Virtual Multipacks: Audit Checklist

Companion to "Amazon Virtual Multipacks: The Post-Launch Audit — Keep, Reprice or Delete the Listings Amazon Made for You (2027 Guide)". Run the full audit once per pack; run the wave check whenever a new pilot wave lands.

The 2-minute wave check (repeat at every new wave)

- Seller Central → Manage All Inventory → filter SKUs for **VMP_**
- Compare the rows against your pack register — any NEW VMP_ ASINs since last check? ☐
- New rows found → run the full audit below for each new pack before it builds sales history
- No new rows → log the date and move on

Full audit — per pack

1. Identify it

- Pack ASIN / SKU (VMP_...) ___ · Single-pack ASIN ___ · Pack size ___
- Add the pack to the audit worksheet / register

2. Content accuracy

- Contents of ONE sellable unit: ___ units/items
- Pack delivers (unit contents × pack size): ___
- Title states the pack count correctly ☐ · Description matches the delivered quantity ☐
- Images show the pack quantity, not the single ☐ · Variation selector is clear ☐
- Checked the SINGLE pack's main image too (seller reports of a pack image appearing there are unconfirmed — look anyway) ☐
- Any fix made ONLY on the Edit virtual multipack page ☐ (never flat files, API or bulk uploads)

3. Price

- Current pack price $___ vs default (single price × pack size) $___
- Same count priced on your other channels $___ · MAP / channel conflict? ☐
- Duplicates your own physical multipack at the same count? ☐

4. Margin (worksheet)

- Referral fee on the FULL pack price ☐ · Fulfilment fee × pack size (per underlying unit!) ☐ · Product cost × pack size ☐
- Margin at current price $___ · at 5% off $___ · at 10% off $___

5. Demand

- Business Reports → Detail Page Sales and Traffic by Child Item, 90 days: Units Ordered ÷ Total Order Items = ___
- Ratio rests on one bulk order? Discard it if so ☐

6. Decision — one per pack

- KEEP — margin and content hold; log it and watch weekly

- REPRICE — set price / pack-only discount on Edit virtual multipack; margin re-checked at the new price
- DELETE — only for packs you would not want back at any price: **a deleted VMP cannot be reactivated during the pilot**

Weekly while packs are live

- Units per order on each parent single — rising, flat, or falling?
- Stock forecast in UNITS, not orders (packs burn several units per order)
- Single-pack return reasons — any new "not as described" / quantity complaints?
- First pack orders reconciled: referral on total price, one fulfilment fee per unit — matches the worksheet?