

Channel Strategy and Catalog Workbook

Shopify & Amazon Business Builder

Covers: Module 1: Dual-Channel Strategy; Module 2: Catalog and SKU Architecture.

How to use this file: work through the lessons for each module in the course, then use this workbook to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

Key actions from the lessons

Module 1: Dual-Channel Strategy

Giving Each Channel a Job. Write a one-paragraph role for each channel and a table showing which products and variants are sold on Shopify only, Amazon only, or both.

Customer Ownership and Data Rules. Read the current buyer-communication and packaging-insert policies in your Seller Central account and summarise the rules in five bullet points for your team.

Module 2: Catalog and SKU Architecture

The Product Data Master. Build your product data master with all fields listed above for at least your top five products, and add a change log tab.

SKU Naming, Variants and Barcodes. Write your SKU naming rule, apply it to your full catalogue in the master sheet, and note the barcode status of every variant.

Checklist

- | | |
|--------------------------|---|
| ☐ | Written a role for each channel |
| ☐ | Mapped which products sell on which channel |
| ☐ | Summarised marketplace buyer-communication rules |
| ☐ | Built the product data master for top five products |
| ☐ | Added a change log tab |
| ☐ | Written the SKU naming rule |
| ☐ | Applied SKUs across the catalogue |
| ☐ | Recorded barcode status for each variant |

Worksheet

Role of my Shopify store:

Role of my Amazon presence:

Store-only products or bundles:

Marketplace-only packs:

SKU naming pattern:

Example SKU:

Barcode source:

Template: Product data master (starter)

Fill one row per item. Add rows as needed.

Internal SKU	Parent	Title	Barcode	Weight	Cost	Price S / A

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