

# Getting Started with the European Fulfilment Network ('EFN')

## AUDIO:

You can listen via your computer speakers or via telephone, by using the numbers indicated in the 'Audio' section of your control panel. Telephone might provide you with a better sound quality (click 'additional numbers' to get a UK-based number).

## ASKING QUESTIONS:

All attendees are muted but you can send us questions by writing them in the 'Questions' section of your control panel.

## SLIDES/RECORDING:

They will be made available to you in a few days by email.

Recordings and future webinars are also published here:

<http://services.amazon.co.uk/resources/events-webinars/>

- **Reminder about what EFN is**
- **Practical Requirements and Restrictions**
- **Pricing**
- **Live Demo of How to Get Started**
- **Conclusion**
- **Q&A**
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As part of the European Account, FBA sellers can:

- store their inventory in their home marketplace's fulfilment centres
- and fulfil orders coming from **other Amazon EU marketplaces.**



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Check if:

- You understand the [legal and tax requirements](#) of selling in other countries.
- Your product category is **available** on the other marketplaces where you want to sell. (e.g. grocery is for now not available on Amazon.fr).
- Your product category requires prior **approval** in the other marketplaces
- Your products are **suitable** for local buyers' usage (e.g. plugs)
- You can **translate** products' titles and descriptions **if** they don't exist in the local catalogues yet
- You will need a **EUROZONE bank account** for Amazon Italy (and Spain)

## Need to know

- ❑ Buyers in other marketplaces have **Prime** advantages but shipping may require an additional 2 days.



Hot Wheels 20: Geschenkset mit 20 Hot Wheels ( Unterschiedliche Sets, Bild ist nur ein Beispiel )  
von [Mattel](#)  
[Geben Sie die erste Bewertung für diesen Artikel ab](#) [Gefällt mir](#) (0)

Angebot: **EUR 26,99** **Kostenlose Lieferung.** [Details](#)  
Alle Preisangaben inkl. MwSt.

[2 neu](#) ab EUR 26,99

**Auf Lager. Zustellung kann bis zu 2 zusätzliche Tage in Anspruch nehmen.**  
Verkauf durch [Lovely Stuff](#) und [Versand durch Amazon.de](#). Für weitere Informationen klicken Sie bitte auf den Verkäufernamen.

- ❑ For sellers with existing FBA inventory in multiple marketplaces, we **cannot migrate inventory** to a different account/country.
- ❑ You can only store your FBA inventory in your **home marketplace**.
- ❑ You still **need to create offers** for each marketplace or your FBA stock will not be offered for sale on the other marketplaces.

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## Overall Pricing Structure

Germany	France	Italy
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1. Local Amazon Sales Commission



2. Local Amazon FBA Fees



3. Local EFN Fees, fulfilled from the UK:

Fees of the marketplace where you want to sell, NOT the marketplace where your FBA stock is

EFN Fees are on page 5 of the FBA rate card of the marketplace where you want to sell:



EFN Fee:  
Media

€ 2.00

€ 1.70

€ 1.70



EFN Fee:  
Non-Media

€ 2.60

€ 2.40

€ 2.40



EFN Fee:  
Oversize

€ 3.30

€ 2.10

€ 2.10

**FBA AND EFN PROGRAMME FEES**

Download for sales on Amazon in  
[> UK](#) [> Germany](#) [> France](#) [> Italy](#)

**On Amazon.de Fulfilment**

For orders placed on Amazon.de, a fulfilment fee is charged that comprises  
Pick & Pack + Weight Handling

	Dimensions	Weight	Media
<b>Pick &amp; Pack</b> per Unit			€0.85
+			
<b>Weight Handling</b> per Shipment			
Small Envelope (+25 g) <sup>1</sup>	≤ 20x10x1 cm	0 g–50 g	€0.25
Standard Envelope (+ 50 g) <sup>1</sup>	≤ 30x20x2 cm	0 g–500 g	€0.40
Large Envelope (+75 g) <sup>1</sup>	≤ 30x20x5 cm	0 g–1 kg	€0.90
Standard Parcel (+ 125 g) <sup>1</sup>	≤ 45x34x26 cm	0 g–500 g	€1.10
		501 g–2 kg	€1.75
		2 kg–12 kg	€3.00

**On Amazon.fr Fulfilment**

Orders placed on Amazon.fr

Unit Price	less than €350	Zero Fee Fulfilment of units that sell for €350 or more
<b>Order Handling</b> per order	€0.50	€0.00
<b>Pick &amp; Pack</b> per Unit	€0.60	€0.00
<b>Weight Handling</b> per Unit	0 – 249 g	€0.00
	250 g – 499 g	€0.00
	500 g and more	€1.00 + €1.25 per kg above 500 g

**On Amazon.it Fulfilment**

For orders placed on Amazon.it, a fulfilment fee is charged that comprises Order Handling + Pick & Pack + Weight Handling. These rates only apply to orders that are shipped to a domestic address.

<b>Order Handling</b> per order	€1.55	
<b>Pick &amp; Pack</b> per Unit	€1.35	
<b>Weight Handling</b> per Unit	0 g – 1000 g	€0.135 per 100 g
	1001 g and above	€0.18 per 100 g

French fees  
are valid until  
7<sup>th</sup> January  
2013

This is a partial overview, fees are subject to change. Please check the rate cards for full details about the currently applicable fees.

