



Amazon Launch Roadmap - Version 2

Account recovery, first-five launch, freight operations, Shopify integration, training, and 30-day support

Prepared for Dave's Auto | Project Lead: Bonnie Stanley | Executive Oversight: AJ Lewis

WORKING TIMELINE: 4-6 weeks after complete documentation is received. Amazon verification, category approval, supplier authorization, compliance review, freight setup, and trademark timing can extend the schedule.

1. Executive outcome

- Recover or secure the Amazon Seller account using a document-first, existing-account-first strategy.
- Launch the first five approved products, with backup products ready if compliance or authorization blocks a priority item.
- Use Shopify Marketplace Connect as the operating hub for linked listings, inventory, Amazon orders, fulfillment status, and tracking.
- Operate primarily as Fulfillment by Merchant (FBM), including parcel and LTL freight workflows; evaluate FBA later only where operationally sensible.
- Test the full order-to-fulfillment-to-tracking-to-return loop before handoff.
- Create a Systems Training Library and provide 30 days of post-handoff backend support.
- Advance affiliate, influencer, trademark, and Brand Registry work in parallel without delaying the initial seller launch.

2. Ownership and decision rights

Role	Primary responsibility	Decision rights
Bonnie Stanley - Project Lead	Owns the entire project: schedule, client requests, Amazon account recovery coordination, listings, integrations, testing, training, handoff, and support.	Day-to-day execution, follow-up, task sequencing, status updates, and escalation.
Dave's Auto Team	Provides accurate documents, product data, approvals, access, fulfillment ownership, carrier relationships, and operational participation.	Approves legal/business data, products, pricing, claims, fitment, shipping economics, and policies.
AJ Lewis - Executive Oversight	Supports selected communications and approves material strategy, scope, brand, or commercial decisions.	Final internal escalation only; not the day-to-day project manager.



3. Initial product launch queue

Priority	Product	Launch gate
1	Secret Sauce fuel additive	Current SDS, chemical classification, label review, and Amazon compliance approval.
2	Sprinter oil cooler	Fitment, inventory, warranty, dimensions, packaged weight, and parcel/freight method.
3	Dave's Auto engine oil	Variants, SDS, labels, case pack, shipping classification, and product liability review.
4	Banks Ram-Air intake	Written Amazon-channel authorization, MAP awareness, exact SKU/UPC, and fitment.
5	Cummins intake	Exact brand/product/SKU, authorization if required, fitment, pricing, and inventory.
Backup	Cylinder head or engine kit	Freight class, pallet/crate standard, rate model, returns, warranty, and fitment approval.



4. Six-week execution roadmap

Phase	Bonnie / Fiture	Dave's Auto	Exit milestone
Week 1 - Forensic account audit	Collect prior denial records; compare every Seller Central field against business, bank, tax, address, owner, and ID documents; determine correction/appeal path; issue one consolidated gap list.	Provide prior emails, case IDs, screenshots, formation documents, EIN letter, DBA/license, recent bank statement, representative ID, beneficial-owner details, and address explanation.	Account strategy and clean verification package approved.
Week 2 - Submission and product readiness	Submit or coordinate the clean verification package; track Amazon requests; audit ASIN/UPC/GTIN/category status; begin supplier authorization, automotive-category, SDS, trademark, and insurance follow-up.	Complete video/identity actions; provide product export, Shopify admin access, SDS files, pricing, cost, stock, warranty, dimensions, weights, handling, fitment, and supplier letters.	Seller path active; each product has a documented readiness status.
Week 3 - Listings and freight design	Draft listing content; normalize SKUs; map identifiers; define parcel/LTL templates, accessorials, customer messaging, packaging, BOL, pickup, tracking, returns, and damage-claim workflows.	Approve claims, fitment, specs, warranties, exclusions, rates, carriers, handling times, packaging standards, and the employee responsible for physical freight pickup.	Listings and freight operating design approved.
Week 4 - Publication and integration	Create/match listings; resolve suppression/category/compliance issues; configure Marketplace Connect, order import, inventory rules, price rules, tracking sync, shipping templates, and customer messages.	Approve final content/pricing; confirm inventory, carrier accounts, warehouse workflow, and remaining Amazon/supplier actions.	Listings live or in final review; Shopify-Amazon connection configured.
Weeks 5-6 - Testing and stabilization	Run parcel and freight scenarios; verify Shopify import, stock reduction, fulfillment, tracking upload, cancellations, returns/refunds, damaged freight, fitment questions, and Account Health monitoring; record training.	Fulfill controlled orders; schedule freight pickup; create/retain BOL and proof; participate in return/damage drills; approve owners and handoff.	Functional Amazon operation tested; training and handoff accepted.
30 days after handoff - Support	Provide backend support, troubleshooting, corrections, and operating guidance within scope; monitor early defects and recurring workflow failures.	Operate daily, report issues promptly, maintain documentation, and execute agreed procedures.	Support window closes after unresolved in-scope items are documented and ownership is confirmed.

5. Account recovery strategy

DEFAULT PATH: Fix and resubmit or appeal through the existing path first. Do not open another seller



account or create a new legal entity unless the existing path is conclusively blocked and Amazon-compliant counsel or support recommends the alternative.

