

跨境电商虚拟仿真运营实战平台

学生使用手册



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第1章：前言

1.1 手册的作用

本手册是针对“跨境电商虚拟仿真运营实战平台”学生端的详细操作说明，通过本手册将更加清晰的认识其产品的定位、优势及功能。相信通过学习、了解、掌握本说明书，更能全面辅助学生操作及学习。

1.2 使用环境

SaaS系统，无需安装其他软件、组件、插件，支持大部分主流浏览器，支持PC、iPad和智能手机等设备使用。

1.3 可能出现的情况

使用时系统会自动识别匹配到校园网IP/网关，如果出现相关异常，为了相关信息、数据的安全性，后台将禁止用户登录，学校管理员联系客服申请解锁后，方能再次使用。

如有任何疑问可联系SellerMotorEDU官方客服。

第2章：操作前你需要知道的

2.1 《跨境电商虚拟仿真运营实战平台》产品定位

100%亚马逊平台真实数据，AI算法仿真市场竞争环境，更有竞赛模式零成本体验现实环境中残酷的市场竞争，获取实操实战经验。

2.2 《跨境电商虚拟仿真运营实战平台》产品优势

100%亚马逊平台真实数据，帮助学生累积实战经验；
AI算法仿真市场竞争环境，买家、卖家、竞争对手实时互动；
强大的团队竞赛系统，支持多维度多层次竞赛模式。

2.3 《跨境电商虚拟仿真运营实战平台》中的术语定义

品牌注册: 注册一个商标，可以自注册或者找代理注册机构在市场国注册。

品牌备案: 只有当你的商标注册下来以后，你才能在亚马逊上备案，只有备案了，店铺在亚马逊上的相关权益才能实现。

选品: 通过市场分析选择优良产品在亚马逊上销售。

类目: 产品的分类、类别。亚马逊类目分为一级类目、二级类目，有些会扩展到五级甚至六级。

关键词: 描述产品的相关词。

Listing上架: Listing,即亚马逊的商品详情页面, listing上架指添加新的商品信息上传, 上架成功后亚马逊平台上就能看到该商品的详情页面。

早期评论者计划: 卖家需要支付亚马逊60美金一个产品, 亚马逊安排专业的留评人员Review, 同时亚马逊会给予这些Reviewer\$1~\$3的购物卡作为报酬, 会收集5个商品评论, 但不承诺一定有5个。只要收到第一个早期review, 费用即被收取. 参与计划的商品评论需少于5条且售价高于15美金。

秒杀: 是一种限时打折优惠的促销活动, 一般持续时间4H-6H, 每个产品亚马逊收取150美金。

优惠券: 一种亚马逊站内折扣促销方式,卖家可以为所销售的商品创建优惠券。

小红旗(业绩通知): 亚马逊官方给卖家发的消息通知, 一般是警告信。

反馈: 反馈,即Feedback, 是客户针对于购买的订单做出的评价, 其评价内容包含产品品质, 服务水平, 发货时效和物品与描述的一致性等方面。

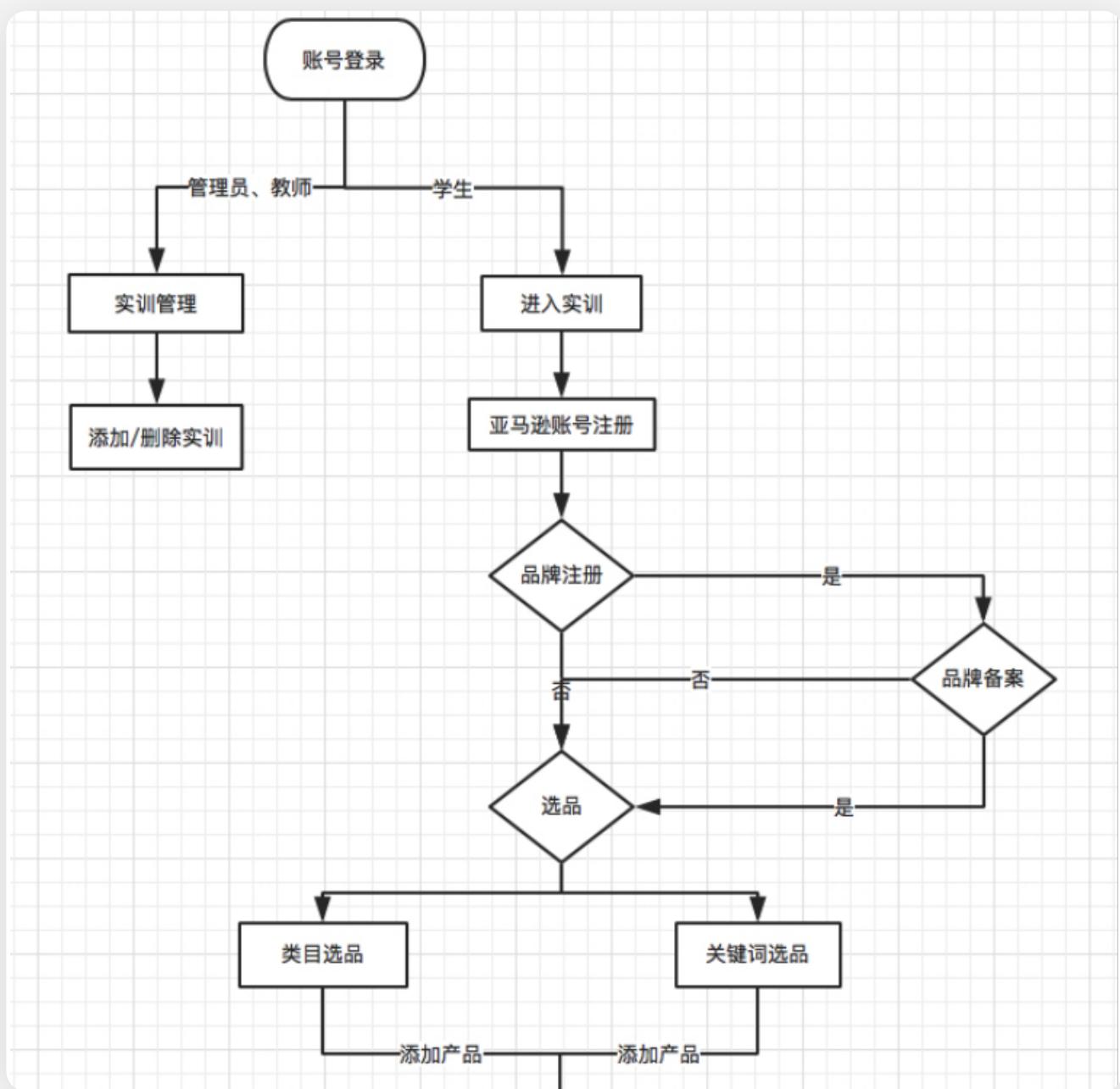
财务信息: 可以看到财务收入与支出明细以及余额资金。

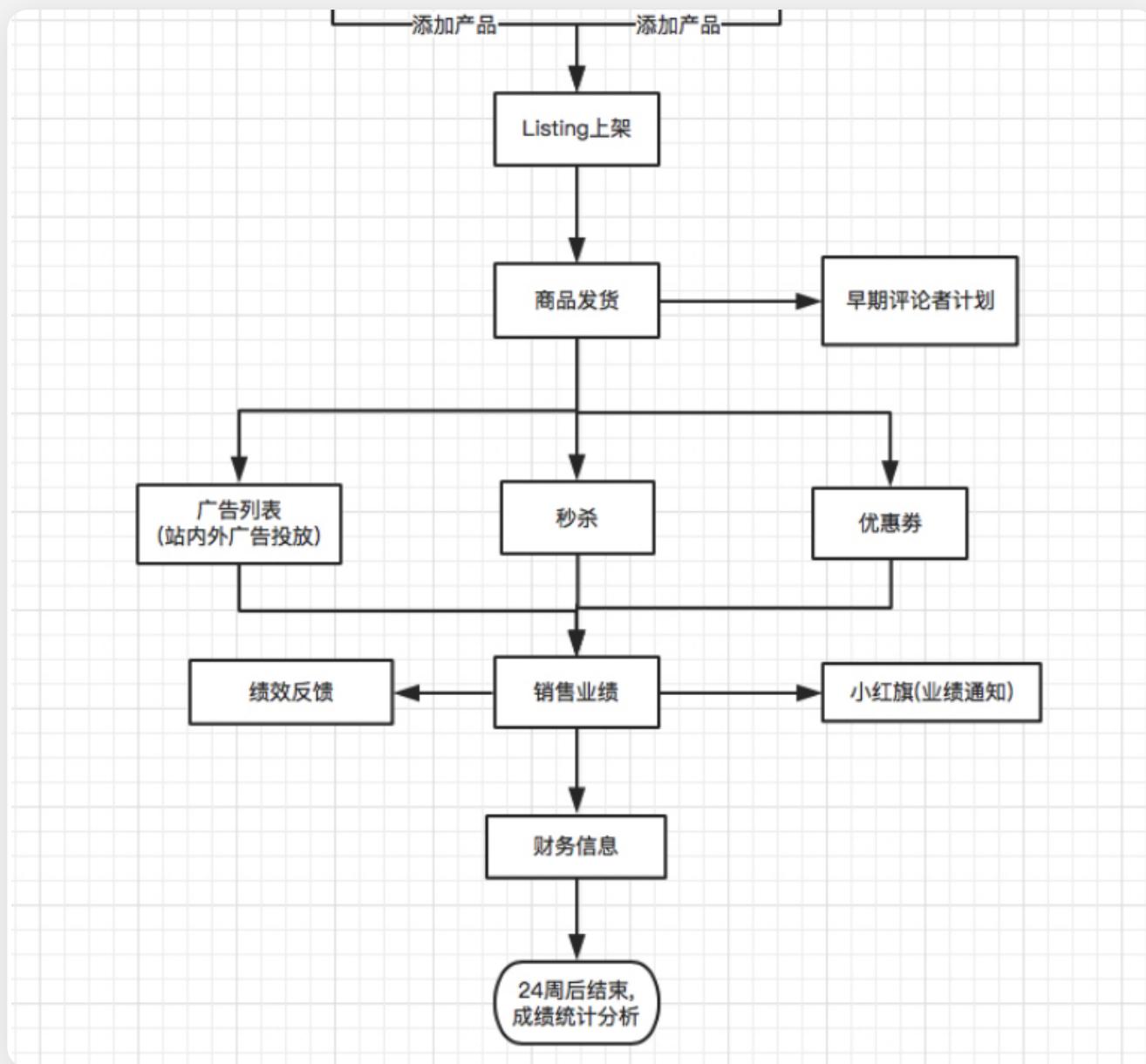


第3章：产品使用指导

3.1 操作说明

跨境电商虚拟仿真运营实战平台操作流程图：





亚马逊平台真实用户下单和付款不一定会在同一天完成，但一周的数据相对是精准的，所以我们把每周数据作为比对的参考对象，主要的用途在于，比对上周与上上周数据间的差别，运营做了某方面的工作，产品做出了某种调整，相对应的数据也会有一定的变化，如果没有提高，说明方法有问题或者本身的问题并不在与此。

基于亚马逊平台的该特性,为了给每一位学生创造公平、平等、保质保量的实训操作,我们的跨境电商虚拟仿真运营实战平台以周数来统计学生每周的操作记录与数据,初始资金统一为100,000美金,实训一般会持续24周,24周后结束,学生可以查看成绩分析来复盘整个实训比赛过程。

3.2 操作指导

实训比赛

学生登录账号后,点击虚拟仿真运营实战平台的实训比赛如图3.2-1,

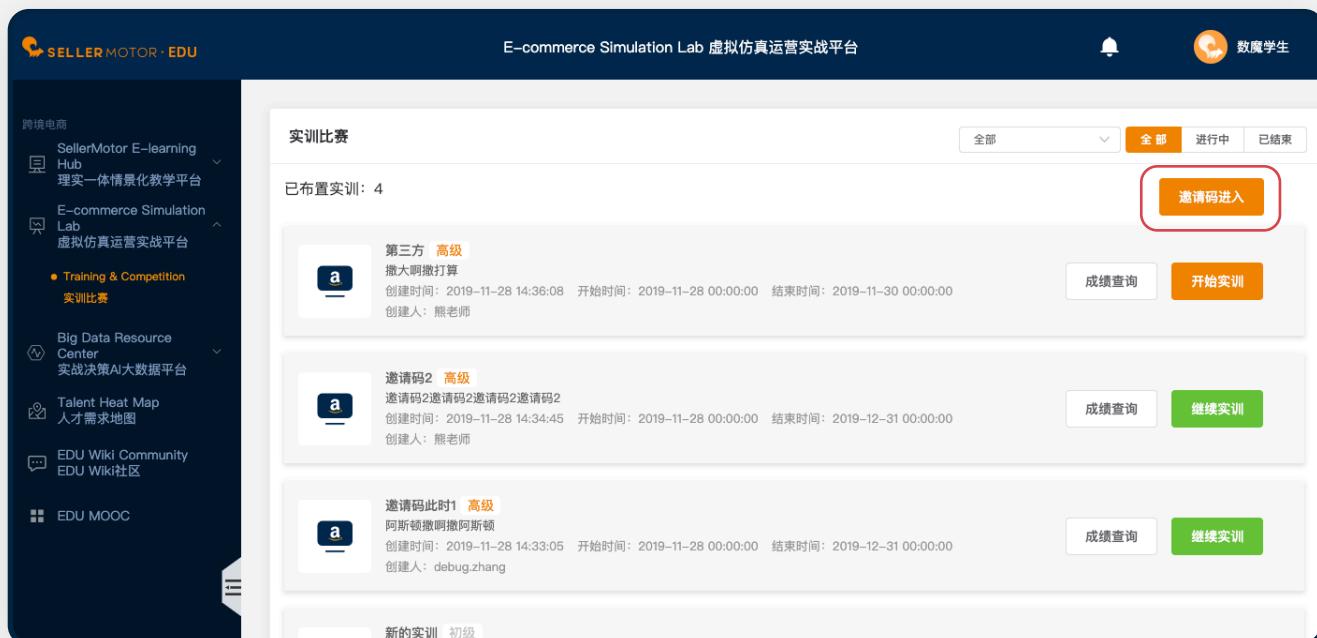


图3.2-1

点击开始实训或邀请码进入实训(教师会生成邀请码)跳转到如图3.2-2,



图3.2-2

如图3.2-2, 点击下一步, 开始注册亚马逊账号,

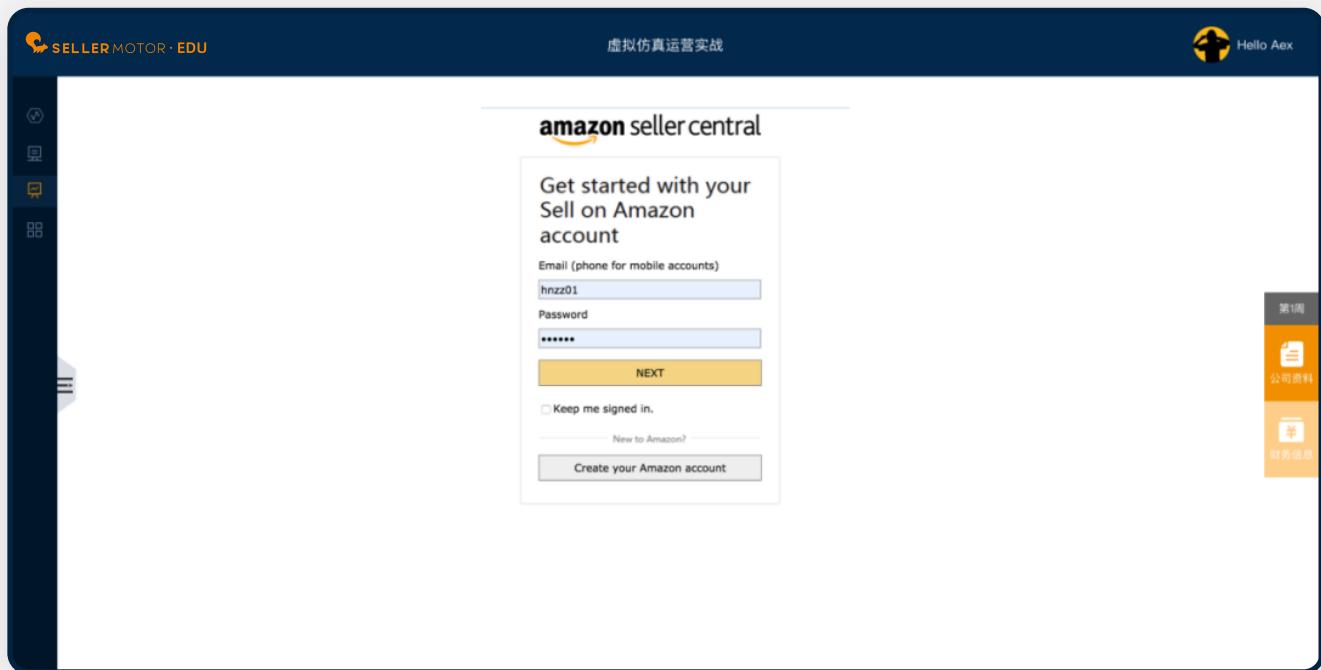


图3.2-3

如图3.2-3, 点击“Create your Amazon account”, 为公司注册个新的亚马逊账号,
如图3.2-4,根据右侧边栏提供的相应公司资料填写注册信息。

