

Training Guide for Amazon Vendor Central



Your Guide for Troubleshooting Missing Buy Box

Ensuring your items can be bought on Amazon



Your guide for troubleshooting missing Buy Box

Logouts Pet Care Tips Subscribe & Save Veterinary Lists

Pickup is convenient and secure Find locations near you

[Back to results](#)



Roll over image to zoom in



Multipet Plush Dog Toy

Brand: Multipet
4.5 57,074 ratings
3K+ bought in past week

Price: **\$5.00**
FREE Returns

Save 5% on 4 select item(s) Shop items

Thank you for being an Amazon customer. Get \$60 off: Pay **\$0.00** ~~\$5.00~~ upon approval for Amazon Visa.

Size: 11" Large

11" Large \$5.00	6" Mini \$4.49	6" Mini Black \$7.99 (\$7.99 / Count)
6" Mini Brown \$7.99 (\$7.99 / Count)	13" Standing \$10.25	24" Jumbo \$12.97
6" (Bundle of 3) \$19.99 (\$19.99 / Count)		

- Shari Lewis' classic and beloved lamb is adored by dogs
- Extra soft plush exterior is great for cuddling
- Includes squeaker for playtime fun
- 10" regular size dog toy
- Pet should be supervised while playing
- You will receive one item

Customer ratings by feature

Value for money	4.1
Thickness	3.8
Stretch	3.6
Durability	3.2

See all reviews

Report incorrect product information.



We take security seriously. Super seriously. When home delivery isn't ideal, send your order to an Amazon Locker or Counter. Find a convenient pickup point near you. Size and weight restrictions may apply. Find out more

Delivery Pickup

One-time purchase: **\$5.00**

FREE Returns

FREE Two-Day delivery Friday, June 16 on pet supplies shipped by Amazon over \$25

Or fastest delivery Tomorrow, June 15. Order within 13 hrs 50 mins

Deliver to tanzay - Tx 75160

In Stock

Qty: 1

Add to Cart

Buy Now

Payment: Secure transaction
Ships from: Amazon.com
Sold by: Amazon.com
Returns: Eligible for Return, Refund or Replacement within 30 days of receipt
Packaging: Shows what's inside

Add a gift receipt for easy returns

Subscribe & Save:

\$5.00
First delivery on Jun 16
Ships from: Amazon.com
Sold by: Amazon.com

Add to List

New (\$1) from **\$5.00** FREE Two-Day delivery if you spend \$25.00 on pet supplies shipped by Amazon

Other Sellers on Amazon

\$10.44 & FREE Shipping
Sold by: Phenom Stores

\$10.49 & FREE Shipping
Sold by: Powerhouse Dog Supplies

\$10.93 & FREE Shipping
Sold by: What America Buys

Bought Together Also Bought

Frequently bought together



Total price: **\$14.61**

Add all three to Cart

This item: Multipet Plush Dog Toy **\$5.00**

Best Pet Supplies Crinkle Dog Toy for Small, Medium, and Large

Multipet Gummy Plush Filled Dog Toy, Green, 9 inch (Pack of 1)

Buy Box refers to the area of the detail page that contains the "Add to Cart" button.

If the item has the Buy Box, click on new offers and see if Amazon is offering the product for sale.

Ensuring your items can be bought on Amazon

Your guide for troubleshooting missing Buy Box



Multipet Plush Dog Toy

★★★★☆ 57,074 ratings

New

\$5⁰⁰

Save 5% on 4 select item(s) [Shop items](#)

FREE Two-Day delivery Friday, June 16 on pet supplies shipped by Amazon over \$25

Or fastest delivery Tomorrow, June 15. Order within 13 hrs 12 mins

(1) Ships from
Sold by
[^ See less](#)

Amazon.com

Amazon.com

This shows Amazon's offer for this product. If Amazon has the Buy Box, the Buy Box will say "Ships from Amazon, Sold by Amazon" (1)

30 other options

sorted by price + delivery: low to high

Filter ▾

New

\$10⁴⁴

FREE delivery June 22 - 23.

[Details](#)

Add to Cart

Ships from

Phenom Stores

Sold by

[Phenom Stores](#)

★★★★☆ (845 ratings)

96% positive over last 12 months

New

\$10⁴⁹

FREE delivery June 21 - 23.

