

Adding Products in Bulk with Inventory Files



- **What are the main methods to list on Amazon.co.uk?**
- **How to bulk upload products in your Seller Central account?**
- **Live Demo**
- **Useful References**
- **Q&A**

3 Methods

Your Seller Profile

Small Inventory (ex: <100 products), basic technical skills

Recommended Method

'Add a Product' one by one:

Medium to large inventory, knowledge of Excel and Text

'Upload Products & Inventory' using inventory files:

Large inventory (ex: >10,000), good knowledge of XML, Java and other programming languages

Automation through 'Marketplace Web Services' APIs:

<https://developer.amazonservices.co.uk/index.html>

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What are 'Feeds' or 'Inventory File Templates'?

- Feeds are the inventory files you upload in your seller account to create, complete or modify your listings.
- There are different templates for different product categories. See [here](#).

Why should you use feeds and not add products one by one?

- **Time-Saving:** You can upload a large number of products at once into Seller Central.
- **Better Accuracy:** You are less likely to mix up product details and make mistakes if creating thousands of products.
- **Consistency:** You can easily review previously uploaded product data and retain consistency when listing further products.
- **More Details:** You can more easily add all the details required about your products.
Your buyers will be able to make an informed purchase: This can increase your sales and/or reduce order defects.

Use the correct inventory file template (1)

The different [templates](#) are available in the 'Add Products via Upload' section of the 'Inventory' tab:

The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with tabs for INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The INVENTORY tab is selected, and a dropdown menu is open, showing options: Manage Inventory, Manage FBA Inventory, Add a Product, Add Products via Upload (highlighted with a red box), Inventory Reports, Manage Promotions, and Manage FBA Shipments. Below the navigation bar, the main content area is titled 'Inventory & Inventory' and contains the text 'upload your products in bulk. [Learn more](#)'. Below this, there is a section titled 'templates' with the text 'button to download a blank Amazon inventory file template [Learn more](#)' and a 'Download template' button (highlighted with a red box). At the bottom, there is a section titled 'Upload inventory files' with the text 'Save the filled-out (or completed) inventory file template as a text file, select the file type, and upload your file. [Learn more](#)'. Below this text is a dropdown menu labeled 'Select type of file to upload' and the text 'Selecting a file type will show a description of it here. [Learn more about all file types](#)'.

Use the correct inventory file template (2)

Choose the correct [template](#) according to the product type and if it already exists in the Amazon catalogue or not:

<https://sellercentral-europe.amazon.com/gp/help/help-popup.html?ie=UTF8&itemID=1641>

Listing Loader Template

In addition, if you are listing items that are **already** in Amazon's catalogue, use the Listing Loader template instead of product attributes, which are required when you use the Inventory File Template.

Use the simplified 'Listing Loader' template for products which **already exist** in the Amazon catalogue

For Media products, use the 'Book Loader', 'Music Loader' and the 'Video Loader' to create **new products** from scratch, with all required information, in the Amazon catalogue

Template
Apparel *
Automotive *
Baby
Beauty *
Consumer Electronics
Grocery & Beverages *
Health & Personal Care *
Home and Garden
Home Improvement
Jewellery *
Kindle Accessories
Large Appliances
Lighting
Musical Instruments
Office
Pet Supplies (Do not use for file.)

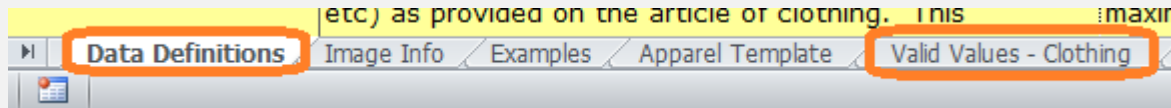
For Non-Media products, use the 'Inventory File Templates' to create **new products** from scratch, with all required information, in the Amazon catalogue

Fill in all required fields in the template

Typical Mandatory Information:

- SKU
 - Product ID (Barcode)
 - Title
 - Brand and/or Manufacturer
 - Description
 - Item Price
 - Currency
 - Quantity
 - Browse Nodes
 - Main Image URL
-
- Other fields might be required based on each product category. Ex: Toys safety directive, alcohol content, PC RAM
 - Desired or optional fields allow you to improve the quality of your listings, e.g. Search terms

Tip: Refer to the Data Definitions and Valid Values tab continuously while working on the inventory file.