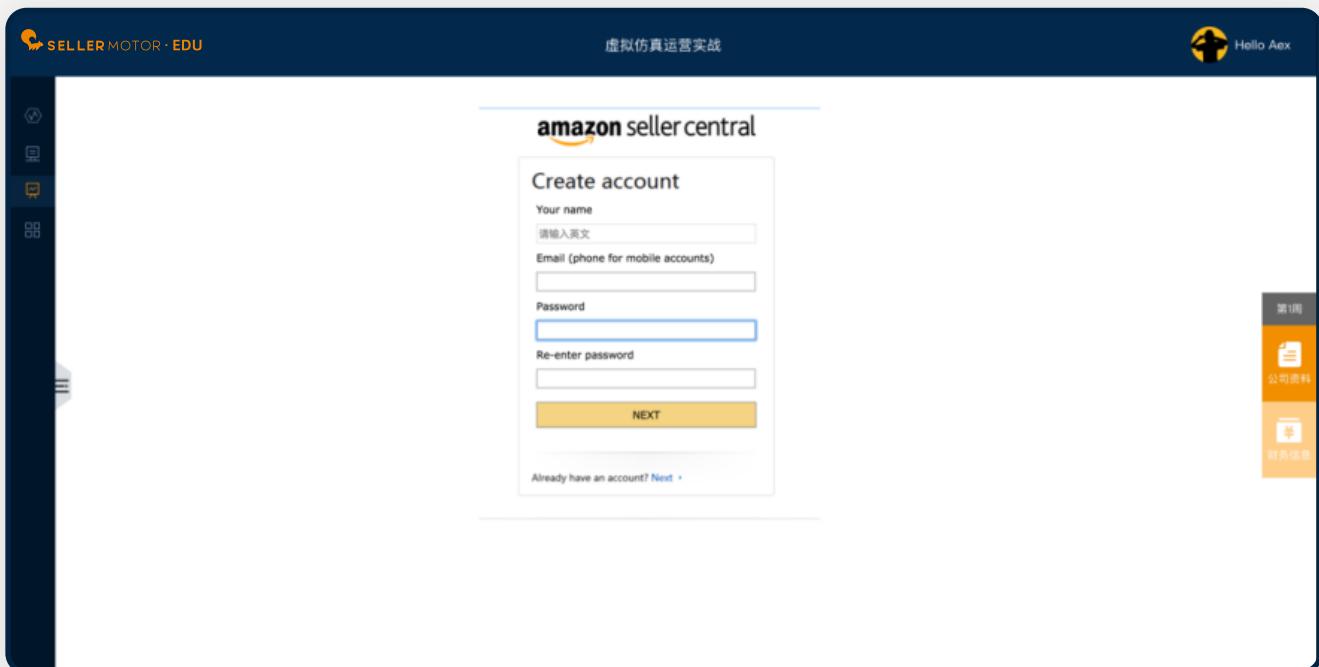


图3.2-4

如图3.2-5,填写法定名称。



图3.2-5



如图3.2-6, 填写城市街道地址、邮编信息。

The screenshot shows the 'Seller Information' step of the Amazon Seller Central registration process. The top navigation bar includes the SellerMotor logo, the title '虚拟仿真运营实战', and a user profile 'Hello Aex'. On the left is a sidebar with icons for Home, Seller Center, and Help. The main form is titled '您好. 告诉我们您的业务' (Hello, tell us about your business). It contains fields for address information: '街道地址' (Street Address), '市/镇' (City/Town), '州/地区/省' (State/Region/Province), '国家/地区' (Country/Region) set to '中国' (China), '邮编' (Zip Code), and '选择唯一的公司显示名称' (Select a unique company display name). A yellow '下一条' (Next) button is at the bottom. To the right, there's a vertical sidebar with '第1周' (Week 1) and two orange buttons: '公司资料' (Company Information) and '财务信息' (Financial Information).

图3.2-6



如图3.2-7, 填写收款信息及存款账户信息。

The screenshot shows the Amazon Seller Central setup wizard with five steps: Seller Agreement, Seller Information, Banking/Deposit, Tax Information, and Product Information. Step 3, 'Banking/Deposit', is currently selected and displayed.

设置您的收款方式

您的出售计划：
专业销售计划

您的信用卡信息

卡号：

有效期限： / 2019年

持卡人姓名：

CN

设置您的存款方式

输入您的银行信息，以从亚马逊接受付款

银行地址：

账户持有人姓名：

9位数的汇款路径号码：

银行账号：

重新输入银行账号：

右侧边栏显示了第1周的进度条，包含公司资料和财务信息。

图3.2-7

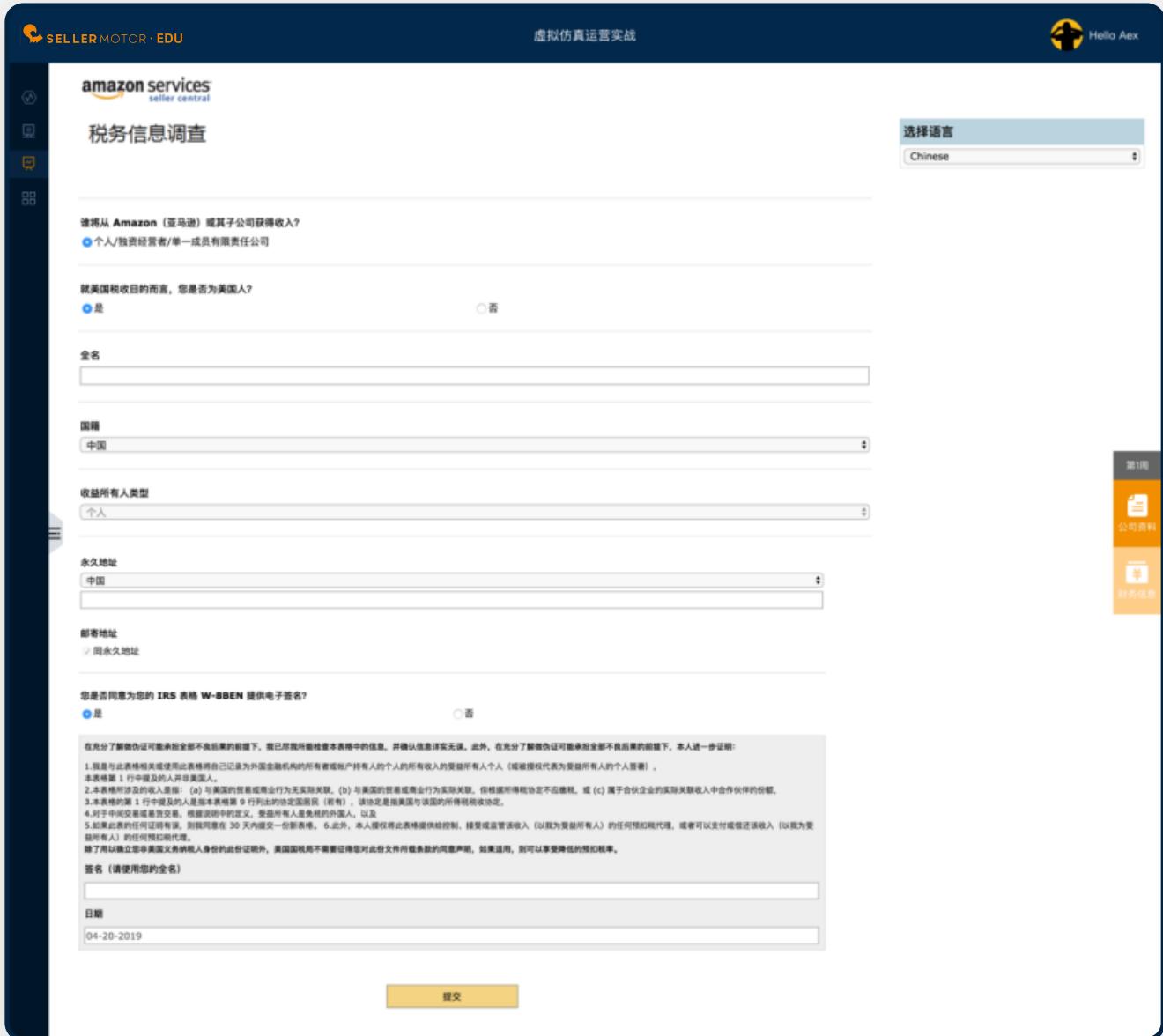


如图3.2-8,开始税务调查。



图3.2-8

如图3.2-9, 开始填写税务信息。



卖家从 Amazon (亚马逊) 或其子公司获得收入?

个人/独资经营者/单一成员有限责任公司

就美国税收目的而言, 您是否为美国人?

是 否

全名

国籍

收益所有人类型

永久地址

邮寄地址

您是否同意您的 IRS 表格 W-BBEN 提供电子签名?

是 否

在充分了解此表格可能承担全部不后果的前提下, 我已尽我所能核对本表格中的信息, 并确认信息详实无误。此外, 在充分了解此表格可能承担全部不后果的前提下, 本人进一步证明:

1. 我是与本表格相关或使用此表格将自己记录为外国金融机构的所有者或账户持有人的个人的所有收入的受益所有人个人(或被授权代表为受益所有人的个人签署), 本表格第 1 行中提及的人并非美国人。
2. 本表格所涉及的收入, 是:(a) 与美国的贸易或商业行为无实际关联; (b) 与美国的贸易或商业行为无实际关联, 但根据所得能推定不直接; 或 (c) 属于合伙企业的实际关联收入中合作伙伴的份额。
3. 本表格的第 1 行中提及的人是根据本表格第 9 行列出的协定国家居民(简称), 该协定是指美国与该国的所得税税收协定。
4. 对于中美交割或者交割, 根据本表格中的定义, 受益所有人是先机的外商人, 以及
5. 如果此协议任何证明有误, 则我同意在 30 天内提交一份新表格。6. 此外, 本人授权将此表格提供给控制, 接受或监管该收入(以我为受益所有人)的任何预扣税代理, 或者可以支付或催促该收入(以我为受益所有人)的任何预扣税代理。

除了用以确立您非美国义务纳税人身份的此份证明外, 美国国税局不需要征得您对此份文件所载条款的同意声明, 如果适用, 则可以享受降低的预扣税率。

签名 (请使用您的全名)

日期

04-20-2019

提交

图3.2-9

如图3.2-10, 离开调查。



图3.2-10

如图3.2-11,根据提示设置信息。



图3.2-11

如图3.2-12, 选择你所添加的产品类型。

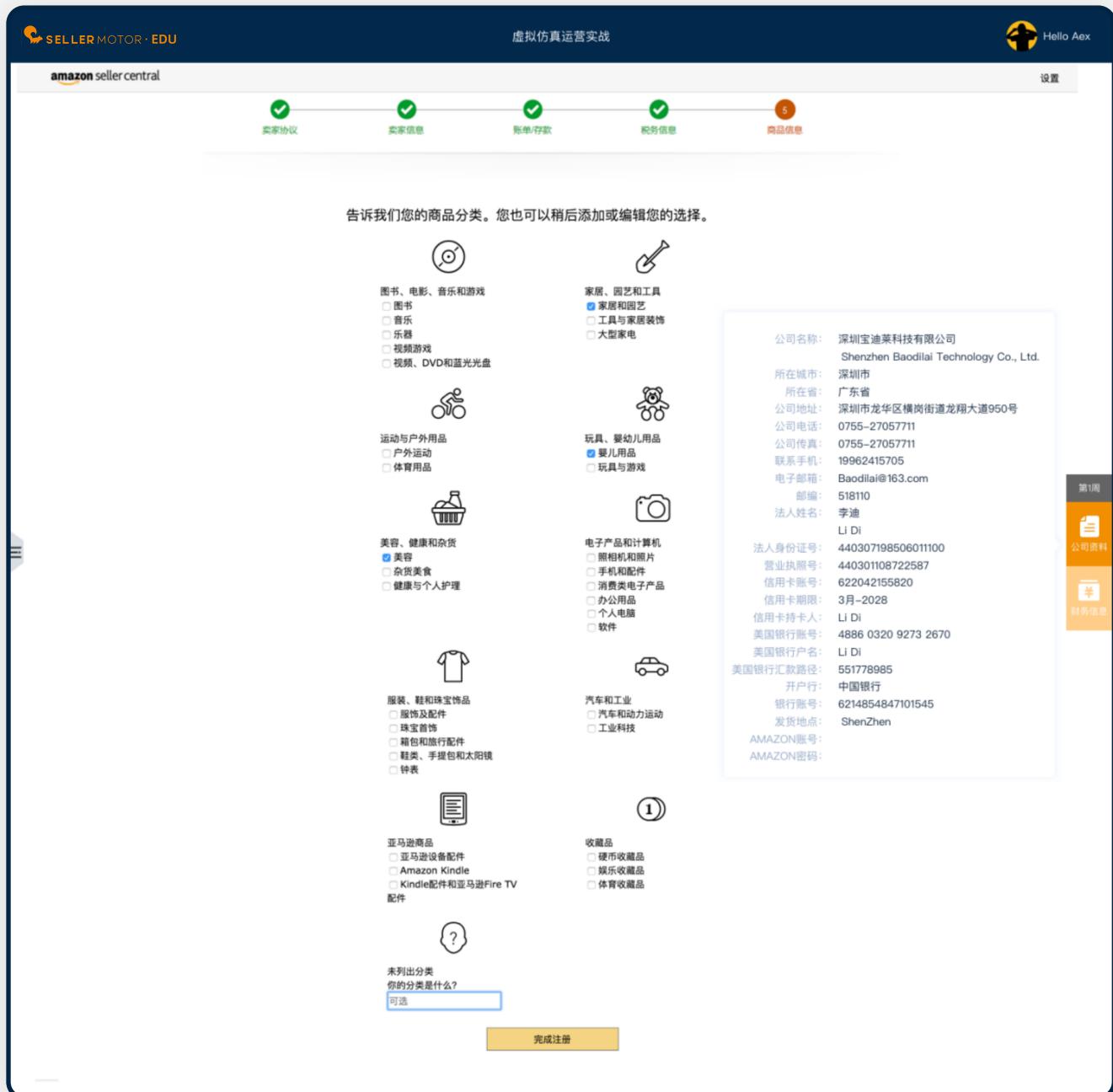


图3.2-12



点击是否进行商标注册（如不进行商标注册则跳到5.6）,如图3.2-13,



图3.2-13

点击是,跳转到如图3.2-14;

点击否,跳转到如图3.2-23,



进入商标注册,如图3.2-14, 填写商标名称选择自主注册或者代理注册。



图3.2-14



选择是否进行品牌备案,如图3.2-15。



图3.2-15



点击是, 跳转到如图3.2–16, 创建store;点击否, 跳转到如图3.2–23。

The screenshot shows the 'Create Store' landing page on the Amazon Seller Central website. At the top, there's a navigation bar with links like '卖家中心', '登录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店'. On the right, it shows 'Hello Alex' and account settings. The main heading is '在亚马逊上为您的品牌构建多页网站' (Build a multi-page website for your brand on Amazon). Below it, a sub-instruction says '只有经过注册的品牌才有资格。在[亚马逊品牌注册](#)中注册您的品牌' (Only registered brands are eligible. Register your brand on [Amazon Brand Registry](#)). A large orange button labeled '创建 store >' is centered. Below the button is a collage of various products (tissues, a blood glucose meter, a laptop displaying a website, a potted plant, a book, a pen) arranged around a central laptop screen. To the right, a sidebar titled '第3周' (Week 3) has three items: '公司资料' (Company Profile), '产品设置' (Product Settings), and '商品追踪' (Product Tracking). At the bottom, there are three sections: '多网页购物体验' (Multi-page shopping experience), '无需编码技能' (No coding skills required), and '借助广告提升网站流量' (Increase website traffic with ads). Each section contains a brief description and a link.

