options differ in storage, packing, shipping, service and costs.

HOW TO VERIFY Compare Amazon's current channel comparison against your SKU characteristics.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 27 / Check packaging and shipment requirements

Avoid inventory rejections, damage and avoidable handling charges.

HOW TO VERIFY Review labels, cartons, expiration rules and channel-specific packaging guidance.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 28 / Define stock accuracy and reorder points

Prevent overselling and maintain workable replenishment times.

HOW TO VERIFY Track on-hand stock, reserved stock, sales velocity and supplier lead time.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 29 / Prepare dispatch and tracking steps

Ensure handovers, carrier arrangements and order updates are reliable.

HOW TO VERIFY Run a sample order workflow and identify responsibility at every stage.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 30 / Plan returns and reverse logistics

Know how returned stock, refunds, reimbursements and disposal are handled.

HOW TO VERIFY Walk through a damaged or refused item scenario for the chosen fulfilment mode.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 06 / SELLER DECISION WORKSHEET

# Fulfilment and Inventory Planner

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Fulfilment choice | Compare FBA, Easy Ship and Self-Ship against costs and control. |
| Preparation rules | Record shipment, packaging, labelling and any restrictions. |
| Inventory plan | Set stock count, supplier lead time and replenishment trigger. |
| Return pathway | Record who manages customer issues, returns and disposal. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 07

07



# ORDERS, RETURNS & ACCOUNT HEALTH

WHY THIS MATTERS

Manage daily orders, customer experience, returns and policy alerts.

WHAT YOU'LL CLARIFY

- Order quality
- Returns and claims
- Account alerts

CHAPTER 07 / 5 AMAZON SELLER READINESS CHECKS

# Orders, Returns & Account Health

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 31 / Assign daily Seller Central monitoring

Someone must review orders, messages, policy notifications and inventory alerts.

HOW TO VERIFY Create a daily checklist and name a backup owner.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 32 / Check order and fulfilment quality

Customer promises depend on accurate dispatch, delivery and product condition.

HOW TO VERIFY Review a sample order from payment to delivery confirmation.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 33 / Define returns and customer responses

Prepare a consistent, policy-aware way to handle refunds and complaints.

HOW TO VERIFY Locate current Amazon return rules and record the responsible person.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 34 / Monitor account health and policy alerts

Use Seller Central account health rather than assuming a listing is compliant.

HOW TO VERIFY Review the dashboard, open alerts, performance notifications and action deadlines.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 35 / Protect buyer data and operational access

Limit data use and restrict accounts to authorized workers.

HOW TO VERIFY Review access roles, download/export handling and security recovery arrangements.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ____ Ready / ____ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 07 / SELLER DECISION WORKSHEET

# Seller Operations and Account Health Planner

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Daily monitoring | Name primary and backup owners for orders, messages and alerts. |
| Account health | Describe how policy, performance and listing alerts will be reviewed. |
| Customer response | Record how returns, refunds and complaints are handled. |
| Access control | Set named permissions, MFA, exports and backup/recovery ownership. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

CHAPTER 08

08



# LAUNCH & FIRST 30 DAYS

## WHY THIS MATTERS

Validate listings, owners, tests and performance before scaling.

## WHAT YOU'LL CLARIFY

- Launch gate
- First orders
- Weekly review

CHAPTER 08 / 5 AMAZON SELLER READINESS CHECKS

# Launch & First 30 Days

Choose one status, record evidence and assign a next step. Ready = 1 point for an applicable item; all other applicable responses = 0.

### 36 / Complete the first listings and approvals

Confirm products are live and all required applications are resolved.

HOW TO VERIFY Check each launch ASIN's approval, price, inventory, images and discoverability.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 37 / Run an end-to-end operational test

Validate one complete order path before spending heavily on promotion.

HOW TO VERIFY Check customer order, payment reporting, dispatch, returns route and settlement records.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 38 / Approve a controlled launch budget

Set a cap on ads, inventory exposure and operational losses.

HOW TO VERIFY Document who can change ad spend, pricing or replenishment.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 39 / Review first-week performance

Use actual orders, conversion, returns, ads and stock reports to learn.