[Details](#)

Add to Cart



If Amazon's offer does not appear on the product detail page (PDP) at all, proceed with the training to see what actions you can take.

Ensuring your items can be bought on Amazon

Your guide for troubleshooting missing Buy Box



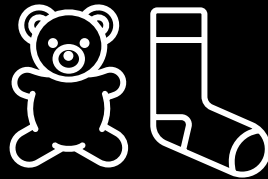
Why your products isn't buyable?

These are the blockers which may prevent your products from being buyable on Amazon.

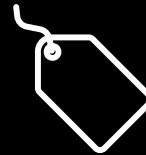
**Unknown stock
availability of
products**



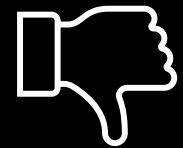
**Missing
Mandatory
Attributes**



**Missing
Certificate**



**Unprofitable
Products**



Ensuring your items can be bought on Amazon

Your guide for troubleshooting missing Buy Box



Unknow stock availability of your products

In order to ensure the stock levels of all your items are up to date, please **update the availability for all your items in Vendor Central.**



If your items are showing “in-stock” you still need to update the availability of these items in Vendor Central. Make sure to regularly re-confirm the availability of your stock.



Next, follow the steps in the next page on how to update availability of your products in Vendor Central.

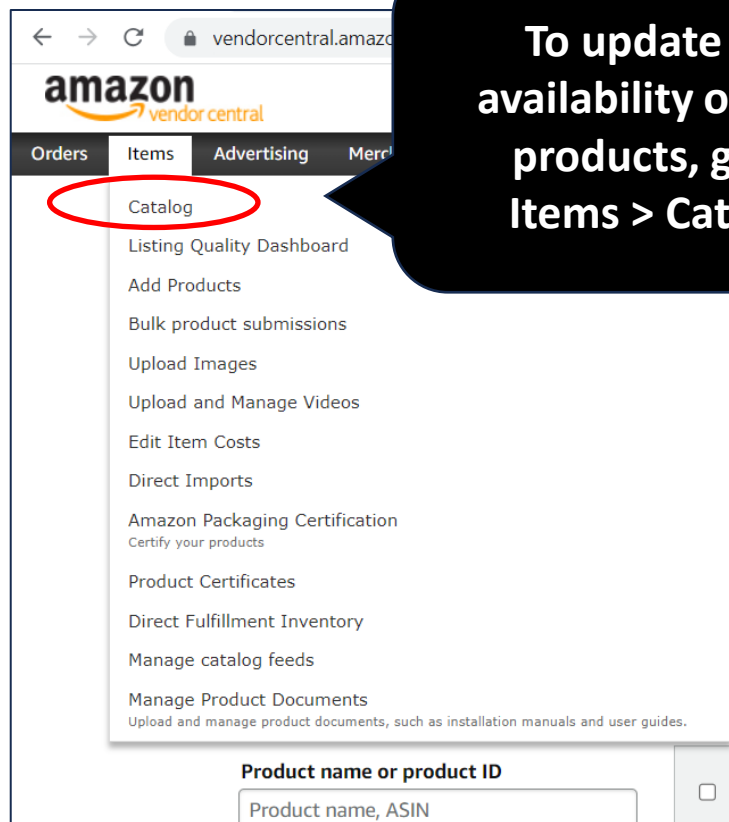
Ensuring your items can be bought on Amazon

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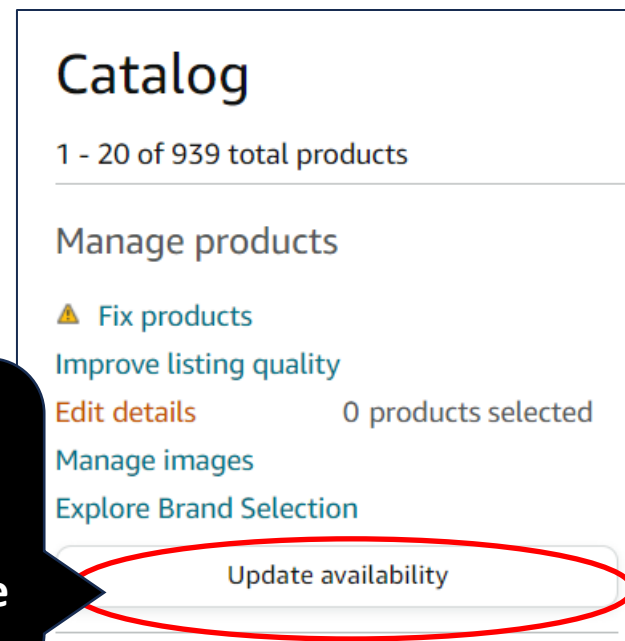


How to update availability of your products

Follow the steps below to update the availability for all your items in Vendor Central.



