



Amazing Marketer



Plan-Of-Action (POA) / Letter of Appeal
General Plan-of-Action (POA)



Below is intended plan of action to open your account. Add your details before sending to the Amazon team:

Hello Amazon Team,

I am writing today in regards to the following products (ASIN: XXXXX, XXXXX).

As you may imagine, it was a bit of a shock, to say the least, when I got an email saying our seller account had been suspended.

But shock aside, I do want you to know that even though we might have made mistakes, it is and never will be our intention to hurt our mutual customer by delivering subpar products or services.

We have been selling on Amazon for (Mention duration since you are selling on Amazon) and have sold a total of (Number of products you have sold till date) units and although we do take Amazon customers and this situation very seriously (they are our livelihood, it would be foolish not to do so), the number of units we are talking about, represent a very small percentage of our total business.

After our own investigation with our suppliers and the history of this product, below is our plan of action and the steps we will take to prevent this in the future.

PLAN OF ACTION

1. We have identified the issues that caused the complaints and have implemented steps to resolve those issues. We have also created a plan to prevent similar issues in the future.

2. We have done a full investigation with our suppliers and the Amazon listings (which were not created by us) to make sure that the products we are sourcing are in fact described accurately in the Amazon listing.

3. In each instance where there was a complaint, the customer was fully refunded. To the best of our ability, we have communicated with each customer to understand the problem and to deal with the issue, while offering a sincere apology. We extended our best customer service, refunded orders, replaced items, and paid for shipping costs as per Amazon Guidelines.

4. On each listing where we had a complaint, the FBA inventory has been removed and the listing has been deleted. An investigation was conducted on each item and each listing, in order to discern what the problem was and how it occurred.

5. We assigned an employee to do extensive research on these problems. The returned items were examined, the listings were read carefully, and each supplier was solicited. Because of this research, we learned that there was a problem with our

handling of returns. We also learned that purchases from certain clearance departments within Home Depot can create high risk.

PLAN OF ACTION TO PREVENT FUTURE COMPLAINTS

1. We acquired a warehouse and distribution center.

2. We have been able to procure a warehouse and distribution center that is in a helpful location and will suit our needs well. This building will enable us to have a designated location for returns. All our returns will be collected and organized at one central location, which also gives ample space for investigation.

Furthermore, we have attached to this email at the end, a detailed explanation of each ASIN results from our investigation and detailed plans to prevent this to happen in the future.

We have also attached copies of all the receipts for each ASIN in this claims and details of each transaction.



Amazing Marketer

Supports

Ambitious Sellers

All Over The World



2,000+

Suspended Account
Re-opened



8,000+

Amazon Related
Queries Answered



600+

Sellers Supported

KEEP SELLING, KEEP SMILING!