HOW TO VERIFY Record daily exceptions and hold a formal weekly review.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

### 40 / Choose evidence-led improvements

Prioritize corrections over launching many untested products.

HOW TO VERIFY Assign actions, success criteria and dates for the following 30 days.

[ ] Ready [ ] Needs work [ ] Not sure [ ] N/A* Evidence / source: _____

**CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____**

* Use N/A only with a written reason; exclude N/A from the applicable denominator.

CHAPTER 08 / SELLER DECISION WORKSHEET

# Launch Readiness and Weekly Review Plan

Convert the checklist into documented Amazon-specific decisions and accountable tasks.

**START WITH EVIDENCE**

Keep a dated source or Seller Central proof for each important decision. Treat unapproved or restricted products as blockers until resolved.

| Seller decision | Your editable evidence and notes |
|---|---|
| Approved products | List first ASINs and confirm approvals, prices and stock. |
| Launch test proof | Record completed listing and order workflow evidence. |
| Spend and escalation | Set ad/inventory caps and who can approve exceptions. |
| Weekly review | Choose reporting date, KPIs and actions for four weeks. |

## TOP NEXT ACTIONS

| Priority | Action / blocker | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**CHAPTER SIGN-OFF**

Seller owner: _____ Review date: _____ Decision / blocker: _____

SELLER READINESS / SCORECARD

# Your Amazon UAE Seller Readiness Score

Transfer each chapter result. Ready needs evidence, and every N/A must be explained.

| Chapter | Readiness area | Ready | Applicable | N/A |
|---|---|---|---|---|
| 01 | Seller Fit & Business Case | ___ | ___ | ___ |
| 02 | Licence, Identity & Account | ___ | ___ | ___ |
| 03 | Product & Brand Eligibility | ___ | ___ | ___ |
| 04 | Listings & Content Quality | ___ | ___ | ___ |
| 05 | Fees, Pricing & Profit | ___ | ___ | ___ |
| 06 | Fulfilment & Inventory | ___ | ___ | ___ |
| 07 | Orders, Returns & Account Health | ___ | ___ | ___ |
| 08 | Launch & First 30 Days | ___ | ___ | ___ |
| | TOTAL | ___ | ___ | ___ |

**CALCULATE YOUR READINESS**

Indicative completion = total Ready ÷ total Applicable × 100. Keep a separate register of any Amazon approvals, seller alerts and N/A justifications.

## Priority risks before selling

| Question | Your next step |
|---|---|
| Which product or brand approval could block launch? | _____ |
| Which assumptions in your fees or sourcing need checking? | _____ |
| Who owns the final go/no-go seller decision? | _____ |

SELLER ECONOMICS / WORKSHEET

# Know Your True Amazon Order Contribution

Sales proceeds are not profit. Validate fee schedules, fulfilment charges and returns before buying stock.

| Per-order amount (AED) | Estimate | Evidence / fee date |
|---|---|---|
| Product selling price | _____ | _____ |
| Product landed cost (incl. sourcing/preparation) | _____ | _____ |
| Amazon referral fee | _____ | _____ |
| Fulfilment/shipping and storage allocation | _____ | _____ |
| Returns, damage and promotions allowance | _____ | _____ |
| Variable advertising/customer-acquisition allowance | _____ | _____ |
| Estimated contribution per order | _____ | Sales price less the variable costs above. |

**CONTRIBUTION IS NOT NET PROFIT**

This worksheet excludes fixed overhead, financing and tax obligations. Check the current Amazon UAE fee schedule by category, product size and fulfilment channel; no single fee applies to all sellers.

## Your fee and pricing assumptions

| Planning question | Editable answer |
|---|---|
| What contribution is required per order? | _____ |
| What happens if fees or return rates increase? | _____ |
| Which fee assumptions require Seller Central verification? | _____ |

SELLER OPERATIONS / VERIFICATION

# Validate Your First Seller Workflows

Check listings, orders, fulfilment and settlement workflows using permitted tests and live seller data.