To update the availability of your products, go to Items > Catalog



Click "update availability" and follow the steps found there to make your updates

Re-confirm product availability regularly



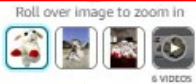
Remember, Amazon recommends that you regularly update the stock of your items. So, even if a product is already set to “available”, the manual “re-confirmation” from your side is a direct signal to their ordering system and will result in more accurate orders placed for your items.

Ensuring your items can be bought on Amazon

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Missing Mandatory Attributes

These are the blockers which may prevent your products from being buyable on Amazon.



Ensure product detail page has main image

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3K+ bought in past week

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Delivery Pickup

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Or fastest delivery Tomorrow, June 15. Order within 13 hrs 50 mins

Deliver to taray - Tx 75160

In Stock

Qty: 1

Add to Cart

Buy Now

Payment: Secure transaction
Ships from: Amazon.com
Sold by: Amazon.com
Returns: Eligible for Return, Refund or Replacement within 30 days of receipt
Packaging: Shows what's inside
 Add a gift receipt for easy returns

Subscribe & Save: \$5.00
First delivery on Jun 16
Ships from: Amazon.com
Sold by: Amazon.com

Products should always have a title

Products should always have a title

Missing Certificate

Hazmat and grocery products need Certificates in order to enable them for ordering.

Missing Certificate



1

Dangerous Goods (or Hazmat) on Amazon

It is the vendor's responsibility to know whether or not, the product you are shipping are regulated as Dangerous Goods and to ensure that the product information you provide complies with all applicable laws and regulations.

2

Grocery Products Missing Information

If products labeled as organic are missing organic certificates, they can't be ordered from you, and you need to upload the missing organic certificates to Vendor Central.

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Unprofitable Products

In order to ensure products can be brought by customers on Amazon, check your Business Opportunity dashboard for “recommendations”. In case where a cost reduction is necessary, the list price should also be updated.

Unprofitable Products



The screenshot shows the Amazon Vendor Central Business Opportunity dashboard. At the top, there is a navigation bar with links for Orders, Items, Advertising, Merchandising, Reports, Payments, Integration (EDI/API), Learn, and Settings. The main heading is "Welcome to your Business Opportunity dashboard". Below this, a message states: "To help you improve your business, we analyze your data and try to provide useful recommendations based on our experience selling millions of products to customers. You can view and action on your recommendations in this dashboard." A "Recommendations" button with a "141" badge is highlighted with a red box. To its right is a "Bulk manage recommendations" link. Below this is a notification banner for "New features available: Contra-cogs funding options" with an information icon and a close button. The notification text reads: "Contra-cogs funding options: We have launched contra-cogs agreements to give you flexibility on how you choose to fund Amazon's profitability. With this launch, for a given product, instead of accepting a product cost reduction, you can choose between three types of contra-cogs funding options – ASIN Flex contract, guaranteed minimum margin contract and straight payment contract. Note that currently we don't support bulk actions for Contra-cogs funding options." Below the notification is the "Available opportunities" section, which includes "Expand all" and "Collapse all" links. There are four filters: "All (141)", "Unblock purchase orders (0)", "Rescue selection (0)", and "Regain featured offer (141)". A "Bulk actions" dropdown menu is located on the right. At the bottom, a table header is visible with columns: "Product name", "Date created", "Recommendation type", "Estimated impact" (with a sort icon), "Recommended action", and "Next steps".

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What can block items from being buyable by customers on Amazon?

High Cost

Missing Main Image

Missing Product Title

Missing Brand Name

Unknown Stock Availability

Missing Certificates

All of the above can block items from being buyable by customers on Amazon!

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Congrats! You've Reaching The End of This Training!

We want to improve! Tell us what you think about this training

I learned what I
needed to
know.



I learned a part of
what I needed to
know.



The training
wasn't helpful
at all.



Please email us with your feedback at info@proecomcompany.com