- Data Definitions Tab: Gives you an explanation of the kind of data that should go into each field in the template:

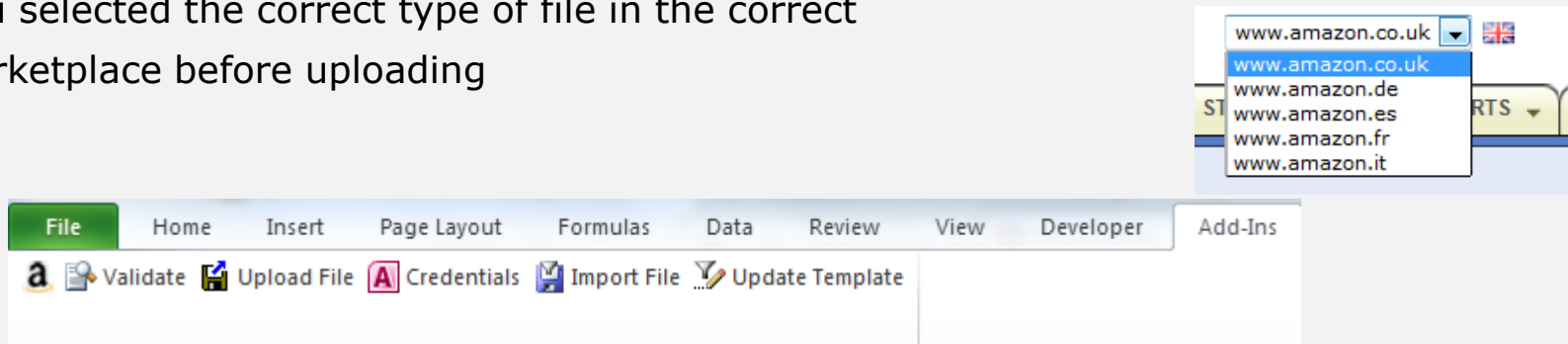
Label Name	Definition and Use	Accepted Values	Example	Required
sku	A unique identifier for the product, assigned by the merchant. The SKU must be unique for each product listed.	An alphanumeric string; 1 character minimum in length and 40 characters maximum in length.	15700	Required

- Valid Values Tab: Gives you the list of allowed values for certain fields in the template:

clothing-type	department1	color-map	inner-material	outer-material
Shirt	Womens	Beige	<i>for apparel</i>	<i>for apparel</i>
Sweater	Mens	Black	Cotton	Cashmere
Pants	Boys	Blue	Fleece	Cotton
Shorts	Girls	Bronze	Polyester	Chiffon
Skirt	Unisex-adults	Brown	Silk	Cord
Dress	Unisex-children	Gold	Synthetic	Denim

Checklist before uploading your inventory file

- ✓ You followed the data definitions guidelines, such as required formatting (ex: date as yyyy-mm-dd) or field limitations (ex: SKU not longer than 40 characters)
- ✓ You focused on the listings' quality (ex: descriptions, images, search terms; see https://sellercentral-europe.amazon.com/gp/help/help-page.html/ref=ag_200270100_cont_scsearch?ie=UTF8&itemID=200270100)
- ✓ Each product has a unique SKU
- ✓ All required fields are filled in
- ✓ Make sure you did not left any data that does not belong in the file, ex: 'notes to self'
- ✓ You saved an Excel version of your file as a back-up before uploading the .txt file
- ✓ You selected the correct type of file in the correct marketplace before uploading



Tip: You can use the template macros to import and validate your data before uploading

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- [Text File Templates](#)
- [Listing Loader](#)
- [Uploading A File Format Used for eBay](#)
- [Browse Tree Guides](#)
- [Style Guidelines](#)
- [Building an Inventory File Video Tutorial](#)
- [Creating Variations with a Flatfile Video Tutorial](#)
- [Managing your Inventory in the Europe Marketplaces Account Video Tutorial](#)
- [Build Your Inventory File](#)
- [Upload Your Inventory File](#)
- [Modify My Inventory File](#)
- [Review My Inventory Results](#)
- [Webinar Invitations and Recordings](#)

Please note that this presentation is only an overview. If you have further questions, need additional information, or would like to check that the information presented is still up to date, we recommend for you to contact [Seller Support](#).

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Thank you for attending!

- **Reminder: Do not miss our upcoming session on product listing with inventory files**
- **Step-by-step demonstration of listing in apparel with variations**
- **Creating and updating listings**
- **29.10.2014, 3.00 PM Central European Time, 60 min, German language**

Amazon Webinars

<http://services.amazon.co.uk/resources/events-webinars/>

Amazon Seller Support

Seller Support **BLOG** Strategies & Best Practices for Selling on 

www.amazonsellersupportblog.co.uk

Amazon Seller Forums



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