

CASE STUDY

Stabilizing Amazon Vendor Central Operations for a Growing CPG Brand

How VendorVita transformed a reactive Amazon Vendor Central operation into a structured, repeatable system - reducing management time from approximately 20 hours per week to 5 while protecting inventory, minimizing deductions, and improving fulfillment accuracy.

20 hrs

WEEKLY WORK BEFORE

5 hrs

WEEKLY WORK AFTER

75%

TIME REDUCTION

VendorVita did not manage the client's Amazon advertising. We managed what happened after Amazon placed the order.

CLIENT PROFILE

A fast-growing CPG company selling nationally through Amazon Vendor Central and other major e-commerce channels.

The challenge was operational scale: purchase orders, warehouse execution, packaging, labels, receiving, deductions, investigations, and payment reconciliation.

The Challenge

As Amazon volume increased, the operational complexity behind the account grew quickly. Every purchase order created a chain of downstream requirements involving inventory, warehouses, packaging, labels, shipment compliance, Amazon receiving, invoice reconciliation, and exception management.

The account had become reactive: too many emergencies, too much manual checking, too much dependence on one knowledgeable person, and too much financial risk when Amazon-side errors were difficult to prove.

What the operation had to manage

- Incoming Amazon purchase orders and inventory availability.
- Allocation of inventory between fulfillment locations.
- PO acceptance, shortages, shipment preparation, and compliance.
- Product, case, UPC, GTIN, and Amazon-specific labeling.
- Packaging configuration and warehouse handling requirements.
- Advance shipment and fulfillment requirements.
- Amazon fulfillment center receiving and inventory discrepancies.
- Chargebacks, deductions, invoice issues, and payment discrepancies.
- Andon investigations, product availability, and unsellable inventory.
- Returns to Vendor, catalog issues, ASIN corrections, and escalations.

The core problem

Many individual issues looked small, but together they consumed approximately 20 hours of management and operational time every week. The team was repeatedly researching shipments, checking receiving, reviewing deductions, correcting labels, tracing inventory, and communicating with multiple Amazon teams.

20 hrs/week AMAZON OPERATIONS	Reactive ISSUE MANAGEMENT	High DEPENDENCE ON EXPERTISE
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Building a Structured PO Workflow

VendorVita mapped the Amazon Vendor Central workflow from the moment a purchase order was issued through final receiving, reconciliation, and payment. We then created repeatable controls around the points where operational and financial problems were most likely to occur.

1	2	3	4	5
Review PO	Confirm inventory	Allocate stock	Prepare shipment	Verify receiving

The operating process

- Review incoming purchase orders against actual inventory and operational constraints.
- Accept or reject quantities with controls designed to reduce preventable shortages and fulfillment problems.
- Allocate inventory between warehouses based on available stock and Amazon demand.
- Provide clear warehouse instructions covering product, quantity, packaging, labeling, and shipment requirements.
- Verify shipment preparation and required fulfillment information before inventory leaves the warehouse.
- Track delivered shipments to determine whether Amazon received inventory correctly and whether discrepancies require investigation.

Operational oversight no longer ended when the truck left the warehouse. Receiving and reconciliation became part of the same PO lifecycle.

Turning knowledge into a system

Processes that previously depended on one person knowing what to check were converted into SOPs, checklists, documentation requirements, reporting, and escalation procedures. This reduced dependency on institutional knowledge and made account operations easier to delegate and audit.

Packaging, Labeling & Receiving Control

VendorVita treated packaging and labeling as operational controls, not simply production decisions. The physical way a product arrives at Amazon can determine whether it is received correctly, misidentified, charged back, made unavailable, or associated with the wrong inventory.

Physical compliance controls

- Product identification and UPC / GTIN accuracy.
- Case labeling and Amazon-specific labels.
- Label placement and verification before shipment.
- Packaging configuration and case preparation.
- Warehouse handling and shipment preparation procedures.
- Adjustments designed to help Amazon fulfillment centers consistently identify and receive the correct product.

A packaging or labeling mistake can become an inventory problem, deduction, receiving discrepancy, product-availability issue, or customer complaint.

Separating vendor errors from Amazon errors

A problem visible inside Amazon does not automatically mean the vendor caused it. VendorVita created an investigation process using shipment history, warehouse records, product identifiers, lot information, packaging records, receiving data, and Amazon fulfillment activity to determine where a discrepancy actually originated.