图3.2–16



点击注册品牌,如图3.2-17。

The screenshot shows the 'Create a Multi-page Website' section of the Amazon Seller Central interface. At the top, there's a banner with the text '在亚马逊上为您的品牌构建多页网站'. Below it, a central box is titled '注册品牌' (Register Brand) and contains the message: '您未注册任何品牌。仅注册后的品牌拥有人符合创建Store的资格。' To the right of this message is a blue '注册品牌' button. Below the box is a collage of various products like a vase, a book, and a toy car. At the bottom, there are three sections: '多网页购物体验' (Multi-page shopping experience), '无需编码技能' (No coding skills required), and '借助广告提升网站流量' (Increase website traffic with ads). Each section has a brief description and a small icon.

图3.2-17



填写品牌名称,如图3.2-18, 点击下一页。

amazon seller central

虚拟仿真运营实战

Hello Alex

中文 帮助 | 设置

第1周

公司资料

产品目录

服务信息

品牌资格

知识产权

特点

您的产品和包装是否有永久附加的品牌名称和标注?

是 否

您打算在品牌注册表中注册多过十个品牌吗?

是 否

要注册的品牌名称

iphukuir

您的产品和产品详细信息页上显示的名称

下一步

图3.2-18

填写商标名称,如图3.2-19,点击下一页。



The screenshot shows the 'Trademark' section of the Amazon Seller Central interface. At the top, there are three tabs: 'Brand Qualification' (marked with a green checkmark), 'Intellectual Property' (marked with a green circle), and 'Characteristics' (marked with a grey circle). The 'Intellectual Property' tab is selected.

Intellectual Property

Please provide the trademark for Huhuhero.

Amazon  (Text Trademark)  (Design Trademark) 

Accepted Trademark Types

- Includes text, letters or numbers of text trademarks and design trademarks.
- The trademark name must be consistent with the brand name displayed in the trademark registration application.

To apply for a design trademark, please select "Design Trademark" from the dropdown menu and upload the design trademark image below.

Trademark Type
Select trademark type

Mark Name
Huhuhero

Trademark Number **Trademark Registration Number**

[Previous Page](#) [Next Page](#)

图3.2-19



填写品牌信息,如图3.2-20,点击提交申请表。

The screenshot shows the 'Brand Registration' application page on the Amazon Seller Central platform. At the top, there are three green circular status indicators: 'Brand Eligibility' (with a checkmark), 'Intellectual Property' (with a checkmark), and 'Features' (empty). Below these, a section asks for details about the brand name 'Iiphukir'. It includes questions about GTIN requirements, product categories, and selling online. The sidebar on the right shows navigation links for 'Hello Alex', 'Seller Central', 'Seller Support', 'Company Profile', 'Product Catalog', and 'Financials'.

告诉更多关于[品牌名称] Iiphukir

您的产品是否具有UPC, ISBN, EAN或其他GTIN?

在亚马逊上销售的每件商品都采用与品牌关联的唯一识别码。例如UPC, EAN, ISBN或其他GTIN。您仍可通过提交GTIN豁免资格请求发布没有UPC, EAN, ISBN或其他GTIN的商品。请注意: 品牌注册不授予GTIN豁免资格, 您只有在通过GTIN豁免流程获得批准后才能发布商品。

是 否

为您的产品选择一个类别?

如果您在线销售您的产品, 请告知我们(可选)。

为什么这很重要?

卖家和供应商账号信息。

为什么这很重要?

您的品牌目前是否已经与亚马逊建立了卖家或供应商关系?

卖家
 供应商
 两者都是
 否, 我的品牌目前尚未与亚马逊建立卖家或供应商关系

制造和许可信息。

为什么这很重要?

您的品牌是否自己生产商品?

是
 否

您的品牌是否向分销商销售商品?

是
 否

您的品牌是否向与您知识产权相关的商品的生产商发放商标?

是
 否

您是否获得了在亚马逊上销售商品的授权?

是
 否

您的品牌商品生产地在哪里?

选择国家/地区 添加国家/地区

您的品牌商品主要在哪些地方分销?

选择国家/地区 添加国家/地区

上一页 提交申请表

图3.2-20

如图3.2-21,点击完成。



图3.2-21



恭喜您完成品牌备案, 如图3.2-22, 点击下一步。



图3.2-22



选择类目选品或关键词选品,如图3.2–23。



图3.2–23

选择关键词选品,跳转到如图3.2–24; 选择类目选品,跳到如图3.2–26。



选择筛选条件,点击筛选, 对关键词列表数据进行分析,选择好一个关键词,点击下一步,跳转到如图3.2-25。

SELLER MOTOR · EDU

虚拟仿真运营实战

Hello Alex

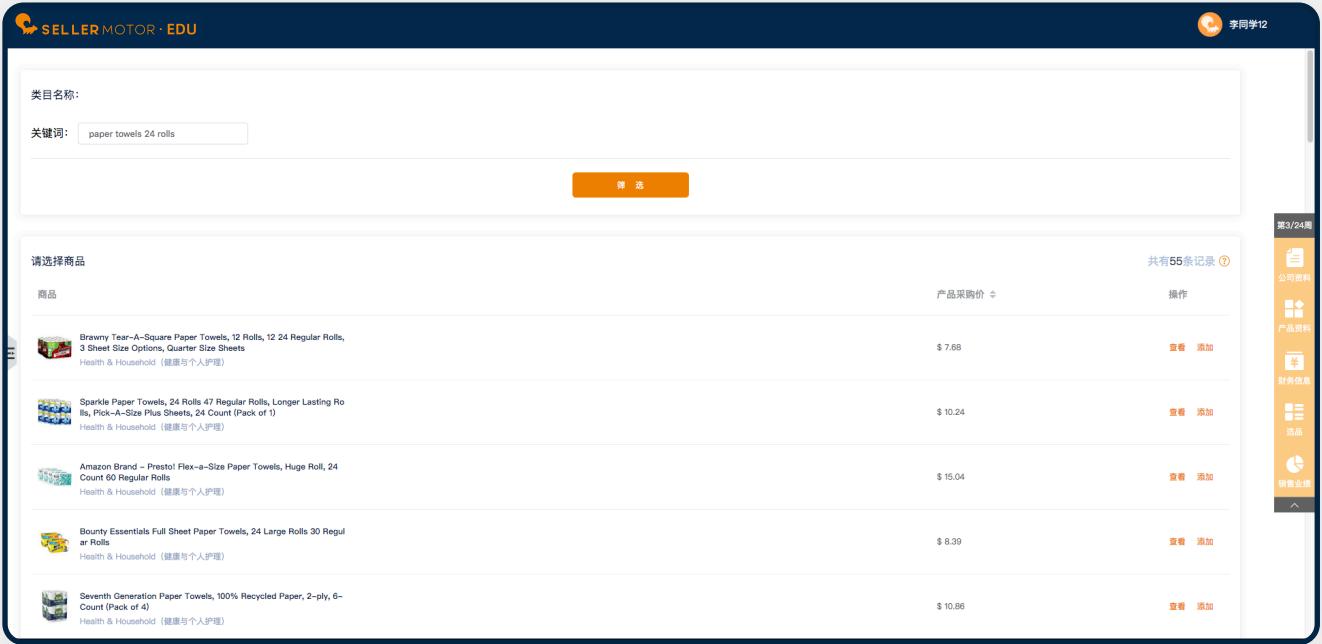
市场:

筛选条件:

月搜索量:	不限	< 1k	1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义: <input type="text"/> 到 <input type="text"/>				
搜索结果数:	不限	< 1k	1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义: <input type="text"/> 到 <input type="text"/>				
第1页	近1个月总销量:	不限	< 1k	1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义: <input type="text"/> 到 <input type="text"/>			
第1页	平均价格:	不限	< 10	10 - 20	20 - 30	30 - 50	50 - 100	> 100	自定义: <input type="text"/> 到 <input type="text"/>			
第1页	评论总数:	不限	< 1k	1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义: <input type="text"/> 到 <input type="text"/>			
第1页	商品平均评分:	不限	< 3.0	3.0 - 3.5	3.5 - 4.0	4.0 - 4.2	4.2 - 4.5	> 4.5	自定义: <input type="text"/> (月) 到 <input type="text"/> (月)			
第1页	商品平均上架时间:	不限	< 3个月	< 6个月	< 1年	< 2年	< 3年	> 3年	自定义: <input type="text"/> (月) 到 <input type="text"/> (月)			
中国卖家比例:	不限	< 10%	10% - 20%	20% - 30%	30% - 40%	40% - 50%	> 50%	自定义: <input type="text"/> (%) 到 <input type="text"/> (%)				
Amazon自营比例:	不限	< 10%	10% - 20%	20% - 30%	30% - 40%	40% - 50%	> 50%	自定义: <input type="text"/> (%) 到 <input type="text"/> (%)				
Amazon's Choice:	不限	有	无									
Best Seller:	不限	有	无									
关键词:	<input type="text"/> 包含关键词	<input type="radio"/> 广泛匹配	<input checked="" type="radio"/> 词组匹配									
<button>筛选</button> <button>重置</button>												
关键词	主搜类目	月搜索趋势	月搜索量	搜索结果数	总销量	平均价格	评论总数	平均评分	平均上架时间	Amazon自营比例	中国卖家比例	关键词洞察
Kindle eBooks	Cell Phones & Accessories Computers & Accessories Electronics ...		8.84k	7.84k	64.11k	\$15.5	88.84k	4.3	2月	10.58%	46%	
Kindle eBooks	Cell Phones & Accessories Computers & Accessories Electronics ...		9.84k	17.84k	64.11k	\$12.5	88.84k	4.3	3月	10.58%	46%	
Kindle eBooks	Cell Phones & Accessories Computers & Accessories Electronics ...		10.84k	27.84k	64.11k	\$15.5	88.84k	4.5	4月	10.58%	46%	

图3.2-24

自动筛选出该关键词相关的商品,点击查看可以看到商品详细信息,点击添加可以把商品添加到自己的产品库(每个商品添加时需要收取一定费用,不可重复添加,缺货商品不能添加)。



The screenshot shows a search results page for "paper towels 24 rolls". At the top, there are input fields for "类目名称:" and "关键词:", both containing "paper towels 24 rolls". Below these is a "筛选" (Filter) button. To the right, a sidebar displays navigation links: 公司资料 (Company Information), 产品资料 (Product Information), 财务信息 (Financial Information), 销售 (Sales), and 销售业绩 (Sales Performance). The main content area shows a table of search results with 55 records. Each row contains a product thumbnail, name, price (\$), and "查看" (View) and "添加" (Add) buttons. The products listed include various brands like Brawny, Sparkle, Amazon Brand - Presto!, and Bounty.

请选择商品			操作
商品	产品采购价		操作
Brawny Tear-A-Square Paper Towels, 12 Rolls, 12 24 Regular Rolls, 3 Sheet Size Options, Quarter Size Sheets Health & Household (健康与个人护理)	\$ 7.68		查看 添加
Sparkle Paper Towels, 24 Rolls 47 Regular Rolls, Longer Lasting Rolls, Pick-A-Size Plus Sheets, 24 Count (Pack of 1) Health & Household (健康与个人护理)	\$ 10.24		查看 添加
Amazon Brand - Presto! Flex-a-Size Paper Towels, Huge Roll, 24 Count 60 Regular Rolls Health & Household (健康与个人护理)	\$ 15.04		查看 添加
Bounty Essentials Full Sheet Paper Towels, 24 Large Rolls 30 Regular Rolls Health & Household (健康与个人护理)	\$ 8.39		查看 添加
Seventh Generation Paper Towels, 100% Recycled Paper, 2-ply, 6-Count (Pack of 4) Health & Household (健康与个人护理)	\$ 10.86		查看 添加

图3.2-25



根据需求筛选，如图3.2-26,选择你想做的大类目进行下一步点击,跳转到如图3.2-27。

SELLER MOTOR · EDU

虚拟仿真运营实战

Hello Alex

市场:

筛选条件:

类目层级:	不限	1	2	3	4	5	> 6	自定义:	最小值	到	最大值
在售商品数:	不限	< 1k	< 1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义:	最小值	到	最大值
近一个月平均销量:	不限	< 100	100 - 200	200 - 300	300 - 500	500 - 1k	> 1k	自定义:	最小值	到	最大值
平均价格:	不限	< 10	10 - 20	20 - 30	30 - 50	50 - 100	> 100	自定义:	最小值	到	最大值
评论总数:	不限	< 1k	1k - 10k	10k - 100k	100k - 1m	1m - 5m	> 5m	自定义:	最小值	到	最大值
近1个月新增评论数:	不限	< 100	50 - 100	500 - 1k	1k - 5k	5k - 10k	> 10k	自定义:	最小值	到	最大值
类目诞生时间:	不限	< 3个月	< 6个月	< 1年	< 2年	< 3年	> 3年	自定义:	最小值 (月)	到	最大值 (月)
商品平均上架时间:	不限	< 3个月	< 6个月	< 1年	< 2年	< 3年	> 3年	自定义:	最小值 (月)	到	最大值 (月)
商品平均评论数:	不限	< 20	20 - 50	50 - 100	100 - 200	200 - 500	> 500	自定义:	最小值	到	最大值
商品平均评分:	不限	< 3.0	3.0 - 3.5	3.5 - 4.0	4.0 - 4.2	4.2 - 4.5	> 4.5	自定义:	最小值	到	最大值
中国卖家比例:	不限	< 10%	10% ~ 20%	20% ~ 30%	30% ~ 40%	40% ~ 50%	> 50%	自定义:	最小值 (%)	到	最大值 (%)

筛选

重置

第1周

公司资料

产品资料

财务信息

请选择你想做的类目

共有 1000+ 条记录

类目名称	所属类目	类目层级	在售商品数	Top20近1个月平均销量	商品均价	总评论	近一个月新增评论	Top20商品平均上架时间	Top20商品平均评论	Top20商品平均评分	中国卖家比例
Kindle eBooks	Kindle Store	1	8.84k	7.84k	\$88.34	732.84k	7.84k	2月	142	4.2	20%
Kindle eBooks	Kindle Store	1	9.84k	17.84k	\$88.34	32.84m	17.84k	3月	223	4.2	20%
Kindle eBooks	Kindle Store	1	10.84k	27.84k	\$88.34	52.84m	27.84k	4月	323	4.2	20%