- Compare legal name, entity type, DBA, EIN, every address format, bank-account holder, beneficial owners, primary contact, date of birth, and ID data character by character.
- Use authentic, clear, complete, uncropped documents; avoid screenshots and unexplained address differences.
- Create a discrepancy log showing each mismatch, corrective action, owner, and resolution date.
- Prepare a short factual explanation only when a legitimate difference cannot be removed, such as a registered address versus operating location.
- Retain every submission, case number, response, and version of the verification package in the restricted Drive.

6. Freight / LTL operating requirements

Area	Required decision or deliverable
Rate structure	Define zone/rate logic or quote workflow, transit estimates, handling time, and when an item must be quoted manually.
Accessories	Residential delivery, liftgate, appointment delivery, limited-access delivery, redelivery, storage, and inside delivery rules and charges.
Classification	Validated NMFC/freight class, packaged dimensions, pallet count, density, declared value, and hazardous-material status where applicable.
Packaging	Written palletizing/crating standards, blocking/bracing, fluids drained where required, labeling, photos before pickup, and reusable inspection checklist.
BOL and pickup	Named employee books pickup, creates/reviews the BOL, captures PRO number, obtains carrier receipt, and stores documents.
Tracking	PRO/tracking is entered promptly in the approved workflow and confirmed back to Amazon through the connected system.
Customer messaging	Pre-shipment fitment confirmation, freight expectations, phone-number requirement, delivery appointment, inspection-before-signing, and damage notation.



7. Returns, fitment, and damaged freight

- Define who pays return freight for seller error, buyer remorse, fitment error, refused delivery, concealed damage, and carrier damage.
- Document restocking eligibility, inspection criteria, photos, serial/part verification, fluid contamination checks, and refund approval authority.
- For visible freight damage, instruct the customer to photograph the shipment and note damage on the delivery receipt before signing whenever possible.
- Separate the Amazon customer resolution from the carrier claim. The customer-facing deadline cannot wait for the freight carrier investigation.
- Retain BOL, PRO, delivery receipt, packaging photos, damage photos, invoice, replacement cost, and claim correspondence.
- Use approved fitment-question and freight-expectation templates to reduce preventable returns.

8. Testing and Account Health checklist

Test	Pass condition
Parcel order	Imports to Shopify, inventory changes correctly, ships on time, valid tracking returns to Amazon, and customer status is accurate.
LTL order simulation or controlled shipment	Rate/accessorial decision, packaging, BOL, pickup, PRO capture, customer messaging, and tracking workflow are completed without ambiguity.
Cancellation	Owner knows when and where to cancel; stock and records remain accurate; root cause is documented.
Return/refund	Authorization, freight responsibility, inspection, restock decision, and refund steps are documented and executable.
Damaged freight drill	Customer message, evidence collection, Amazon resolution, carrier claim, replacement/refund decision, and escalation owner are confirmed.
Account Health	Bonnie trains the team to monitor Order Defect Rate, Late Shipment Rate, Valid Tracking Rate, pre-fulfillment cancellation rate, policy notifications, and customer-response obligations. Current thresholds must be checked in Seller Central before launch and during support.

9. Systems Training Library

- Process an Amazon order in Shopify from import through fulfillment.
- Book, document, and track an LTL shipment, including BOL and PRO number.
- Handle cancellations, returns, refunds, fitment questions, and damaged-freight claims.
- Check Seller Central Account Health and identify urgent notifications.
- Update inventory, pricing, handling times, shipping templates, and listing content safely.
- Know where credentials, documents, SOPs, carrier records, and escalation contacts are stored.



10. Definition of done

- Seller account is approved or an explicitly documented recovery status and next action has been accepted by Dave's Auto.
- First five approved products are live or have clearly documented external approval/compliance blockers.
- Shopify Marketplace Connect is configured and the intended order, inventory, fulfillment, and tracking behavior is verified.
- Parcel and LTL workflows, returns, damaged freight, fitment, customer messaging, and Account Health ownership are documented.
- Training library and operating playbook are delivered; named Dave's Auto owners can execute the workflows.
- 30-day support start date, end date, scope, escalation channel, and open-item register are documented.

11. 30-day post-handoff support

Included: backend troubleshooting, configuration corrections, listing/integration guidance, workflow clarification, and review of early operational issues within the agreed launch scope. Not included without a separate agreement: new marketplaces, major custom development, new product catalogs beyond scope, ongoing daily order processing, legal advice, or carrier claim administration on the client's behalf.

- Bonnie remains the primary support contact.
- Target response: acknowledge routine requests within one business day; urgent account-health or order-risk issues should be escalated as soon as identified.
- Project closure occurs when the 30-day window ends, open in-scope items are documented, and ongoing ownership has been accepted.

Reference note

Marketplace and policy behavior can change. Before production launch, Bonnie will verify current settings and thresholds directly in Amazon Seller Central and Shopify Marketplace Connect. Shopify states that Marketplace Connect can sync linked listings, orders, inventory, fulfillment status, and tracking; returned or canceled inventory may require manual restocking depending on the workflow.