



Amazing Marketer



Plan-Of-Action (POA) / Letter of Appeal
Inauthentic Products Claim



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

Hello Team Amazon,

First of all, we sincerely apologies for not being able to follow amazon policies. We accept, solely we are responsible for selling inauthentic product on amazon.

Being a seller on Amazon it is our responsibility to provide best products and services to our valuable customers.

We are responsible for the complaints. We accept that these issues arises due to competitive behavior with other sellers. But intentionally we do not want to provide any inauthentic products to our customers.

As you can check we are selling hundreds of products, But we mentioned generic products in all listings. But these products got listed due to mistake and unintentionally. We really do apologies for this and we avoid these type of mistakes in future.

- Description of the issues that caused the complaints.

We procured products from inauthentic suppliers without proper invoice and it create issue with our valuable customer.

They found product is inauthentic manufactured and packed in same packing as like original one.

To avoid such type of things in future we removed these type of suppliers from our product procurement suppliers list. We will never deal with this type of suppliers in future.

-Following steps has been taken immediately to avoid similar complaints in future.

First of all we deleted listings of these products for forever and destroyed all products in our inventory related to complaints

We removed these types of suppliers who selling inauthentic products or selling branded products without authorization certificate of brand owner from our product procurement suppliers list.

In future we will check brand authorization certificate before procuring any branded product from any supplier.

We will procure products only from authorised supplier and cross check with brand owner regarding supplier before procurement of any branded products.

Above steps will help us in preventing such type of complaints in future.

-Description of how we will handle/ deal with current situation or customer who received inauthentic products.

For now we will refund complete amount of customers without asking products return. Because we know that Amazon is an customer centric company and being a part of Amazon we also like to siphon customer centric attitude to make customer experience better.

So, We decided to refund complete amount of customers , without engaging customers in returning process.

– How we Focus on the types of complaints and how we will prevent them.

In future we will take every single negative feedback seriously and appoint 2 employees to deal with negative feedback or complaint and resolve in appropriate manner.

we will also ask product quality feedback after completion of a single order. This step will help us to maintain best quality every time as well as help us to serve other customers more better.

We will perform weekly review of all listings by help of Amazon listing experts (Services offered by third party.)

We hope above steps are sufficient to provide best services to our valuable customers.

Also, we would like to inform that we have purchased these products from local market without invoices. But we can provide contact details and address of suppliers which are as following.

SUPPLIER DETAILS :

Shop Name : XXXXXXXXXXXXX

Owner Name : XXXXX

Contact Number : XXXXXXXXXXXXX

Shop Address : XXXXXXXXXXXXX

BUYER DETAILS :

Buyer Name : XXXXXXXXXXXXX

Company Name : XXXXXXXXXXXXXXXX

Contact Number : XXXXXXXXXXXXXXXXXXXXXXXX

Address : XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Product Name : XXXXXXXXXXXXXXXXXXXXXXXXXX

Qty : XXXXXX

Our team is still working on future selling and trying to make this Plan of action more effective to avoid such kind of issues in future.

We thanks to Amazon they helped us to give a chance to improve ourself and improve our product quality.

We hope we will get another chance to prove ourself. Kindly reinstate our account we will be grateful to you.

Regards,

(Your Business Name)



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!