显示第 1 到 第 20 条记录, 总共 1000 条记录

4

下一步

图3.2-26



填写关键词进行筛选,如图3.2-27。

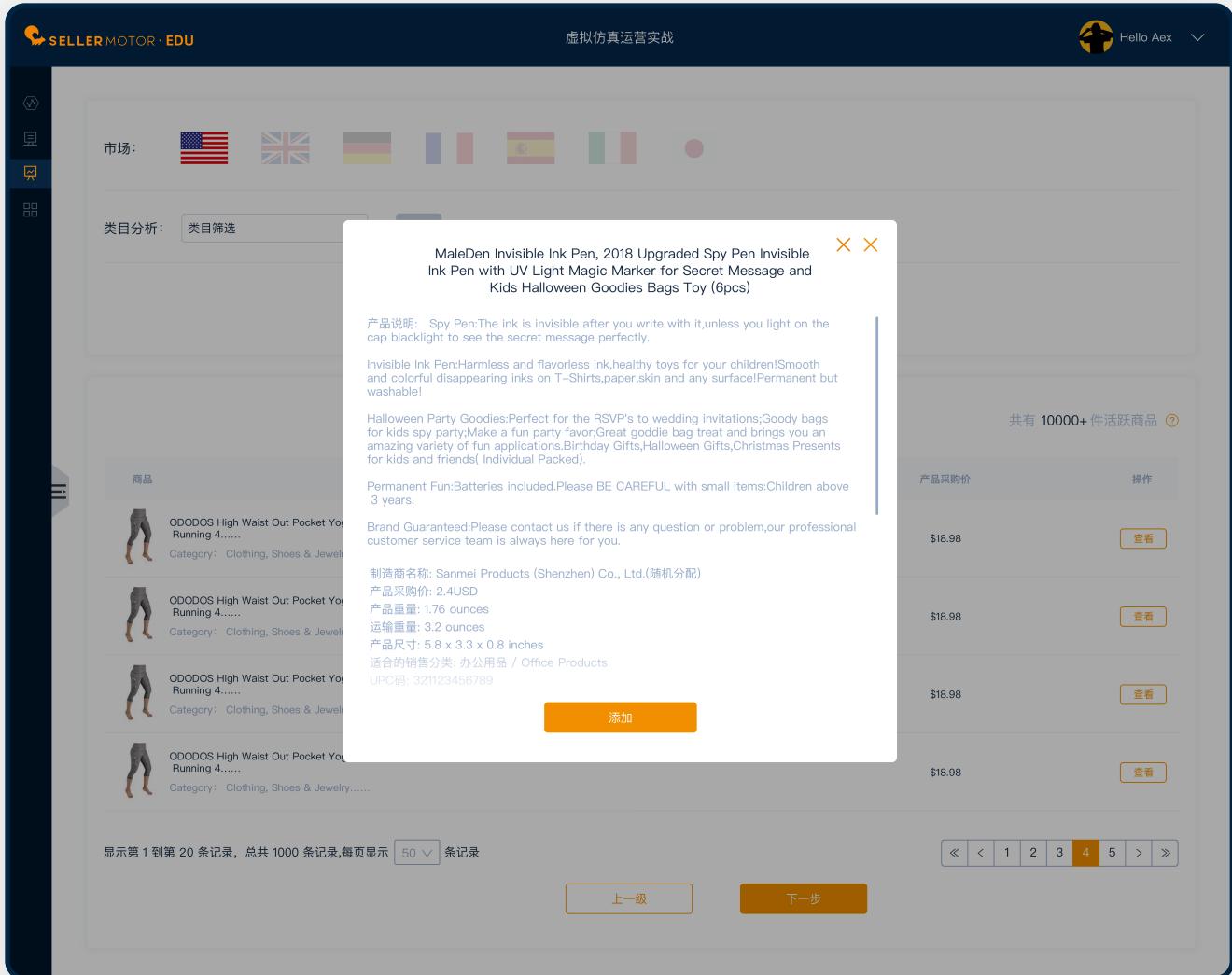
The screenshot shows a search interface for products. At the top, there are flags for various countries: USA, UK, Germany, France, Spain, Italy, and others. Below this is a dropdown menu for 'Category Filter' and a 'Reset' button. A 'Keyword' input field contains 'paper' with a dropdown showing suggestions: 'paper', 'paper pen', 'paper wipers', and 'paper toys'. An orange 'Search' button is next to the input field.

In the main area, a message indicates '共有 10000+ 件活跃商品' (Over 10,000 active products). The results list four items of 'ODODOS High Waist Out Pocket Yoga Pants TummyControl Workout Running 4....' at \$18.98 each. Each item has a 'View' and 'Add' button under the '操作' (Operation) column. To the right, a sidebar titled '第1周' (Week 1) shows links for '公司资料' (Company Information), '产品资料' (Product Information), and '财务信息' (Financial Information).

At the bottom, it says '显示第 1 到 第 20 条记录, 总共 1000 条记录' (Showing records 1 to 20, total 1000 records) and includes navigation buttons for '上级' (Up), '下一步' (Next Step), and a page number indicator from 1 to 5, with page 4 highlighted.

如图3.2-27

从筛选条件里对比商品信息,选择商品进行添加,如图3.2-28。



The screenshot shows a product comparison dialog box overlaid on a search results page. The dialog displays detailed information about a 'MaleDen Invisible Ink Pen'. The main text reads:

MaleDen Invisible Ink Pen, 2018 Upgraded Spy Pen Invisible Ink Pen with UV Light Magic Marker for Secret Message and Kids Halloween Goodies Bags Toy (6pcs)

Product Description: Spy Pen:The ink is invisible after you write with it,unless you light on the cap blacklight to see the secret message perfectly.

Invisible Ink Pen:Harmless and flavorless ink,healthy toys for your children!Smooth and colorful disappearing inks on T-Shirts,paper,skin and any surface!Permanent but washable!

Halloween Party Goodies:Perfect for the RSVP's to wedding invitations;Goody bags for kids spy party;Make a fun party favor;Great goody bag treat and brings you an amazing variety of fun applications;Birthday Gifts,Halloween Gifts,Christmas Presents for kids and friends! Individual Packed.

Permanent Fun:Batteries included.Please BE CAREFUL with small items:Children above 3 years.

Brand:Guaranteed:Please contact us if there is any question or problem,our professional customer service team is always here for you.

Manufacturer: Sammel Products (Shenzhen) Co., Ltd.(随机分配)

Product Purchase Price: 2.4USD

Product Weight: 1.76 ounces

Shipping Weight: 3.2 ounces

Product Dimensions: 5.8 x 3.3 x 0.8 inches

Applicable Sales Category: Office Products

UPC/BIN: 321123456789

A large orange 'Add' button is centered at the bottom of the dialog.

The background search results page shows a list of products related to 'ODODOS High Waist Out Pocket Yoga Running 4.....' with various details like category, price (\$18.98), and a 'View' button.

如图3.2-28

添加好商品后,点击下一步,跳转到如图3.2-29,点击下一步,跳转到如图3.2.2-30。



如图3.2-28

点击添加新商品, 如图3.2-30, 开始上传新商品。

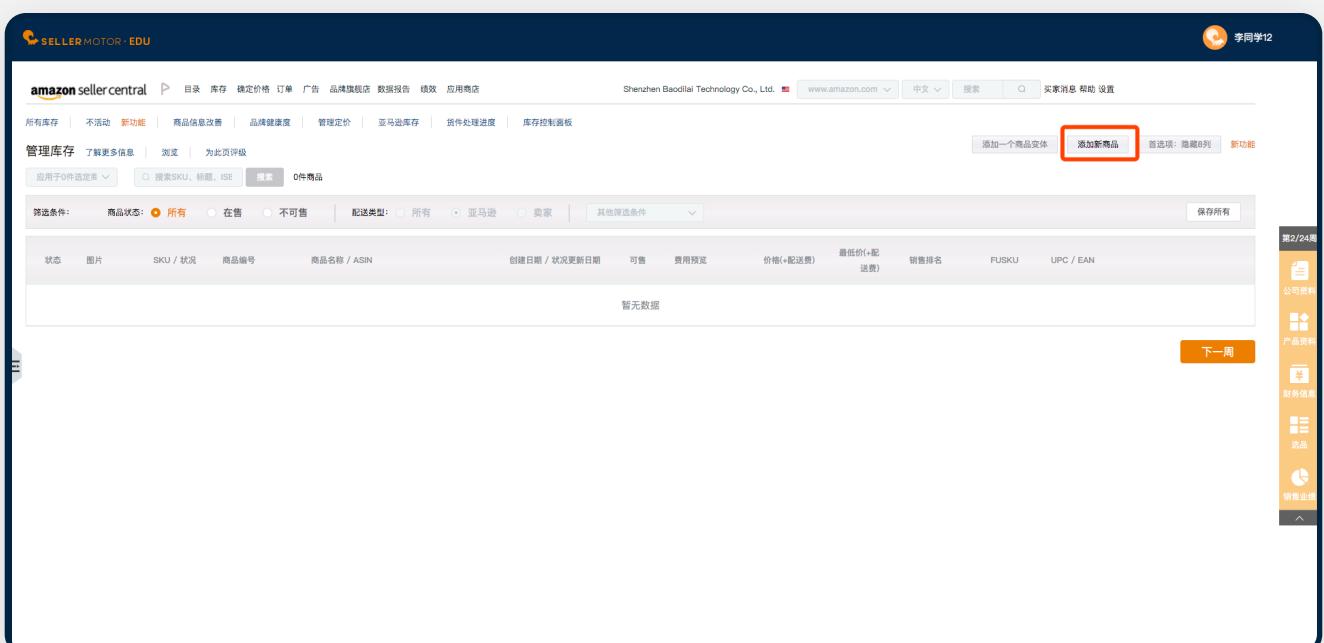


图3.2-30

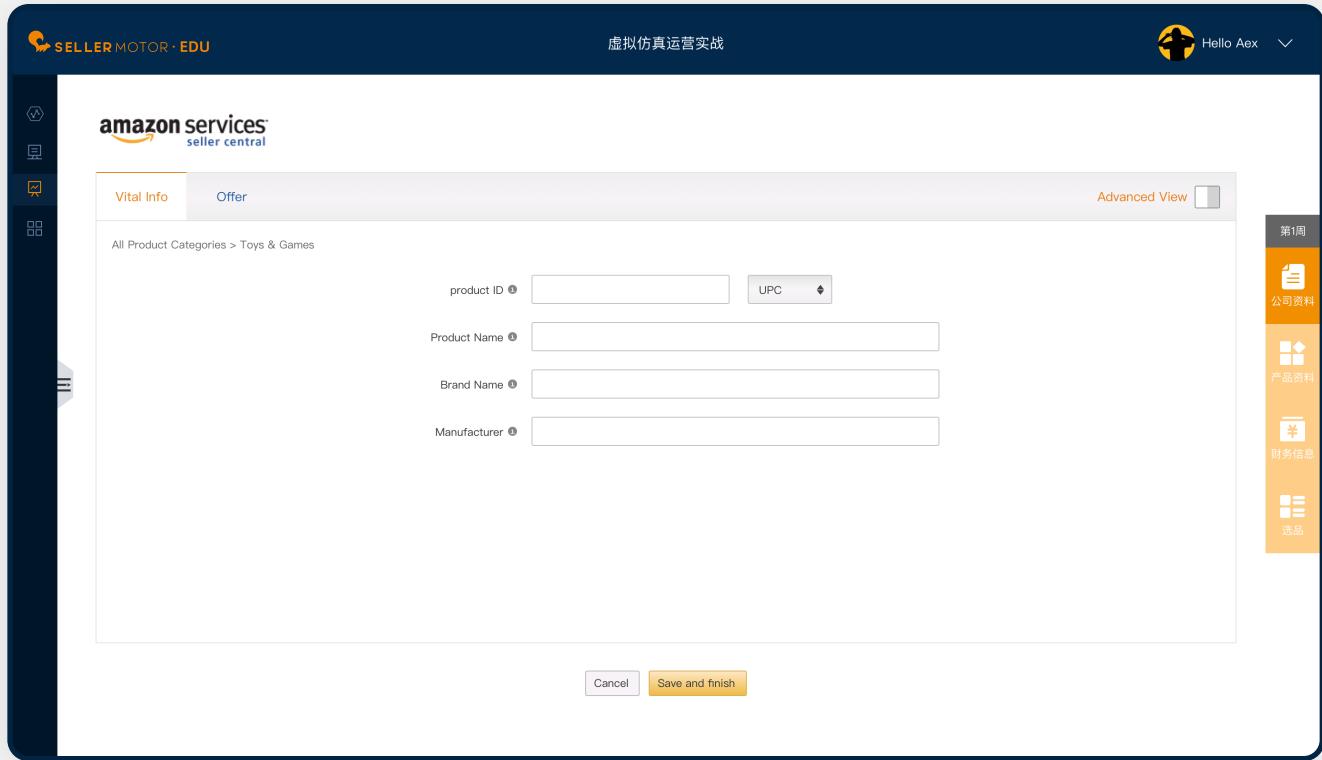


编辑商品信息前需要先选择好你所添加产品的类目,如图3.2–31。

The screenshot shows the 'Create a new product: Classify' interface. At the top, it says 'Virtual Simulation Operation Practice'. On the left, there's a sidebar with icons for Home, Courses, Products, and Help. The main area shows a list of product categories under 'All Product Categories > Gift Cards'. The 'Gift Cards' category is highlighted with a blue selection bar at the bottom. To the right of the list, there's a 'Select' button. A sidebar on the right titled '第1周' contains four items: '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). At the bottom, there's a note about finding categories and a 'Cancel' button.

图3.2–31

选好后点击选择, 跳转到如图3.2-32,根据产品资料填写需要上传的商品信息,填写完整后点击“Save and finish”,跳转到如图3.2-33。



The screenshot shows the 'Vital Info' tab of an Amazon product listing. The page header includes the SellerMotor logo, the title '虚拟仿真运营实战', and a user profile. On the left, there's a sidebar with navigation icons. The main content area displays product details: Product ID, UPC, Product Name, Brand Name, and Manufacturer, each with an input field. At the bottom are 'Cancel' and 'Save and finish' buttons. To the right, a vertical sidebar titled '第1周' contains four items: '公司资料' (with a document icon), '产品资料' (with a grid icon), '财务信息' (with a money icon), and '选品' (with a grid icon).

图3.2-32



填写商品信息。

The screenshot shows the 'Vital Info' tab of an Amazon product listing. The page header includes the SellerMotor logo, the title '虚拟仿真运营实战', and a user profile for 'Hello Alex'. On the left, there's a sidebar with navigation icons. The main form contains fields for 'Seller SKU' (with placeholder 'Ex: 103Mycodfafafg'), 'Your price' (\$18.99), and two 'Sale Start Date' fields (both set to 03/07/2019). Below these are two radio button options for 'Fulfillment Channel': 'I want to ship this item myself to the customer if it sells.' and 'I want Amazon to ship and provide customer service for my items if they sell.' At the bottom are 'Cancel' and 'Save and finish' buttons, along with an 'Advanced View' link.



添加产品图片。

The screenshot shows the 'Images' tab of the Amazon Seller Central interface. At the top, there are tabs for 'Vital Info', 'Offer', 'Images', 'Description', and 'More Details'. The 'Images' tab is selected, indicated by an orange border. On the left, a sidebar shows 'All Product Categories > Toys & Games'. The main area is titled 'MAIN' and contains a placeholder for a main image with a camera icon and a '选择文件' (Select File) button. Below it are six smaller image placeholders, each with a camera icon and a '选择文件' (Select File) button. One of these smaller images has a thumbnail of a smart speaker device. At the bottom right of the main area are 'Cancel' and 'Save and finish' buttons. To the right of the main area, there is a vertical sidebar with icons for '第1周' (Week 1), '公司资料' (Company Materials), '产品资料' (Product Materials), '财务信息' (Financial Information), and '选品' (Product Selection). The top right corner of the page shows a user profile with the name 'Hello Alex'.



填写五行描述及产品标题。

The screenshot shows the Amazon Seller Central interface for product editing. The top navigation bar includes the SellerMotor logo, user profile 'Hello Alex', and a search bar. The main content area is titled 'Virtual Simulation Operation Practice'. The 'Description' tab is active, showing a rich-text editor for the product description. The description text discusses the Belt and Road Forum for International Cooperation (BRF) and its impact on the initiative. Below the description is a section for 'Key Product Features' containing five placeholder entries. A sidebar on the right provides quick access to various seller tools and resources, such as '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). Navigation icons on the left allow switching between different product categories.



填写尺寸及重量。

The screenshot shows the 'More Details' tab of the Amazon Seller Central interface. The page title is 'Virtual Simulation Operation Practice'. On the left, there's a sidebar with icons for Vital Info, Offer, Images, Description, and More Details. The main content area displays product dimensions and weight:

Weight	227.00	GR				
Length	10.90	Width	6.90	Height	1.00	IN

On the right, there's a sidebar titled '第1周' (Week 1) with sections for Company Profile, Product Profile, Financial Information, and Returns.