- Trace what the vendor physically shipped.
- Compare warehouse records with Amazon receiving activity.
- Verify product identifiers, labels, lots, and shipment references.
- Identify fulfillment center relabeling, misreceiving, or inventory association errors.
- Build documentation and escalation packages when evidence shows the vendor shipped correctly.

The goal was not to accept Amazon's conclusion automatically. It was to reconstruct the physical and digital supply chain and determine what actually happened.

Managing High-Risk Amazon Incidents

The value of a structured operating system becomes most visible when an issue threatens product availability or inventory value. In one incident, Amazon identified what appeared to be a wrong-product problem involving inventory already inside its network.

What was at risk

- The affected product becoming unavailable.
- Existing inventory being placed into unsellable status.
- Additional shipments being stopped.
- A costly Return-to-Vendor process.
- Potential inventory write-offs or replacement costs.

VendorVita coordinated the investigation

1	2	3	4	5
Trace POs	Review shipments	Verify IDs & lots	Inspect records	Build escalation

The investigation reviewed purchase orders, shipment history, warehouse records, UPC and GTIN information, lot numbers, shipment and receiving references, physical inventory, and packaging and labeling records. Rather than immediately accepting a return or write-off, VendorVita reconstructed the movement of the inventory and built the documentation required to determine where the discrepancy occurred.

A potentially expensive return or write-off became a documented operational investigation instead of a reactive acceptance of loss.

A repeatable Andon response process

- Review customer complaints and identify the affected ASIN or product.
- Check inventory, lot information, labels, packaging, and warehouse records.
- Determine whether the issue originated with the product, warehouse, carrier, or Amazon fulfillment center.
- Prepare root-cause findings and corrective / preventive actions.
- Respond to Amazon and escalate Amazon-side errors when appropriate.

Financial Controls & Loss Prevention

Operational errors in Vendor Central quickly become financial problems. VendorVita incorporated financial review into the same operating system so the company could identify losses, challenge eligible deductions, and prevent repeat issues at the source.

Areas addressed

- Chargebacks and deductions were minimized through better operational controls and challenged when appropriate.
- Invoice and payment discrepancies were identified and investigated.
- Eligible Amazon deductions were recovered.
- Inventory was protected from unnecessary write-offs.
- Return-to-Vendor exposure and costs were reduced.
- Losses were avoided by catching PO, packaging, labeling, and shipping mistakes before they became larger problems.

The objective was not only to dispute charges after they appeared. It was to redesign the process so fewer preventable charges were created in the first place.

Supporting catalog & brand operations

Catalog work was handled as a supporting operational capability when it affected receiving, customer experience, or product availability. VendorVita supported ASIN corrections, UPC / GTIN validation, product information, Brand Store issues, search and display discrepancies, catalog escalations, and Amazon support cases.

Institutional knowledge became operating infrastructure

- SOPs and checklists.
- Warehouse and packaging standards.
- PO workflows and reporting.
- Documentation requirements.
- Investigation and escalation procedures.

Complicated Amazon problems became easier to investigate because the underlying information was already being captured consistently.

The Results

20 hrs/week BEFORE	5 hrs/week AFTER	75% LESS MANAGEMENT TIME
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Operational improvements

- A structured Amazon PO workflow from order through receiving and reconciliation.
- Better inventory allocation, packaging, labeling, and fulfillment controls.
- Fewer preventable receiving problems and stronger documentation when Amazon-side errors occurred.
- A repeatable Andon and high-risk incident response process.
- Minimized chargebacks and deductions, with eligible deductions recovered.
- Better identification of invoice and payment discrepancies.
- Reduced Return-to-Vendor exposure and protection against unnecessary inventory write-offs.
- Less dependence on one employee's institutional knowledge.
- Fewer losses caused by PO, labeling, packaging, or shipping mistakes.

Problems can still occur. The difference is that the company now has a system for identifying, investigating, resolving, documenting, and preventing them.

WE MANAGE WHAT HAPPENS AFTER AMAZON PLACES THE ORDER

From Reactive Amazon Management to Operational Control

VendorVita helps growing brands build the infrastructure behind Amazon Vendor Central - from purchase orders and warehouse operations to packaging, labeling, receiving, deductions, investigations, returns, and escalation.

The objective is not simply to solve the next Amazon problem. It is to build an operation capable of preventing, identifying, and resolving those problems systematically as the business grows.