

# Section 3 Checklist

## Understanding Seller Central

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## Section 3. Understanding Seller Central

### Now you have completed **Section 3** you should have a clear understanding of the following:

The different services and information available on Seller Central and where to find them

- Inventory Management

- Pricing Management and Review

- Order Management and Reports

- Advertising, promotional and optimisation services

- Brand Store management

- Amazon growth recommendations

- Business and performance reports

The components of a product detail page and simple ways to build an effective listing

Understand what is the “buy box”, how it works, and how brands can work to increase the chance of winning it

How to create a listing on seller central

How to create a shipping plan to fulfil inventory for sellers who are on FBA

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