人物对话提醒。



图3.2-33

点击下一步,跳转到商品发货如图3.2-34。

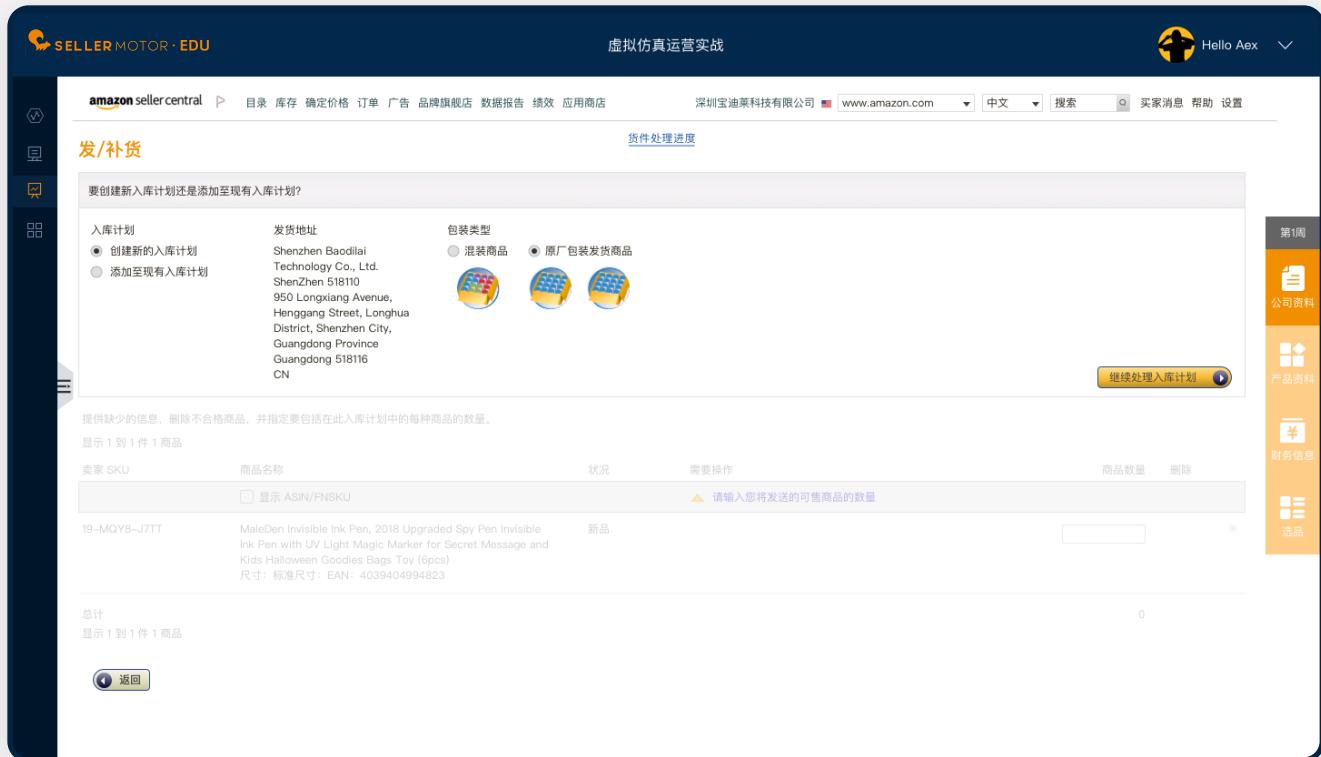


图3.2-34



填写发货数量,如图3.2–35,点击继续。

The screenshot shows the '发货' (Shipment) page in the Amazon Seller Central interface. At the top, there are tabs for '设置数量' (Set Quantity), '预处理商品' (Preprocess Product), '为商品贴标' (Label Product), '检查货件' (Check Shipment), '预处理货件' (Preprocess Shipment), and '一览' (Overview). The '设置数量' tab is currently selected.

On the left, there are sidebar icons for '发货地址' (Shipping Address), '目标商城' (Target Marketplace), '包装类型' (Packaging Type), and '所有商品' (All Products). The '所有商品' button is highlighted with a red box.

The main area displays shipping information: '发货地址' (Shenzhen Baodilai Technology Co., Ltd., US), '目标商城' (US), and '包装类型' (原厂包装发货商品). Below this, there is a note: '提供缺少的信息, 删除不合格商品, 并指定要包括在此入库计划中的每种商品的数量。' (Provide missing information, delete non-compliant items, and specify which items to include in the inbound plan for each product.)

A table lists products for shipment:

卖家 SKU	商品名称	状况	商品总数	删除
19-MQY8-J7TT	MaleDen Invisible Ink Pen, 2018 Upgraded Spy Pen Invisible Ink Pen with UV Light Magic Marker for Secret Message and Kids Halloween Goodies Bags Toy (6pcs)	新品	0	删除

At the bottom right, there are buttons for '返回' (Back) and '继续' (Continue).

图3.2–35

预处理商品,如图3.2-36,点击继续。



The screenshot shows the 'Preparation' section of the Amazon Seller Central interface. At the top, there are tabs for '设置数量', '预处理商品' (selected), '为商品贴标', '检查货件', and '预处理货件'. Below these tabs, there are four columns of information: '发货地址' (Shenzhen Baodilai Technology Co., Ltd., Shenzhen 518110, 950 Longxiang Avenue, Henggang Street, Longhua District, Shenzhen City, Guangdong Province, Guangdong 518116 CN), '目标商城' (US), '包装类型' (原厂包装发货商品), and '主题' (1 MSKU). A note below says '请查看预处理指导 (如果预处理指导未知, 则选择商品类型), 并且选择准备方。亚马逊可以提供预处理服务, 但需要收藏。' The main table lists one item: '19-MQY8-J7TT' with the product name 'MaleDen Invisible Ink Pen, 2018 Upgraded Spy Pen Invisible Ink Pen with UV Light Magic Marker for Secret Message and Kids Halloween Goodies Bags Toy (6pcs)'. The table includes columns for '卖家 SKU', '商品名称', '状况' (新品), '准备指导' (适用于全部), '预处理方' (使用于全部), '商品数量' (200), '准备成本' (\$0.00), and '删除'. On the right side, there is a sidebar with sections for '公司资料', '产品资料', '财务信息', and '选品'.

图3.2-36



为商品贴标, 如图3.2-37,点击继续。

amazon sellercentral 目录 库存 确定价格 订单 广告 品牌旗舰店 数据报告 绩效 应用商店 深圳宝迪莱科技有限公司 www.amazon.com 中文 搜索 买家消息 帮助 设置

卖家中心 虚拟仿真运营实战 Hello Alex

发货地：Shenzhen Baodilai Technology Co., Ltd.
目标商城：US
包装类型：原厂包装发货商品
主题：1 SKU

发货地址：
ShenZhen 518110
950 Longxiang Avenue,
Henggang Street, Longhua
District, Shenzhen City,
Guangdong Province
Guangdong 518116
CN

需要贴标

所有商品都必须具有条形码, 如果您的商品有资格使用制造商条形码进行追踪, 则您无需打印亚马逊标签并将其粘贴到商品上。如果您的商品没有资格使用制造商条形码进行追踪, 则它必须具有亚马逊条形码, 要自行打印和粘贴亚马逊条形码标签。请在“贴标方”下拉菜单中选择“卖家”然后点击“为此页面打印标签”。或者, 您可选择支付费用让亚马逊执行此操作, 方法是在“贴标方”下选择“亚马逊”

第1周 公司资料 产品资料 财务信息 选品

返回 继续

图3.2-37



检查货件,图3.2-38,点击批准并继续,

The screenshot shows the 'Check Shipment' section of the Amazon Seller Central interface. At the top, there are tabs: '设置数量' (Set Quantity), '预处理商品' (Preprocess Product), '为商品贴标' (Label Product), '检查货件' (Check Shipment) (which is highlighted in orange), '预处理货件' (Preprocess Shipment), and '一览' (Overview). Below these tabs, the '发货地址' (Shipment Address) is listed as 'Shenzhen Baodilai Technology Co., Ltd.' with the address '950 Longxiang Avenue, Henggang Street, Longhua District, Shenzhen City, Guangdong Province, Guangdong 518116 CN'. To the right, under '包装类型' (Packaging Type), it says '原厂包装发货商品' (Shipped by manufacturer packaging). Under '主题' (Subject), it says '1 SKU'. Under '可选服务费用 (预计)' (Optional service fees (estimated)), it lists '准备: \$0.00', '标签: \$0.00', '放置: 无费用', and '总计: \$0.00'. On the right side of the page, there is a sidebar titled '第1周' (Week 1) with five categories: '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). At the bottom right, there is a large blue button labeled '批准并继续' (Approve and Continue).

图3.2-38



查看货件如图3.2–39,点击继续,

图3.2–39



预处理货件,如图3.2-40, 点击完成货件,

The screenshot shows the 'amazon sellercentral' interface with the 'Virtual Simulation Operation Practice' tab selected. The main content area is titled '发货/补货' (Shipment/Restock) and has the 'Pre-Order Processing' tab highlighted. The page displays the following information:

- 发货地址 (Shipping Address):** Shenzhen Baodilai Technology Co., Ltd. Shenzhen 518110, 950 Longxiang Avenue, Henggang Street, Longhua District, Shenzhen City, Guangdong Province, Guangdong 518116, CN.
- 配送地址 (Delivery Address):** Amazon.com Services, Inc. 33333 LBJ FWY Dallas, TX 75241-7203 US (FTW1)
- 货件内商品 (Items in Shipment):** 1 SKU, 200 商品数量 (Items)
- 可选服务费用 (预计) (Optional Service Fees (Estimated)):** 亚马逊物流人工处理费用 (Amazon Logistics人工处理费用), 贴标和预处理 (Labeling and Pre-processing).
- 货件状态 (Shipment Status):** 处理中 (Processing).

1、检查货件内容 (Check Shipment Content): Contains a '检查并修改商品' (Check and Modify Product) button.

2、配送服务 (Delivery Services): Shows delivery method selection:

- 配送方式 (Delivery Method):** 小包裹快递 (SPO) (Selected), 汽运零担 (LTL).
- 配送商 (Carrier):** UPS (Selected), FedEx.
- 我喜欢使用自己的 (I prefer to use my own):** Other承运人: United States Postal Service (Selected).

与您的供应商共享货件 (Share Shipment with Your Supplier): Allows sharing with multiple suppliers.

3、货件包装 (Shipment Packaging): Shows packing details:

- 货件内商品 (Items in Shipment):** 显示 ASIN/FNSKU (Show ASIN/FNSKU) checkbox, listing item 19-MQYB-J7TT ARTarlei 52 Pack Party Favors Supplies,Masks,Rings,Bracelets,Keychains,Tattoos,Games,Kids Girls Birthday.
- 货件数量 (Shipment Quantity):** 200.
- 说明 (Notes):** 包装包装箱
 - 打印的装箱单无需放在箱子上。
 - 出于安全原因, 内含多件商品的箱子重量不得超过50磅, 内含一件商品且重量超过50磅的箱子必须在顶部和侧面加上双层胶带。
 - 仅使用批准的包装材料。
- 为包装箱贴标 (Label Packaging Boxes):**
 - 打印全套标签, 因为每个标签都是唯一的, 请不要影印、重复使用或修改标签以将其用于其他货箱。
 - 为每个包装箱贴上货件标签和相应的承运人标签。
 - 不要将标签贴在箱子的接缝处。

4、货件标签 (Shipment Labels): Shows labeling instructions:

- 说明 (Notes):** 您已经请求更改货件中的箱子数量。请注意, 更改货件中的箱子数量时, 您必须重新打印标签以确保每个箱子都有独一无二的标签。
- 箱子数量 纸张类型 (Box Quantity Paper Type):** 5 - 3-1/3 * 4 (US Letter).
- 打印箱子标签 (Print Box Label):** Button.
- 说明 (Notes):** 包装包装箱
 - 打印的装箱单无需放在箱子上。
 - 出于安全原因, 内含多件商品的箱子重量不得超过50磅, 内含一件商品且重量超过50磅的箱子必须在顶部和侧面加上双层胶带。
 - 仅使用批准的包装材料。
- 为包装箱贴标 (Label Packaging Boxes):**
 - 打印全套标签, 因为每个标签都是唯一的, 请不要影印、重复使用或修改标签以将其用于其他货箱。
 - 为每个包装箱贴上货件标签和相应的承运人标签。
 - 不要将标签贴在箱子的接缝处。

图3.2-40

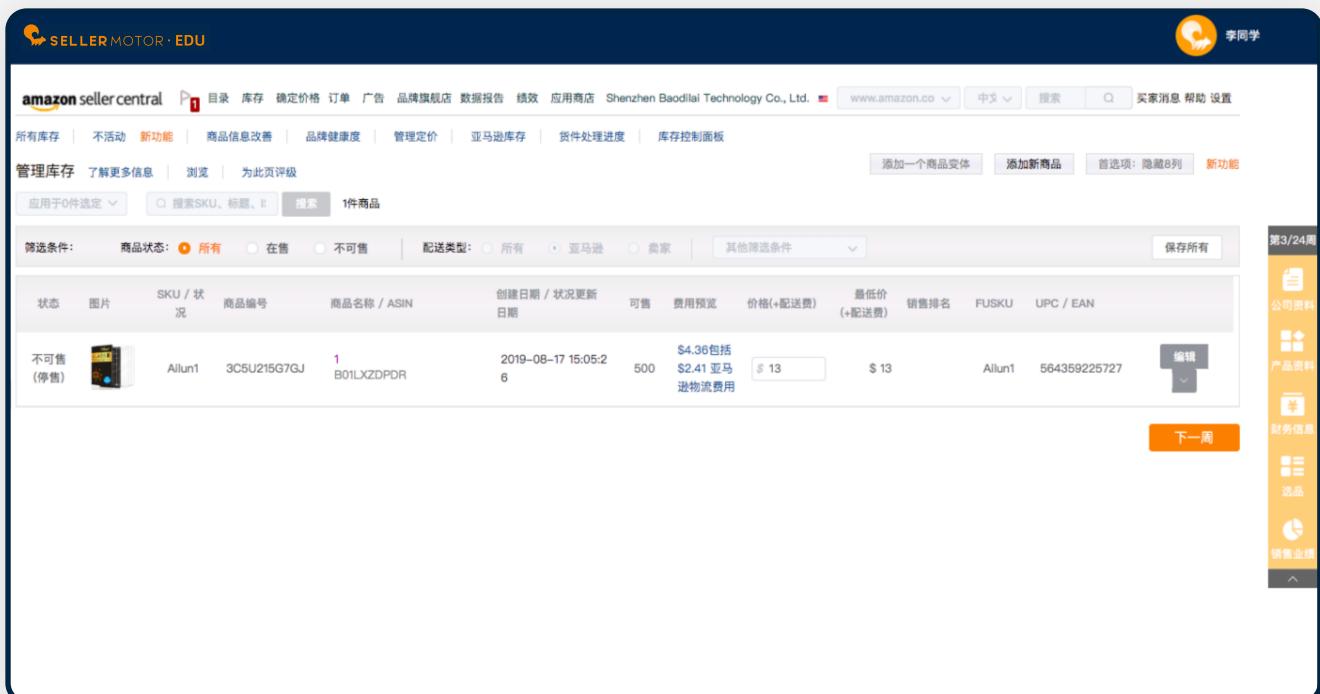
一览,如图3.2-41,点击继续,发货成功,回到管理商品页面。



发货地址
发货件名称/编号
货件名称: FBA (5/5/19
12:07 AM) -1
Amazon.com Services, Inc
33333 LBJ FWY
Dallas, TX 75241-7203
US (FTW)
货件追踪编号: -

配送地址
货件内商品
可选服务费用 (预计)
亚马逊物流人工处理费用: \$0.00
贴标和预处理
货件状态
即将发货

图3.2-41



状态	图片	SKU / 状况	商品编号	商品名称 / ASIN	创建日期 / 状态更新日期	可售	费用预览	价格(+配送费)	最低价(+配送费)	销售排名	FUSKU	UPC / EAN
不可售(停售)		Allun1	3C5U215G7GJ	1 B01LXZDPDR	2019-08-17 15:05:26	500	\$4.36包括\$2.41亚马逊物流费用	\$ 13	\$ 13	Allun1	564359225727	

图3.2-42



点击货件处理进度,可查看发货的货件详情,如图3.2-43。

The screenshot shows the 'Shipment Progress' section of the Amazon Seller Central interface. The page title is '虚拟仿真运营实战'. On the left, there's a sidebar with icons for Home, Courses, and Notifications, along with a search bar and user info ('Hello Alex'). The main content area has a header '货件处理进度' (Shipment Progress) and a sub-header '货件' (Shipment). It includes filters for '显示' (Show) (All, Processing, Completed), sorting by '总计' (Total), '货件编号' (Shipment ID), and '目的地' (Destination). The table lists three shipments:

总计	货件编号	目的地	状态		
FBA (5/5/19 12:07 AM) -1	FBA15GRJXYMJ	MUSK	已发货	即将发货	追踪货件
FBA (5/5/19 12:07 AM) -1	FBA15GRJXYMJ	MUSK	已收到	处理中	处理货件
FBA (5/5/19 12:07 AM) -1	FBA15GRJXYMJ	MUSK	0	0	追踪货件

On the right, there's a vertical sidebar titled '第1周' (Week 1) with four sections: '公司资料' (Company Profile), '产品资料' (Product Profile), '财务信息' (Financial Information), and '选品' (Product Selection).