| Seller workflow check | Result | Evidence / owner / next step |
|---|---|---|
| Category and brand approvals | [ ] Pass [ ] Fix | _____ |
| Listing content and mobile view | [ ] Pass [ ] Fix | _____ |
| SKU identifiers, variations and inventory | [ ] Pass [ ] Fix | _____ |
| FBA/Easy Ship/Self-Ship preparation | [ ] Pass [ ] Fix | _____ |
| Allowed order and fulfilment workflow | [ ] Pass [ ] Fix | _____ |
| Returns and customer contact procedure | [ ] Pass [ ] Fix | _____ |
| Payout statement and fee reconciliation | [ ] Pass [ ] Fix | _____ |
| Account Health and notification review | [ ] Pass [ ] Fix | _____ |

**LAUNCH GATE**

Do not bypass category, brand or product restrictions. Do not place prohibited or artificial test orders. Follow current Seller Central guidance for valid testing and account safety.

**Testing owner: _____ Follow-up date: _____**

APPROVAL / SELLER LAUNCH

# Seller Launch Approval

Launch only when the owner confirms permitted products, price, fulfilment, account controls and approvals.

| Approval area | Decision owner | Evidence / unresolved blocker |
|---|---|---|
| UAE licence and identity documents | _____ | _____ |
| Product, brand and category eligibility | _____ | _____ |
| Accurate listings and product identifiers | _____ | _____ |
| Pricing, fees and contribution | _____ | _____ |
| Fulfilment channel and inventory | _____ | _____ |
| Tax review and account security | _____ | _____ |
| Customer service, returns and account monitoring | _____ | _____ |

**GO / NO-GO DECISION**

[ ] Controlled launch [ ] Resolve blockers [ ] Limited SKU pilot Decision owner: _____ Date: _____

## Open conditions and actions

| Priority | Task / decision | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

FIRST 30 DAYS / EXECUTION

# Your First 30 Days on Amazon

Review orders, seller alerts, returns, ad spend and real contribution weekly, then adjust selectively.

| Week | Focus | Review and action |
|---|---|---|
| Week 1 | Listing and account health | Check product approvals, first orders, fees and notifications. |
| Week 2 | Customer experience | Fix listing gaps, delivery issues, refunds and buyer questions. |
| Week 3 | Contribution and promotion | Compare net proceeds, returns, inventory and ad results. |
| Week 4 | Improve with evidence | Choose which SKUs to refine, pause, replenish or scale. |

## Your first three commitments

| Priority | Task / decision | Owner | Due date |
|---|---|---|---|
| 1 | Type here... | | |
| 2 | | | |
| 3 | | | |

**NEXT REVIEW DATE**

Seller owner: _____ Next review: _____ One issue to resolve: _____

AMAZON UAE / OFFICIAL REFERENCES

# Official References Before Launch

Amazon policies, fees and programs may change. Recheck live Seller Central rules and UAE regulatory obligations for your business.

## Amazon UAE — Beginner's Guide

https://sell.amazon.ae/beginners-guide

Registration preparation, documents and the initial seller account workflow.

## Amazon UAE — Commercial Licence Guidance

https://sell.amazon.ae/sell/business

Amazon's guidance for sellers operating in the UAE; verify details with the licensing authority.

## Amazon UAE — Product Listing Guide

https://sell.amazon.ae/content/listing-guide

Category and brand approvals, identifiers, listings and product content.

## Amazon UAE — Fulfilment Options

https://sell.amazon.ae/fulfill

Compare FBA, Easy Ship and Self-Ship before selecting a fulfilment channel.

## Amazon UAE — Selling Fees

https://sell.amazon.ae/pricing

Current referral, fulfilment, storage and selling plan fees. Verify the live calculator.

**PUBLICATION NOTE**

Prepared November 2026. Independent SME Compass Hub guidance, not Amazon-endorsed. Fees and policies may change. Verify UAE tax requirements at https://tax.gov.ae/en/taxes/Vat/vat.topics/registration.for.vat.aspx

SME Compass Hub
Your Guide to Smarter Digital Decisions
Audit • Plan • Build • Grow



# SELL WITH A PLAN.

# GROW WITH EVIDENCE.

Use the workbook to choose eligible products, understand your costs, manage your account and improve each launch decision.



- INDEPENDENT ADVICE
- PRACTICAL SELLER TOOLS
- CLEAR NEXT STEPS

