

For brands: review a reseller

Use this page privately. Mark each item and record evidence or an open question. A checked item is not a certification of the business.

Partner: _____ Reviewer: _____

1. Business identity

Confirm the reseller's legal business name, registration where applicable, business contact, and public storefront. Record where you checked the information.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

2. Sales channels

Ask which seller accounts, countries, and marketplaces will carry your products. Identify who can approve a change in channel.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

3. Purchasing and traceability

Ask how the reseller records orders, invoices, item identifiers, and any relevant lot or expiry information.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

4. Product presentation

Agree which images and product information may be used, and how incorrect listings or pack sizes will be reported.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

5. Inventory approach

Ask how the reseller plans an opening order, monitors stock, and discusses reorders without promising unsupported volume.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

6. Handling and customer issues

Discuss storage, preparation, damaged goods, returns, and escalation of product safety or quality concerns.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

7. Accountable contact

Identify an order contact and a separate escalation route if needed. Agree realistic response expectations.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

8. Evidence and open questions

Record references or other relevant evidence with permission. Note gaps for follow-up rather than treating a polished website as verification.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

Use page 4 for unresolved items. Keep confidential records in an agreed secure location, not in a public catalog.

For sellers: review a supplier

Use this page privately. Mark each item and record evidence or an open question. A checked item is not a certification of the business.

Partner: _____ Reviewer: _____

1. Identity and contact

Check the supplier's business identity and contact information independently. Confirm unexpected payment-detail changes through a previously verified channel.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

2. Relationship to the brand

Ask whether the supplier is the manufacturer, brand owner, or distributor. Request evidence of its supply relationship and confirm it with the brand when needed.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

3. Permission and eligibility

Document the supplier's stated channel permissions. Separately check your own marketplace selling eligibility and product restrictions before committing funds.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

4. Exact item and pack

Match the brand, identifier, model, variation, condition, and sellable pack to the offer. Do not confuse one retail unit with one shipping case.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

5. Original purchase records

Ask what the supplier's invoice will contain and retain genuine purchase records. Check current marketplace requirements for your situation; this kit does not establish document acceptance.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

6. Price and order terms

Confirm unit price, currency, case quantity, minimum order, payment terms, freight charges, and how long the quote remains valid.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

7. Delivery and condition

Confirm availability, lead time, packaging, expiry or special handling, and the process for shortages, defects, and returns.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

8. Commercial fit

Evaluate the full order cost, likely demand, and capacity to hold inventory. Resolve material uncertainties before choosing whether to proceed.

☐ Checked ☐ Follow-up ☐ N/A Evidence / date: _____

Use page 4 for unresolved items. Keep confidential records in an agreed secure location, not in a public catalog.

Before the first order

Record the discussion, then confirm agreed terms through your normal order process. This worksheet is not a purchase order or contract.

Businesses: _____ Discussion date: _____

Products

Which exact items, variations, sellable packs, and quantities are being ordered?

Permissions

Which channels and territories have been discussed, and what separate marketplace checks remain?

Payment

What are the currency, unit prices, payment timing, freight charges, and quote expiry?

Shipment

Who prepares the order, arranges transport, and communicates delays or shortages?

Records

Who supplies invoices, product information, and any relevant lot or expiry records?

Problems

How will damaged goods, returns, listing errors, and quality concerns be handled?

Follow-up

Who owns each unanswered question, when is it due, and what evidence will close it?

Pause for clarification if identity, payment instructions, channel permission, product condition, or the full cost is still uncertain. Use appropriate professional advice for agreements or tax questions.

Follow-up and reference record

Keep unanswered questions visible. Assign a person and date to each action; only mark it resolved after recording the evidence.

Follow-up 1

Question / concern: _____

Next action: _____

Owner / due date: _____

Resolution evidence / date: _____

Follow-up 2

Question / concern: _____

Next action: _____

Owner / due date: _____

Resolution evidence / date: _____

Follow-up 3

Question / concern: _____

Next action: _____

Owner / due date: _____

Resolution evidence / date: _____

Sources and scope

Amazon: finding and validating wholesalers

<https://sell.amazon.com/blog/how-to-find-wholesalers>

Amazon: categories and products that require approval

<https://sellercentral.amazon.com/help/hub/reference/external/G200333160>

GS1 US: UPCs, barcodes, and product identification

<https://www.gs1us.org/upcs-barcodes-prefixes>

These are Capstone's suggested business checks, not an Amazon-required checklist. Supplier permission does not establish marketplace selling eligibility. Requirements can change; verify them in your own account. Neither a completed kit nor any particular document guarantees approval or results.

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