图3.2-43



点击编辑下的广告列表可以进行广告投放,如图3.2-44。

The screenshot shows the Amazon Seller Central interface under the 'Virtual Simulation Operation Practice' section. The main menu includes 'Seller Central', 'Virtual Simulation Operation Practice', 'Hello Alex', and other navigation options. The top bar also displays the current location as 'amazon sellercentral' and the date '2019-04-15'.

In the center, there is a modal window titled '第3周' (Week 3) for product listing 0493N43N3N3. The modal contains several input fields for advertising settings:

- 每周投放金额 (Weekly Advertising Budget):**
 - 站内投放 (In-store): \$232
 - 站外投放 (Out-of-store): \$243
- 确认投放 (Confirm Advertising):** A button to submit the changes.
- 商品信息 (Product Information):** Displays the product's ASIN, SKU, and other details.
- 费用一览 (Fee Summary):** Shows the breakdown of fees:

销售佣金 (Sales Commission)	\$6.28
亚马逊物流费用 (Amazon FBA Fees)	\$3.28
其他费用 (Other Fees)	\$0.00
预计净收入 (Estimated Net Income)	\$13.71
- 操作 (Actions):** Buttons for '编辑' (Edit), '发/补货' (Ship/Restock), and '广告列表' (Advertising List).

图3.2-44



点击广告-促销,如图3.2-45,点击创建新促销。

The screenshot shows the 'Promotions' section of the Amazon Seller Central interface. At the top, there are tabs for 'Early Reviewer Program', 'Promotions' (which is selected), and 'Coupons'. A search bar and filters for 'Status', 'Type/Duration', and 'Date' are available. On the right, there's a sidebar with links for 'Company Profile', 'Product Information', 'Financial Information', and 'Selected Items'. The main content area displays three lightning deal items:

促销	日期:	秒杀费用	销售额	商品已售出	费用/销售额
秒杀-2029/03/19 6-18-26-845 1个SKU	第一周	US\$150.00	US\$16.6	21 52	51.1% 正在进行
秒杀-2029/03/19 6-18-26-845 1个SKU	第一周	US\$150.00	US\$16.6	21 52	51.1% 即将推出
秒杀-2029/03/19 6-18-26-845 1个SKU	第一周	US\$150.00	US\$16.6	21 52	51.1% 已结束

Pagination controls at the bottom show page 1 of 1.

图3.2-45



选择商品新建秒杀,如图3.2–46,点击选择。

The screenshot shows the 'Create New Promotion' wizard on the Amazon Seller Central platform. The current step is 'Select Products'. The interface includes a search bar with 'ASIN/搜索秒杀' and a dropdown menu set to '秒杀'. A progress bar at the top indicates four steps: ① Select Product (highlighted), ② Schedule Promotion, ③ Configure Promotion, and ④ View and Submit.

选择符合条件的商品以进行促销
如果您在下方列表中找不到您的某些商品，[了解如何使其符合促销条件](#)

按ASIN/搜索秒杀 显示 秒杀 的合格商品

商品 名称、ASIN、促销类型和持续时间	日期:	促销价格 您的商品价格	折扣 (每件商品) 最低数量	秒杀费用	选择
ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tattoos, Games, Kids Girls Birthday Novel Rainbow Gifts Toys, for 12 Guests i9-MQY8-J7TT	第一周	US\$12.74 US\$14.99	US\$2.25 —	US\$300.00	<input type="button" value="选择"/>
ARTarlei Permanent Paint Markers Medium Point, Safe to Kids, 12 Vibrant Colors Oil-Based Paint Pens for Any Surface – Canvas, Glass, Stone, Ceramic, Metal, Wood, Rubber, Plastic, Paper, Leather, Clay 101ARTarlei	第一周	US\$13.59 US\$19.99	US\$6.40 —	US\$300.00	<input type="button" value="选择"/>
ARTarlei Permanent Paint Markers Medium Point, Safe to Kids, 12 Vibrant Colors Oil-Based Paint Pens for Any Surface – Canvas, Glass, Stone, Ceramic, Metal, Wood, Rubber, Plastic, Paper, Leather, Clay 101ARTarlei	第一周	US\$13.59 US\$19.99	US\$6.40 67	US\$300.00	<input type="button" value="选择"/>

图3.2–46



安排促销时间, 如图3.2–47, 点击继续下一步。

The screenshot shows the 'Create New Promotion' wizard on the Amazon Seller Central platform. The current step is '安排促销' (Set Promotion). A progress bar at the top indicates four steps: 1. Select Product (done), 2. Set Promotion (current step), 3. Configure Promotion, and 4. View and Submit.

The main area displays a table titled '选择您想要推出促销的时间' (Select the time you want to launch the promotion). The table lists seven weeks, each with a radio button and a '秒杀费用' (Flash Sale Cost) of US\$150.00. The first week is selected.

周/事件	秒杀费用
<input checked="" type="radio"/> 第一周	US\$150.00
<input type="radio"/> 第二周	US\$150.00
<input type="radio"/> 第四周	US\$150.00
<input type="radio"/> 第五周	US\$150.00
<input type="radio"/> 第六周	US\$150.00
<input type="radio"/> 第七周	US\$150.00

On the right side, there is a sidebar titled '第1周' (Week 1) with four sections: '公司资料' (Company Profile), '产品资料' (Product Profile), '财务信息' (Financial Information), and '选品' (Product Selection).

图3.2–47



配置促销价格、促销数量,如图3.2-48,点击继续下一步。

The screenshot shows the 'Create New Promotion' wizard on the Amazon Seller Central platform. The current step is 'Configure Promotion' (步骤3). The top navigation bar includes links for 'Seller Central', 'Seller Center', 'Catalog', 'Inventory', 'Set Price', 'Orders', 'Advertising', 'Brand Store', 'Data Reports', 'Performance', 'App Store', 'Shenzhen Baodilai Technology Co., Ltd.', and 'www.amazon.com'. The right sidebar features a 'Hello Alex' greeting and links for 'Company Profile', 'Product Details', 'Financial Information', and 'Selected Items'. The main content area displays a progress bar with four steps: 'Select Product' (1), 'Schedule Promotion' (2), 'Configure Promotion' (3), and 'View and Submit' (4). Step 3 is highlighted with a red circle. Below the progress bar, the section title 'Configure Participating Products' is shown. A note states: 'Please include as many product variants as possible to avoid promotion rejection. At least 65% of variants should be included in the promotion, but this standard may vary by region and time of year. [Learn more](#)'. The table below lists one product: 'ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tattoos, Games, Kids Girls Birthday Novel Rainbow Gifts Toys, for 12 Guests'. The table columns are: 'Participating in Promotion' (with a switch button), 'Product Name / ASIN', 'Your Product Price', 'Promotion Price (Highest Promotional Price)', 'Discount (Per Item)', and 'Promotion Status (Lowest Quantity)'. The product details show: ASIN B07J7TT, Price US\$19.99, Promotional Price US\$13.59, Minimum Discount US\$6.40, and Lowest Quantity 67. A green 'Main Product' badge is next to the product name.

图3.2-48



查看并提交促销,如图3.2-49。

The screenshot shows the 'amazon sellercentral' interface with the 'Hello Alex' user profile at the top right. The main navigation bar includes links for 目录、库存、确定价格、订单、广告、品牌旗舰店、数据报告、绩效、应用商店、Shenzhen Baodilai Technology Co., Ltd.、www.amazon.com、中文、搜索、买家消息、帮助、设置。 On the left, there's a sidebar with icons for Home, Inventory, Sales, Promotions, Reports, Ads, Applications, and Help.

The main content area displays a 'New Flash Sale' promotion. At the top right of this section are two buttons: '放弃此促销' (Abandon this promotion) and '提交促销' (Submit promotion). Below these buttons is a 'Promotion Preview' section showing images of various products: a set of markers, a rainbow-colored shoe, and some small items. It also displays the price US\$13.59, the original price US\$19.99 (32% discount), and a rating of 4.5 stars from 83 reviews.

The 'Promotion Details' section contains the following information:

- 内部描述: 秒杀-2019/08/02 3-54-49-191 [添加自定义描述](#)
- 类型/持续时间: 🔥秒杀
- 日期: 第二周
- 秒杀费用: US\$150.00

The 'Participating Products (1)' section lists the product details:

参与促销 名称、ASIN	您的商品价格	促销价格	折扣 (每件商品)	已确定参与
 ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tattoos, Games, Kids Girls Birthday Novel Rainbow Gifts Toys, for 12 Guests 101ARTarlei	US\$19.99	US\$13.59	US\$6.40	67 主要商品

图3.2-49



点击广告-优惠券,如图3.2-50, 为商品创建折扣券,点击“Create a new coupon”。

The screenshot shows the 'Coupons' section of the Amazon Seller Central interface. At the top right, there is a yellow button labeled 'Create a new coupon'. Below it, a table lists one coupon entry:

Coupon title	Actions	Status	Start Date	End Date	Budget	Discount	Spend	Redeemed	Sales
Save 5% on ARTarlei Paint Markers	Edit Deactivate	Running	2019-06-10	2019-09-08	\$1,000,00	5.00%	-	-	-

At the bottom left, there are navigation buttons for 'First', 'Prev', '1/1', 'Next', 'Last', and a dropdown menu set to '20'. On the right side, there is a sidebar with several icons and labels: '第1周' (Week 1), '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection).

图3.2-50



搜索想要创建优惠券的商品SKU或ASIN,如图3.2-51。

The screenshot shows the 'Added to coupon' section of the Amazon Seller Central interface. At the top, there's a navigation bar with links like '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', 'Shenzhen Baodilai Technology Co., Ltd.', and 'www.amazon.com'. Below the navigation is a progress bar with four steps: 1. Search & Add Products (highlighted in green), 2. Budget & Discount, 3. Schedule & Target, and 4. Review & Submit. A 'Continue to next step' button is located at the end of the bar. On the left, there's a sidebar with icons for '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Picking). The main content area has two search boxes: 'Search by SKU or ASIN' and 'SKU/ASIN'. Below them are buttons for 'Sort by: Select' and 'Go'. To the right, there's a section titled 'Added to coupon' with a sub-instruction 'Manage which products and variations appear on your coupon.' It includes another search box 'Search by ASIN or Title' and a 'Go' button. Below this are sections for '0 products' and 'Sort by: Select'. The overall background is dark blue.

图3.2-51



如图3.2-52, 点击“Add to coupon”, 到如图3.2-53。

The screenshot shows the 'Added to coupon' section of the Amazon Seller Central interface. On the left, under 'Products', there is a search bar with 'I9-MQY8-J7TT' and a 'Go' button. Below it, there is a 'Sort by: Select' dropdown and a result count of '1 results'. A single product listing is shown: 'ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tatt...', ASIN 'B07LBLWMQT', 'In stock: 88', and 'Price: \$14.99'. To the right of the product listing is a 'Add to coupon' button. On the right side of the page, there is a sidebar with several icons: '第1周' (Week 1), '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Picking Products). At the top of the page, there is a navigation bar with tabs like '目录', '库存', '确定价格', '订单', etc., and a progress bar showing steps 1 through 4.

图3.2-52



The screenshot shows the 'Search & Add Products' step of the coupon creation process. A search bar contains the ASIN 'I9-MQY8-J7TT'. The results show one item: 'ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tatt... B07LBLWMQT'. The sidebar on the right lists '公司资料', '产品资料', '财务信息', and '选品'.

Products

Add products to your coupon here. You can add up to 50 ASINs to your coupon.

1 I9-MQY8-J7TT

SKU/ASIN: Go

1 results clear search results Sort by: Select

Added to coupon

Manage which products and variations appear on your coupon.

Search by ASIN or Title Go

0 products Sort by: Select

ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tatt...
B07LBLWMQT
In stock: 88 Price: \$14.99

remove

图3.2-53



点击Continue,跳转到下一步如图3.2-54,点击Continue。

amazon sellercentral 目录 库存 确定价格 订单 广告 品牌旗舰店 数据报告 绩效 应用商店 Shenzhen Baodilai Technology Co., Ltd. www.amazon.com 中文 搜索 买家消息 帮助 设置

1 Search & Add Products 2 Budget & Discount 3 Schedule & Target 4 Review & Submit Continue to next step

Discountv

Enter the discount amount you want to apply on the products you added to your coupon in previous step. We require the discount to be between 5% and 80% of your lowest price for the product in the last 30 days.

Money Off
 Percentage Off

% 5

Do you want to limit the redemption of your coupon to 1 per customer?

Yes, limit redemption to one per customer
 No, allow my coupon to be redeemed multiple times by same customer

Budget

\$ 1000
\$100.00 minimum

⚠ Coupon budgets are not hard limits.
Coupon budgets are for planning purposes only and budget overshooting should be expected.

i Your budget will be shared among the following 2 costs:

- USD equivalent of the discount you are offering
- Redemption fees (\$0.60 for each redemption)

Your coupon will be deactivated when it reaches 80% utilization.

