

The Amazon UK Launch Checklist

Everything to get right before, during and after your first sale · companion to our complete guide at kangaroouk.com

1 Before you register

- ☐ Legal business name, address and contact details ready
- ☐ ID documents to hand: passport or driving licence, plus a recent bank statement
- ☐ Business bank account opened for Amazon payouts
- ☐ VAT position checked (registered, below threshold, or overseas storing stock in the UK)
- ☐ Margin tested: can each sale absorb roughly 8–15% referral fee plus fulfilment costs?

3 Fulfilment decision: FBA or FBM

- ☐ FBA vs FBM modelled per product, not per gut feel
- ☐ Amazon's fee calculator run on your actual products
- ☐ Storage fees considered, including the October–December peak rates
- ☐ Returns and customer service handling decided

2 Account setup

- ☐ Selling plan chosen: Individual (£0.75/item) or Professional (£25/month ex VAT); above ~34 items a month, Professional wins
- ☐ Seller Central account registered at sell.amazon.co.uk
- ☐ Verification passed: every detail entered consistently
- ☐ Two-step verification switched on
- ☐ Public seller profile completed: display name, returns policy, contact details

4 Listings that rank and sell

- ☐ Keyword research done per product
- ☐ Titles lead with the terms buyers actually search
- ☐ Bullet points sell benefits, one idea per bullet
- ☐ Backend search terms filled, no wasted characters
- ☐ Images beyond Amazon's minimum: lifestyle, scale, benefits shown

The rule that saves new sellers

Judge success on margin after all Amazon fees, per product, never on revenue. A £20 sale can quietly lose money once referral, fulfilment and advertising costs stack up. Track it from your very first sale.

5 Protect your brand

- ☐ Trade mark registered, or registration underway
- ☐ Amazon Brand Registry enrolled (free, and blocks hijackers)
- ☐ A+ Content planned for your hero products
- ☐ Brand Store considered once ads are running

7 Account health habits

- ☐ Account Health dashboard checked weekly
- ☐ Customer messages answered within 24 hours
- ☐ Defect, late dispatch and cancellation rates inside Amazon's thresholds
- ☐ Reviews earned properly through Request a Review, never bought
- ☐ Supplier invoices kept, Amazon can ask for proof of authenticity

6 Launch your advertising

- ☐ Automatic Sponsored Products campaigns live to harvest search terms
- ☐ Converting terms promoted into manual campaigns
- ☐ Negative keywords added weekly to stop wasted spend
- ☐ ACoS target set from your real margin, not a generic number

Want a specialist to look it over?

Start with a free Amazon account audit. We'll tell you honestly what's working, what isn't, and what to do next, whether you work with us or not. Full account management from £600/month, with published pricing and an early break clause.

01530 560177 **hello@kangaroouk.com** **kangaroouk.com/amazon-agency**