



# Solving Sales and Stock Challenges: E2E Accounting's Approach to Managing Amazon Operations



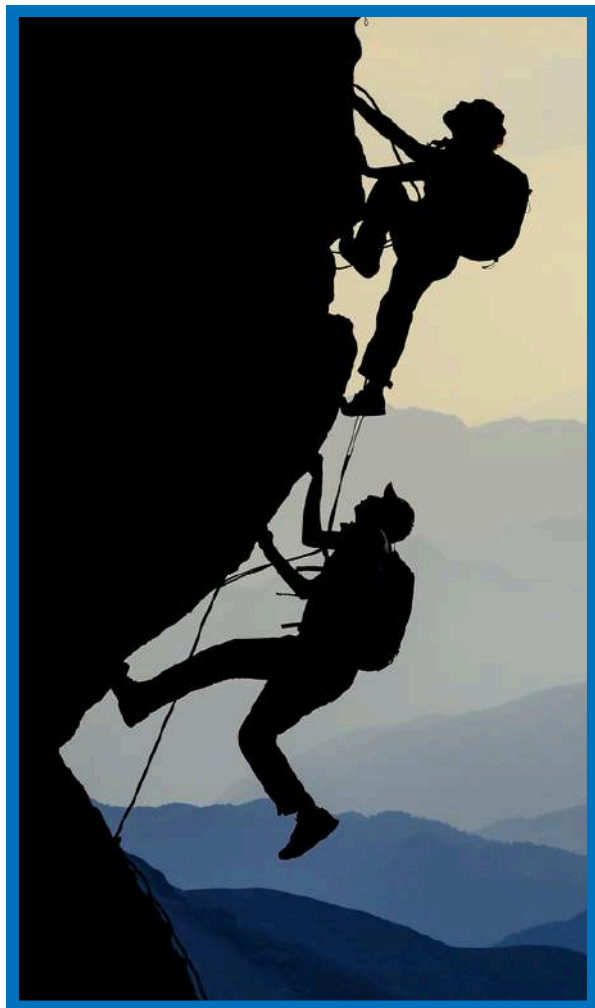
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## Introduction

A client approached E2E Accounting, facing several operational challenges related to updating sales records from Amazon and managing accurate stock valuation. The client needed a reliable solution to ensure that sales and inventory records were correctly reflected in their accounting books, as much of their stock was held with Amazon. E2E Accounting was tasked with resolving these issues to help the client streamline operations and improve financial reporting.

## Identifying the Challenges

- The client needed help updating sales records from multiple Amazon portals in their accounting system, which caused financial discrepancies.
- Stock valuation was a significant concern, as the majority of inventory was stored with Amazon, leading to inaccuracies in reporting.
- The client needed to have standard operating procedures (SOPs) or documentation, making it difficult to standardise processes and manage records efficiently.

## Solutions

- E2E Accounting conducted a comprehensive analysis to identify the specific skill sets needed to address the client's challenges and assigned a dedicated resource to work closely with the end client.
- A customised process was developed to record sales from Amazon statements, ensuring that balances across all Amazon portals were consistent and matched.

**The best accountants  
are the architects of  
financial legacies.**

– Laura Anderson

- A detailed stock valuation report was prepared, integrating warehouse and Amazon-stored inventory for accurate reporting.
- Monthly management reports were tailored to the client's needs, providing clear insights into their financial standing.

## Overcoming the Challenges

- To address the lack of SOPs, a workshop was organised with the client to deepen their understanding of their operational procedures and business needs.
- The client was thoroughly briefed on how processes would be managed on E2E Accounting's end, and the future workflow was outlined clearly to ensure alignment.
- Implementing new processes required ongoing communication and training to ensure the client's comfort with the updated workflow.

## Benefits Achieved To The End Clients

- The introduction of SOPs and clear documentation streamlined the client's processes, significantly reducing the time spent resolving operational queries.
- Accurate stock valuation and real-time cash flow tracking allowed the client to make better forecasting and financial decisions.
- Income and cost of goods sold (COGS) were accurately recorded, improving the client's financial reporting and business transparency.

## Conclusion

E2E Accounting's tailored approach to resolving the client's Amazon sales and stock valuation challenges resulted in greater operational efficiency and improved financial clarity. By establishing a structured process, the client could secure financial capital from institutions and confidently manage their inventory. This case demonstrates E2E Accounting's commitment to delivering customised solutions that drive measurable results for our clients.



**Behind every good  
business is a great  
accountant.**

**– Anonymous**