第1周

公司资料

产品资料

财务信息

选品

图3.2-54



如图3.2-55, 填写优惠券描述,选择开始与结束日期,点击Continue。

The screenshot shows the 'Schedule & Target' step of the coupon creation process. It includes fields for 'Coupon title' (containing 'Save 5% on products'), 'Start Date' (calendar icon), and 'End Date' (calendar icon). A note about targeting customer segments is present, and the 'All customers' option is selected. The right sidebar shows navigation links for 'Hello Alex', 'SellerMotor · EDU', and categories like '公司资料', '产品资料', '财务信息', and '选品'.

amazon sellercentral | 目录 库存 确定价格 订单 广告 品牌旗舰店 数据报告 绩效 应用商店 Shenzhen Baodilai Technology Co., Ltd. www.amazon.com | 中文 | 搜索 | 买家消息 帮助 设置

1 Search & Add Products 2 Budget & Discount 3 Schedule & Target 4 Review & Submit

Coupon title (what customers will see)

For a more effective coupon title, choose a definition that accurately describes the productgroup you added to your coupon. Example: "Save 15% on hand sanitizers"

Save 5% on products

Schedule

Select a duration for your coupon between 1–90 days

Start Date

End Date

Target Customers (optional)

(i) You may choose to limit the audience of your coupon to one of the customersegments below. If you do not make a targeting selection, your coupon will bediscoverable by all customers

All customers

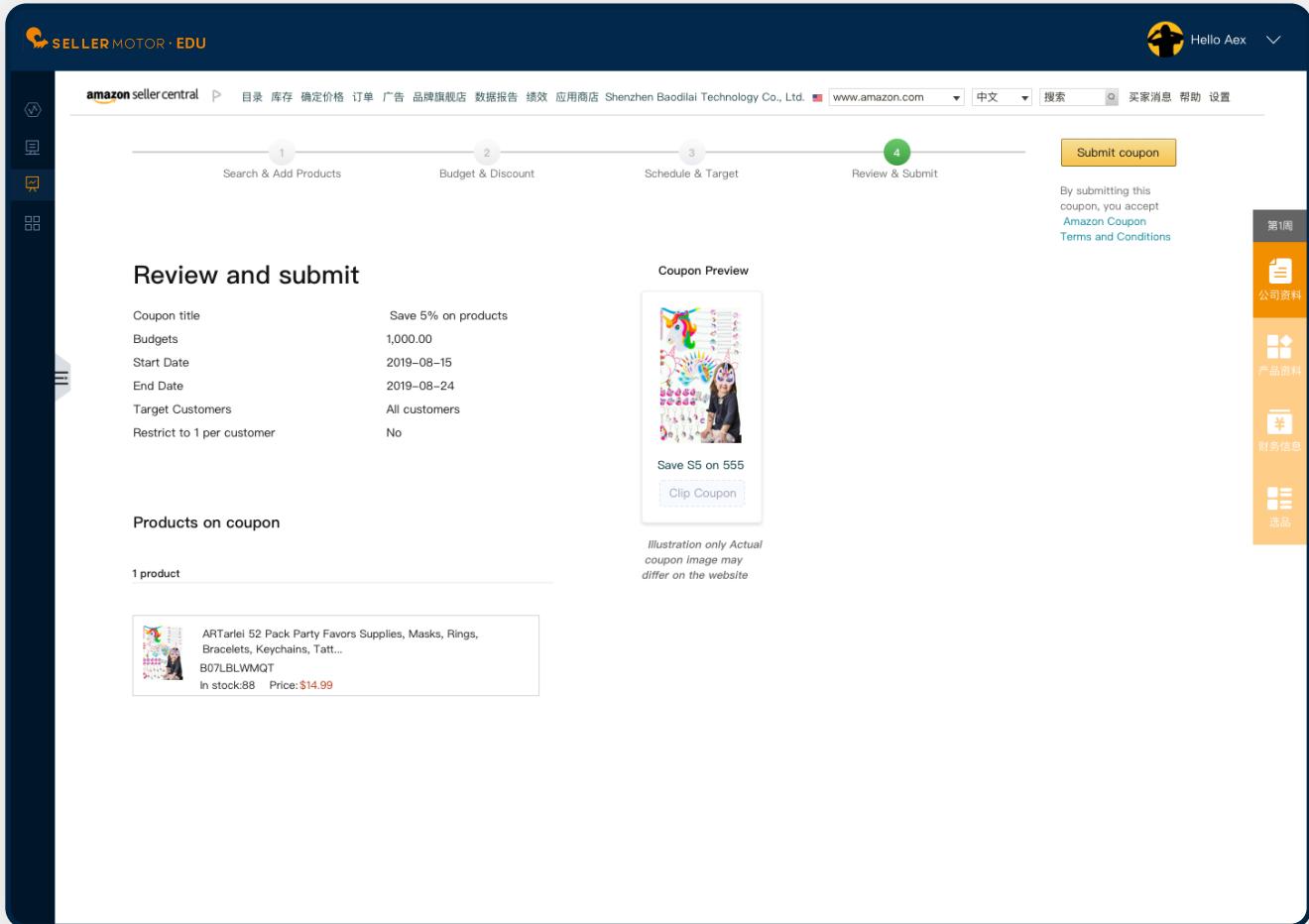
Amazon Prime members

Amazon Student members

Amazon Family members

图3.2-55

检查优惠券信息,如图3.2–56,确认无误后点击”Submit coupon”,优惠券创建成功。



The screenshot shows the 'Review and submit' step of the coupon creation process. The top navigation bar includes 'amazon sellercentral', 'Hello Alex', and various menu items like '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', 'Shenzhen Baodilai Technology Co., Ltd.', 'www.amazon.com', '中文', '搜索', '买家消息', '帮助', and '设置'. On the left, there's a sidebar with icons for 'Search & Add Products', 'Budget & Discount', 'Schedule & Target', and 'Review & Submit'. The main content area has four steps: 1. Search & Add Products, 2. Budget & Discount, 3. Schedule & Target, and 4. Review & Submit (which is highlighted). A large orange button on the right says 'Submit coupon'. Below it, a note reads: 'By submitting this coupon, you accept Amazon Coupon Terms and Conditions'. To the left of the 'Coupon Preview' section, there's a table with coupon details:

Coupon title	Save 5% on products
Budgets	1,000.00
Start Date	2019-08-15
End Date	2019-08-24
Target Customers	All customers
Restrict to 1 per customer	No

The 'Coupon Preview' section shows a thumbnail of a woman holding various party favors, with the text 'Save \$5 on 555' and a 'Clip Coupon' button. A note below says: 'Illustration only Actual coupon image may differ on the website'. Under 'Products on coupon', it shows '1 product': 'ARTarlei 52 Pack Party Favors Supplies, Masks, Rings, Bracelets, Keychains, Tatt...', with the product ID 'B07LBLWVQ7', 'In stock: 88', and 'Price: \$14.99'.

图3.2–56



点击广告-早期评论者计划如图3.2-57,跳转到图3.2-58。

The screenshot shows the 'Coupons' section of the Amazon Seller Central interface. A dropdown menu is open over the '早期评论者计划' (Early Reviewer Program) button. The menu options are '促销' (Promotion) and '优惠券' (Coupon). At the top right of the page, there is a 'Hello Alex' greeting and a user profile icon. On the left, there's a sidebar with various icons and links like '公司资料' (Company Profile), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). The main content area displays a table of existing coupons, with one row highlighted: 'Save 5% on ARTarlei Paint Markers'. The table includes columns for Coupon title, Actions (Edit, Deactivate), Status (Running), Start Date, End Date, Budget, Discount, Spend, Redeemed, and Sales.

图3.2-57



The screenshot shows the SellerMotor dashboard for the Early Reviewer Program. At the top, there are navigation links for 'amazon seller central', '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', and '卖家中心'. The right side features a user profile for '李同学' and a search bar. The main content area is titled '注册控制面板' (Registration Control Panel) and includes a '提交 SKU 进行注册' (Submit SKU for registration) button, a search bar for '输入父 SKU/独立 SKU', and a '检查资格' (Check Eligibility) button. Below this, there's a table with columns for '商品名称/父 SKU/ASIN', '子SKU 已注册', '注册日期', '早期评论者计划评论', '状态', and '班单'. On the far right, a sidebar lists '公司资料', '产品资料', '财务信息', '选品', and '销售业绩'.

图3.2-58



点击“Early Review Program”到图3.2-59,点击开始使用。

The screenshot shows the 'Early Reviewer Program' section of the Amazon Seller Central interface. At the top, there's a navigation bar with links like 'amazon sellercentral', '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', 'Shenzhen Baodilai Technology Co., Ltd.', 'www.amazon.com', '中文', '搜索', '买家消息', '帮助', and '设置'. On the left, there's a sidebar with icons for '卖家中心', '我的店铺', '我的产品', '我的订单', '我的广告', '我的报告', '我的绩效', '我的应用商店', and '我的设置'. The main content area has a green background with a grid of blurred product images. A central banner for the 'Early Reviewer Program' says '更快地获得第一条评论' (Get your first review faster) and has a '开始使用' (Start using) button. Below the banner, there are three sections: 1. '评论最多可将销量提高 3.5 倍' (Reviews can increase sales by up to 3.5 times), with a graph icon and text about how reviews affect visibility and trust. 2. '获取您的第一条评论' (Get your first review), with an icon of a book and text about the program's goal of getting 5 reviews. 3. '轻松入门' (Easy start), with an icon of a computer monitor and text about the process of receiving reviews before paying fees. On the right, there's a vertical sidebar titled '第1周' (Week 1) with four items: '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). The overall theme is encouraging sellers to participate in the program to boost their product reviews and sales.

图3.2-59



输入需参与计划的商品SKU,如图3.2–60。

The screenshot shows the 'Early Reviewer Program' registration interface. At the top, there's a navigation bar with links like 'amazon sellercentral', '目录 库存 确定价格 订单 广告 品牌旗舰店 数据报告 绩效 应用商店 Shenzhen Baodilai Technology Co., Ltd. www.amazon.com 中文 搜索 买家消息 帮助 设置' and a user profile 'Hello Alex'. On the left, there's a sidebar with icons for 'SELLER MOTOR · EDU', '卖家中心', '我的店铺', '我的产品', '我的订单', '我的广告', '我的绩效', '我的应用商店', and '我的设置'. The main content area has a title '注册早期评论者计划' and a sub-section '提交 SKU 进行注册' with a text input field '输入父 SKU/独立 SKU' and a yellow button '检查资格'. Below this, there are three steps: 1. '第1步:查找符合条件的SKU' with an icon of a CD and a book; 2. '第2步:提交SKU/确认注册' with an icon of a computer monitor; 3. '第3步:更快地获取评论' with an icon of a book and a star. A sidebar on the right titled '第1周' lists '公司资料', '产品资料', '财务信息', and '选品'.

图3.2–60



搜索出对应的商品，点击Enroll in program如图3.2-61，参与成功后跳转到如图3.2-62所示列表。

The screenshot shows the 'Early Reviewer Program' section of the Amazon Seller Central interface. At the top, there are tabs for 'Early Reviewer Program', 'Enroll in Program' (which is highlighted), 'Dashboard', and 'FAQ'. A search bar at the top right allows users to '提交 SKU 进行注册' (Submit SKU for registration) and '输入父 SKU/独立 SKU' (Input parent SKU/independent SKU). To the right of the search bar is a 'Check Eligibility' button. On the left, there's a sidebar with icons for '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Picking Products). The main content area displays a product listing for 'ARTarlei Watercolor Brush Pens, 20 Colors 1 Refillable Water Pen, Safe for Kids, for Coloring Books, Drawing, Calligraphy, Lettering, Vibrant & Bold Colors and smoothly The Brush Pen is Very Vivid'. The product has an ASIN of 'SKU M1-PY7E-GZC8 B07CJXF8NN', 1 child ASIN, 2 reviews, and a 5-star rating. Below the product details, there's a summary of fees: 'Fees charged today: \$0' and 'Total fees charged upon first review submission: \$60*'. A bulleted list of terms includes: 'No charge if you don't receive a review', 'Total program fees cover up to 5 reviews', 'Enrollment covers an entire SKU variation family', 'Enrolled products can't be modified even if variation changes', and 'No cancellations or refunds'. At the bottom, there's a large yellow 'Enroll in program' button, a note about taxes ('*Plus any applicable taxes'), and a checkbox for accepting the 'Terms & Conditions'.

图3.2-61



The screenshot shows the Amazon Seller Central interface for the Early Reviewer Program. At the top, there are navigation links: Early Reviewer Program, Enroll in Program, Dashboard, and FAQ. Below the header, a search bar allows users to enter a SKU or ASIN for registration. A sidebar on the right provides quick access to various program sections like '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection). The main content area displays a table of registered items, each with a thumbnail, product name, quantity, registration date, early reviewer count, status, and account balance.

商品名称/父SKU/ASIN	子SKU已注册	注册日期	早期评论者计划评论	状态	账单
ARTarie Watercolor Brush Pens, 20 Colors & 1 Refillable Water Pen, Safe for Kids, for Coloring Books, Drawing, Calligraphy, Lettering, Vibrant & Bold Colors and smoothly The Brush Pen is Very Vivid 父SKU M1-PY7E-GZC8 ASIN B07CJXF8NN	1	第一周	0	已注册 运行中	-
ARTarie Watercolor Brush Pens, 20 Colors & 1 Refillable Water Pen, Safe for Kids, for Coloring Books, Drawing, Calligraphy, Lettering, Vibrant & Bold Colors and smoothly The Brush Pen is Very Vivid 父SKU M1-PY7E-GZC8 ASIN B07CJXF8NN	1	第一周	0	已注册	-
ARTarie Watercolor Brush Pens, 20 Colors & 1 Refillable Water Pen, Safe for Kids, for Coloring Books, Drawing, Calligraphy, Lettering, Vibrant & Bold Colors and smoothly The Brush Pen is Very Vivid 父SKU M1-PY7E-GZC8 ASIN B07CJXF8NN	1	第一周	1	成功	已收取 USD60.00

图3.2-62



在收到第一条早期评论时,亚马逊会一次性收取60美金费用(早期评论可以提升一定的商品转化率,提高商品销量)。

点击绩效下反馈如图3.2-63,跳到如图3.2-64,可以看到店铺的评价反馈。

The screenshot shows the Amazon Seller Central dashboard under the 'Virtual Simulation Operation Practice' section. The top navigation bar includes links for Catalog, Inventory, Set Price, Orders, Ads, Brand Flagship Store, Data Reports, Performance, Application Store, Shenzhen Baodilai Technology Co., Ltd., www.amazon.com, Chinese, Search, Buyer Messages, Help, and Settings. A sidebar on the left provides navigation icons for Home, Inventory, Products, and Reports. The main content area displays the 'Inventory Management' section with tabs for All Inventory, Inactive, New Features, Product Information Improvement, Brand Health, Manage Pricing, and Feedback. The 'Feedback' tab is currently selected. Below this, there are sections for Progress, Inventory Control Panel, and a search bar for SKU, Title, and ISBN. The right side features a sidebar titled 'Week 1' with links for Company Information, Product Information, Financial Information, and Returns.

图3.2-63



The screenshot shows the SellerMotor Feedback Management interface. At the top, there's a navigation bar with links like 'amazon sellercentral', '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', 'Shenzhen Baodilai Technology Co., Ltd.', and 'www.amazon.com'. Below the navigation is a search bar and language selection ('中文'). On the right, there's a user profile 'Hello Alex' and a dropdown menu.

The main content area is titled '反馈管理器' (Feedback Manager). It displays a list of reviews with the following columns: '评级' (Rating), '订单编号' (Order Number), '评论' (Comment), and '操作' (Action). There are 10 rows of data, each representing a review. The reviews are all 5-star ratings from different buyers. The comments include positive feedback like 'Good product', 'Great gift for my girls at Christmas. They love them.', and 'Great sevice!'. The '操作' column contains a '选择一个' (Select One) button next to a dropdown arrow for each row.

On the left side of the interface, there's a vertical sidebar with icons for '所有评级' (All Ratings), '好评' (Positive), '中立' (Neutral), and '差评' (Negative). Below these are page navigation arrows ('< 1 2 3 4 5 >').

On the right side, there's a vertical sidebar titled '第1周' (Week 1) with four sections: '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection).

