etail

Single Item Master SKU

Etail's Building Block for Ecommerce Automation

Unlock the Power of Single Item Master SKUs

✓ Single Point of Truth

Capture all your costs across all suppliers, all fulfillment methods and all channels. Integrated with our powerful repricing engine, you'll win the Buy Box while protecting your margins.

🗑 Eliminate Over & Out of Stocks

Maintain and update accurate inventory levels in real time across channels with no manual intervention. Automatically allocate inventory where and when needed.

🕐 Find Time to Grow

Automate sales history analysis, forecasting, purchase planning and PO creation. Make informed inventory allocation and purchasing decisions while using the time you save to focus on growing your business.

Inventory is the lifeblood of any ecommerce retail business. **Without inventory, you have nothing to sell.**

Inventory management, whether the inventory is in your own warehouse, at FBA, at a 3PL, or at your suppliers, is critical to success. And managing it badly has serious consequences including out of stocks, over stocks, customer complaints and even account suspension.

Etail's Single Item Master SKU is a simple but powerful tool for mastering inventory management through automation, integration and end-to-end visibility to inventory as it moves from supplier to final customer.
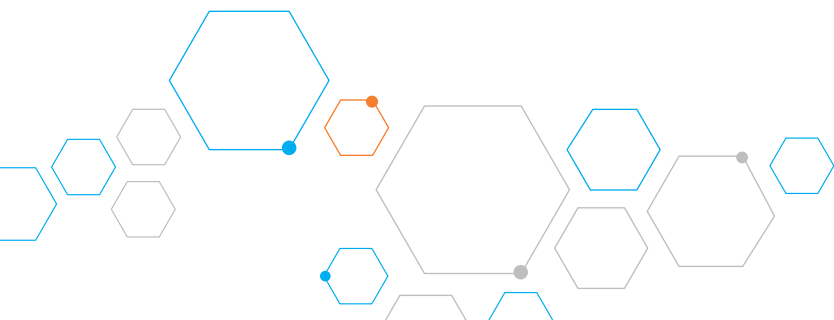
Here's how it works.

Most online merchants offer their products across multiple channels in various configurations. For example, you might offer single pack and a two pack on Amazon, a four pack on eBay and yet another quantity configuration on your own website.

Automate Listing Management

Single item master SKUs provide complete inventory, pricing and purchasing control. Listing SKUs – Etail calls them Channel Records – control the other content and format of individual listings across marketplaces.

Manage complex, high SKU count catalogs with minimal supervision. Retrieve product data from suppliers, configure it and publish to all sales channels in the format each channel requires. Etail lets you save time and scale by automatically ensuring your listings contain accurate, fully attributed product information.

In order to manage listings with different pack counts and the corresponding product data, sellers often create individual SKUs for each configuration. But this makes inventory management nearly impossible.

Activity reports for each listing configuration must be generated and manually aggregated to find out what's been sold, what's in inventory and what to reorder.

Etail's Single Master Item SKU feature avoids this problem by using one SKU per product. This master SKU represents the smallest unit of measure needed for either a sales or purchasing transaction. In fact, it's often a single unit or "each".

Costs and inventory management are controlled at the master SKU level. Pack out and product data such is quantity, price, image weight and description are controlled at the listing level.

When a unit is sold, the Etail platform automatically performs a unit of measure conversion to deduct the right number of "eaches" from available inventory, adjust inventory listings, and issue a purchase order if needed.
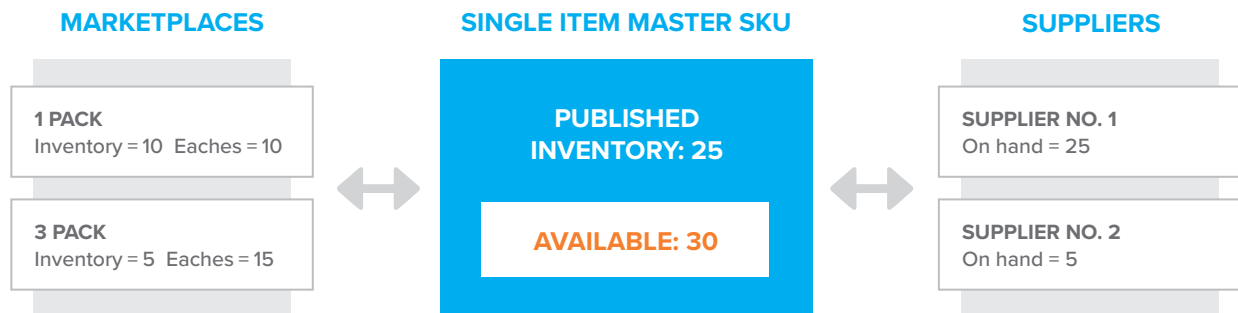
Only when inventory for all listings on all channels leads back to a Single Item Master SKU can you have complete, automated inventory & purchasing control – a single point of truth to power inventory decisions and maximize margins.

Enables Fully Automated Drop Shipping

"I don't see or touch 95% of my orders. That's why I can do 500-600 orders per day. But I couldn't have done it without Etail."

Chris Unangst, Olivabel
Seven-figure ecommerce drop-shipping business run with only one other employee

MARKETPLACES	SINGLE ITEM MASTER SKU	SUPPLIERS
1 PACK Inventory = 10 Eaches = 10	**PUBLISHED INVENTORY: 25**	**SUPPLIER NO. 1** On hand = 25
3 PACK Inventory = 5 Eaches = 15	**AVAILABLE: 30**	**SUPPLIER NO. 2** On hand = 5

Converting inventory listed in the channels to "eaches," then managing them as a Single Item Master SKU, allows for automation, integration with multiple suppliers & end-to-end visibility as inventory moves through sales & supplier channels.

Call **855-840-8400** or visit **etailsolutions.com** to learn more.