图3.2-64



(选择FBA的亚马逊卖家可以有一定机率删除掉差评) 如图3.2-65,可以在该条反馈下留言或者删除反馈。

The screenshot shows the 'Feedback Manager' section of the Amazon Seller Central interface. At the top, it displays the average rating of 4.8 stars from 86 reviews. Below this, there are tabs for '所有评级' (All Ratings), '好评' (Positive), '中立' (Neutral), and '差评' (Negative), with '中立' currently selected. A navigation bar at the bottom shows pages 1 through 5. The main area lists four reviews:

评级	订单编号	评论	操作
3	113-1289611-2652239	Good product	选择一个
3	113-1289611-2652239	Great gift for my girls at Christmas. They love them.	选择一个 发布公开回复
3	113-1289611-2652239	Great service!	请求删除
3	113-1289611-2652239	Game on time and was just like advertised. Like the size of the marker head it was perfect for my 11 yr old	

At the bottom of the list, there is a note from Amazon stating: "来自亚马逊的消息：‘该商品由亚马逊配送，亚马逊对配送体验负责。’"

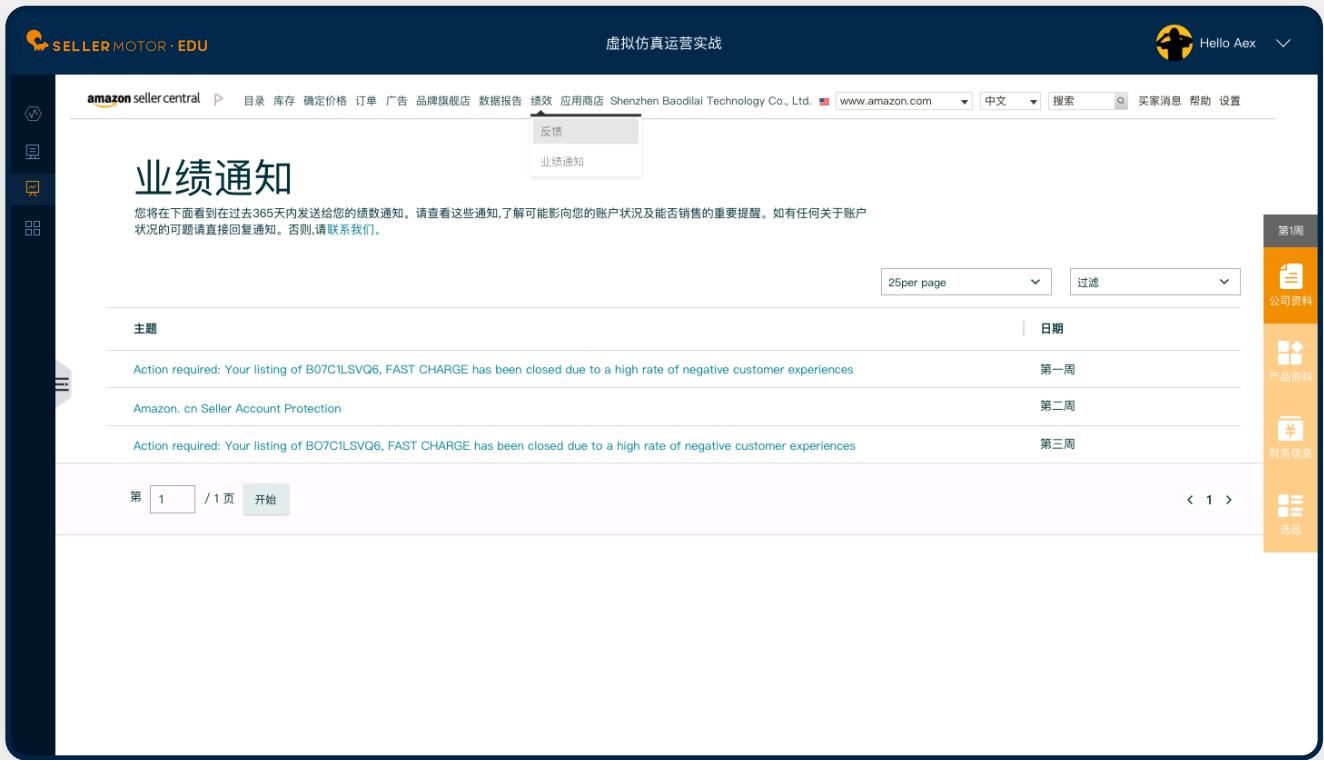
图3.2-65

亚马逊平台非常重视知识产权保护,所以有发生侵权的行为被投诉后,会向卖家发出警告信,如图3.2-66,会出现小红旗,点击可查看邮件内容如图3.2-67,轻则产品被下架,严重的甚至可能账号会被关闭。



The screenshot shows the Amazon Seller Central dashboard. At the top left, there's a message: "Your account is not active yet. Please click here to provide required documentation to start selling." Below this, the main search bar shows "8件商品". To the right of the search bar are buttons for "添加一个商品变体", "添加新商品", "首选项: 隐藏8列", and "新功能". On the far right, there's a user profile icon with "Hello Alex" and a dropdown arrow. The left sidebar has icons for "目录", "库存", "确定价格", "订单", "广告", "品牌旗舰店", "数据报告", "绩效", "应用商店", "Shenzhen Baodilai Technology Co., Ltd.", "www.amazon.com", "中文", "搜索", "买家消息", "帮助", and "设置". The main content area displays product filtering options: "筛选条件: 商品状态: 所有 在售 不可售", "配送类型: 所有 亚马逊 卖家", and "其他筛选条件". The columns for the products listed are: 状态, 图片, SKU 状况, 商品编号, 商品名称 ASIN, 创建日期 状况更新日期, 可售, 费用预览, 价格 + 配送费, 最低价, 销售排名, FUSKU, UPC/EAN, and 保存所有. A vertical sidebar on the right lists "第1周" sections: 公司资料, 产品资料, 财务信息, and 选品.

图3.2-66



The screenshot shows the SellerMotor Amazon Seller Central interface. At the top, there's a navigation bar with links like 'amazon sellercentral', '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', '应用商店', 'Shenzhen Baodilai Technology Co., Ltd.', and 'www.amazon.com'. Below the navigation is a search bar and language selection ('中文'). On the right side, there's a user profile 'Hello Alex' and a dropdown menu.

The main content area is titled '业绩通知' (Performance Notifications). It displays three notifications:

- Action required: Your listing of B07C1LSVQ6, FAST CHARGE has been closed due to a high rate of negative customer experiences. (First week)
- Amazon. cn Seller Account Protection. (Second week)
- Action required: Your listing of B07C1LSVQ6, FAST CHARGE has been closed due to a high rate of negative customer experiences. (Third week)

On the left, there's a vertical sidebar with icons for '卖家中心' (Seller Center), '我的店铺' (My Store), '我的产品' (My Products), '我的客户' (My Customers), and '我的订单' (My Orders). On the right, there's a sidebar with sections: '第1周' (Week 1) containing '公司资料' (Company Information), '产品资料' (Product Information), '财务信息' (Financial Information), and '选品' (Product Selection); and a bottom section with '第2周' (Week 2).

图3.2-67



右侧边栏点击财务信息,可以看到实时财务收入与支出明细,如图3.2-68。

The screenshot shows the Amazon Seller Central interface with the title '虚拟仿真运营实战' at the top. On the left, there's a sidebar with icons for company information, products, financials, and sales. The main area displays a list of products with columns for status, picture, SKU, and product ID. A modal window titled '深圳宝迪莱科技有限公司' is open, showing financial details:

账户初始资金: \$100000.00		总计收入: \$100340.00	
账户余额: \$100.00		总计支出: \$13220.00	
总记录数: 7	第1周	至	第6周
			收支项目

Below the modal, there's a section for '费用一览' (Expense Summary) with two items:

销售佣金	\$3.00
其他费用	\$0.00

At the bottom right of the modal, there are '下一步' (Next Step) and '下一周' (Next Week) buttons.

图3.2-68



右侧边栏点击销售业绩,弹窗,可以查看每周的销售数据,如图3.2-69。

The screenshot shows the Amazon Seller Central dashboard with a sidebar titled "SELLERMOTOR · EDU". The main content area displays a table of product sales data for the week of April 4th to April 10th. The table includes columns for ASIN,商品名称 (Product Name), 自然销量 (Natural Sales), 广告销量 (Ad Sales), 总销量 (Total Sales), 总销售额 (Total Revenue), and 评论数量 (Review Count). The data shows multiple units sold for the same product across different categories. On the right side, there is a detailed view for a specific product with fields for UPC/EAN, 编辑 (Edit), and various shipping and advertising options. Below the main table, there are sections for 费用一覽 (Fee Summary) and 费用一览 (Fee Summary). At the bottom right, there are buttons for "上一周" (Last Week) and "下一步" (Next Step).

ASIN	商品名称	自然销量	广告销量	总销量	总销售额	评论数量
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	20
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	22
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	44
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	44
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	44
BODSKDKDIC	Belt and Road Forum International Cooperation.....	1	2	3	US\$2,324.44	44

图3.2-69



确认本周操作完成后点击下一周如图3.2-70,跳转到如图3.2-71。

The screenshot shows the SellerMotor platform's product management interface. At the top, there are navigation links like 'amazon seller central', '目录', '库存', '锁定价格', '订单', '广告', '品牌旗舰店', '数据报告', '绩效', and '应用商店'. Below this is a search bar with 'Shenzhen Baodilai Technology Co., Ltd.' and a dropdown for 'www.amazon.com'. On the right, there are user info ('李同学') and a '卖家消息' link.

In the main area, there's a section titled '管理库存' with tabs for '所有库存', '不活动', '新功能', '商品信息改善', '品牌健康度', '管理定价', '亚马逊库存', '货件处理速度', and '库存控制模板'. Below this are buttons for '添加一个商品变体', '添加新商品', and '首选项: 商品B刊 新功能'.

The central part of the screen displays a table of products. The columns include: 状态 (Status), 图片 (Image), SKU / 状况 (SKU / Status), 商品编号 (Product Number), 商品名称 / ASIN (Product Name / ASIN), 创建日期 / 状况更新日期 (Create Date / Status Update Date), 可售 (Available), 费用预览 (Preview Costs), 价格(+配送费) (Price + Shipping), 最低价(+配送费) (Lowest Price + Shipping), 销售排名 (Sales Rank), FUSKU, 和 UPC / EAN. A specific row is selected, showing details for a product: SC1, OQPZOCGV70M, Scott 75130 Shop Towels, 55 Towels, B000TRQHXS. The price is listed as \$6.71 including \$4.76 for Amazon logistics fees, totaling \$12.99.

On the right side, there's a vertical sidebar with a tree-like menu: '第6/24周' (Week 6/24), '公司资料', '产品资料', '财务管理', '销售数据', and '行业洞察'. At the bottom right of the main area, a large orange button is highlighted with a red box, labeled '下一周' (Next Week).

图3.2-70

The screenshot shows a cartoon illustration of a man in a blue sweater and brown pants standing in front of a city skyline. He is pointing towards a speech bubble that contains the text: '即将进入下一周,请确认本周所有操作已完成!' (About to enter the next week, please confirm that all operations this week have been completed!). Above the man, the text '第6周' (Week 6) is displayed. At the bottom right, there are two buttons: a white one labeled '返回' (Back) and an orange one labeled '确认' (Confirm), which is highlighted with a red box.

图3.2-71



图3.2-72

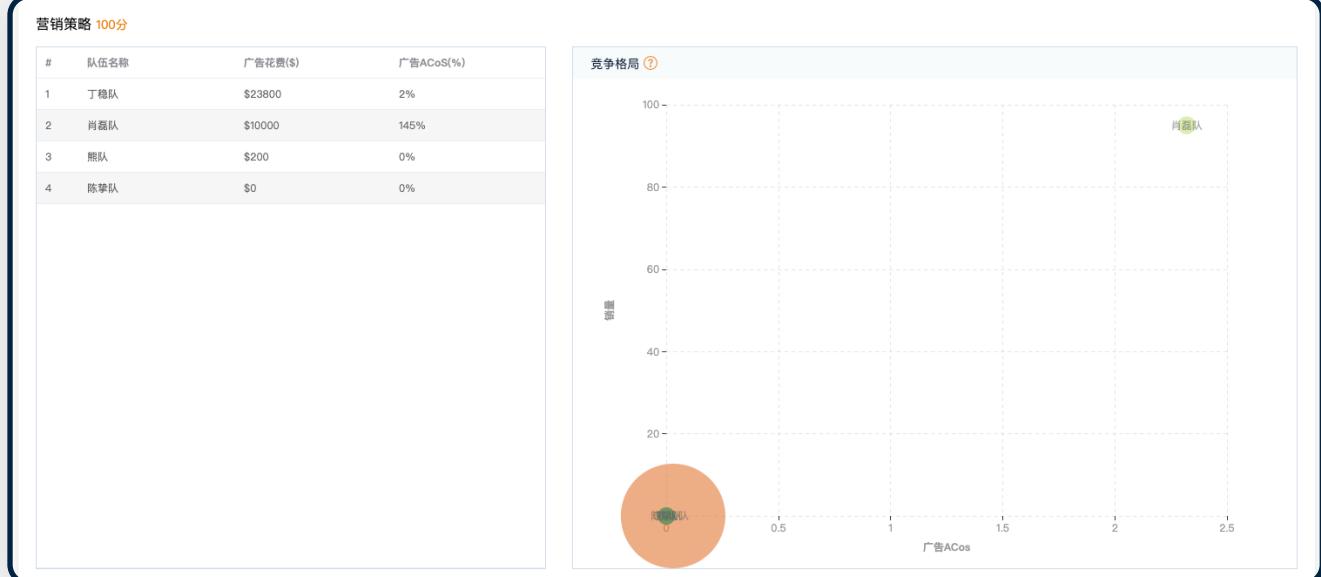
运行24周后结束,可以查看成绩分析,如图3.2-72,可以看到综合得分与成绩雷达图及具体得分详情分析。



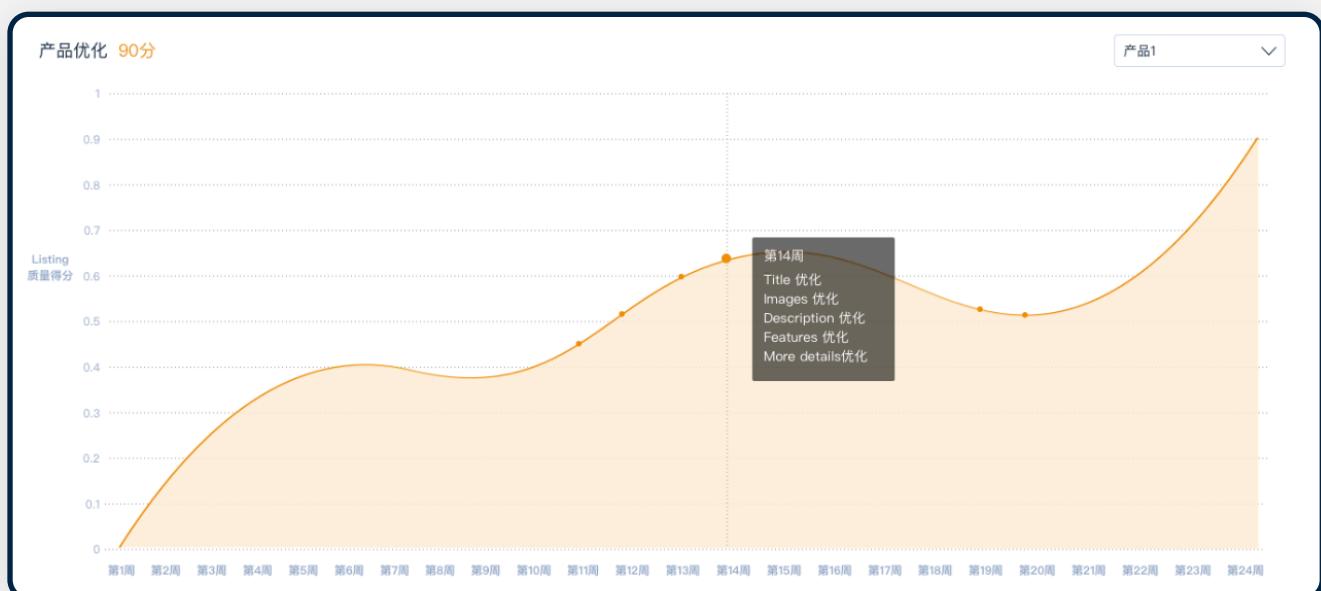
销售业绩: 可以查看资金余额变化曲线与成本分析堆积图、 销量曲线图。



市场分析: 点击右上角可筛选产品, 查看不同产品的市场情况, 包括市场机会评分、市场集中度、市场活跃度、市场竞争壁垒、平均利润率。



营销策略: 可以查看参与实训的队伍广告投放额排名与竞争格局图。



产品优化: 可以查看不同产品的listing质量得分变化折线图。



风控能力 36分

产品侵权个数

3个

操作失误次数

14

断货次数

12

风控能力: 可以查看产品侵权个数、操作失误次数、断货次数.

第4章：补充说明

SellerMotorEDU共发布“跨境电商人才培养一体化系统”产品使用与指导书共七册，“跨境电商虚拟仿真运营实战平台学生使用手册”属于其中一册，如您需要了解“跨境电商人才培养一体化系统多维度权限管理分配机制使用指导书”、“跨境电商理实一体情景化教学平台”、“跨境电商实战决策AI大数据平台”的操作流程请查阅其相应教学指导书与学生使用手册。温馨提示：将七册翻阅了解后更能快速操作产品后台。

最后，感谢您使用本产品，欢迎您提出宝贵意见。



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