**On Amazon.de Fulfilment**

For orders placed on Amazon.de, a fulfilment fee is charged that comprises Pick & Pack per unit + Weight Handling per shipment

	Dimensions	Weight	Non-Media
<b>Pick &amp; Pack</b> per Unit			€1.35
+			
<b>Weight Handling</b> per Shipment			
Small Envelope (+25 g) <sup>1</sup>	≤ 20x10x1 cm	0 g–50 g	€0.25
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		501 g–2 kg	€1.75
		2 kg–12 kg	€3.00

**On Amazon.fr Fulfilment**

Orders placed on Amazon.fr

Unit Price	less than €350	Zero Fee Fulfilment of units that sell for €350 or more
<b>Order Handling</b> per order	€1.00	€0.00
<b>Pick &amp; Pack</b> per Unit	€0.75	€0.00
<b>Weight Handling</b> per Unit	0 – 249 g	€0.00
	250 g – 499 g	€1.00
	500 g and more	€1.00 € + €1.25 per kg above 500 g

**On Amazon.it Fulfilment**

For orders placed on Amazon.it, a fulfilment fee is charged that comprises Order Handling + Pick & Pack + Weight Handling. These rates only apply to orders that are shipped to a domestic address.

<b>Order Handling</b> per order	€3.60	
<b>Pick &amp; Pack</b> per Unit	€2.50	
<b>Weight Handling</b> per Unit	0 g – 1000 g	€0.135 per 100 g
	1001 g and above	€0.18 per 100 g

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## Example of a non-media product sold on Amazon.de



**Camera sold for 71.90 EUR. Item Weight: 800g. Dimensions: 20x16x18 cm.**

1. Amazon.de 7% Sales Commission	-5.03 EUR
2. Amazon.de FBA Pick and Pack (1 unit x 1.35 EUR)	-1.35 EUR
3. Amazon.de FBA Weight Handling (Total weight with packaging = 925g -> 501g-2kg weight band)	-1.75 EUR
4. Amazon.de EFN Fee, fulfilled from the UK	-2.60 EUR
<b>Total Order Fees</b>	<b>-10.73 EUR</b>

## Example of a media product sold on Amazon.fr



amazon.fr

The Office - Complete Box Set - Import Zone 2 UK  
 Ricky Gervais (Acteur), Martin Freeman (Acteur) | Format : DVD  
 ★★★★★ (1 commentaire client) J'aime (0)



Prix : EUR 15,23 &amp; t

**Temporairement en**  
 Commandez maintenant  
 nous aurons plus d'infor  
 Expédié et vendu par An

2 neufs à partir de EUR



FR Buyer

**DVD sold for 15.23 EUR. Item Weight: 281g. Dimensions: 2.8x18.8x14.2 cm.**

1. Amazon.fr 10.44% Sales Commission  
 + Variable Closing Fee

-2.36 EUR

2. Amazon.fr FBA Order Handling

-0.50 EUR

3. Amazon.fr FBA Pick and Pack  
 (1 unit x 0.60 EUR)

-0.60 EUR

4. Amazon.fr FBA Weight Handling (250-  
 499g weight band)

-1.00 EUR

4. Amazon.fr EFN Fee, fulfilled from the  
 UK

-1.70 EUR

**Total Order Fees**

**-6.16 EUR**

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- ❑ Select the target marketplace in which you want to sell



- ❑ Go into [Account Info](#) to enter your bank account and legal business information
- ❑ Go into [Info & Policies](#) to enter your shop info and terms & conditions
- ❑ Create offers for the products you have in FBA stock and that you want to sell

 A screenshot of the 'Add A Product' section in the Amazon Seller Central interface. The navigation bar includes 'INVENTORY', 'ORDERS', 'STOREFRONT', 'REPORTS', and 'PERFORMANCE'. The main heading is 'Add A Product' with the subtext 'The product you are adding may already exist on Amazon. Search our catalogue for'. Below this is a search box with the placeholder text 'Find it on Amazon' and 'Enter your product name, UPC, EAN, ISBN or ASIN'. A yellow 'Search' button is to the right of the search box. Below the search box, there is a link 'If it is not in Amazon's catalog: Create a new product'.

### Expand Offers Internationally

Conveniently expand your sales with the Amazon Europe Marketplace Account. The Amazon Europe Marketplace: France, Italy and Spain. Below you can choose a source marketplace (for example: Amazon.co.uk). For all the pr Amazon.de), we will generate an Inventory Loader file. [Learn more](#)

#### List From

Choose a source marketplace.

Amazon.co.uk

There are **7** eligible offers in the source marketplace. Only new and active offers are eligible.

#### List To

Choose a target marketplace.

Amazon.fr

Your Selling Status: **0** common offers

- ❑ If you already have the same product in stock in your home marketplace, you will be offered to share the inventory

Vital Info	* Offer	Images	Description	Keywords	More Details
<b>Share your available inventory</b>					
Let's make this even easier. You already have listing(s) for this product in other markets. Would you like to use same SKU and share your inventory levels across marketplaces? <a href="#">Learn More</a>					
<b>Unique Offer:</b>		<input type="radio"/> No, I want this to be separate.			
<b>Existing Offer:</b>		<input checked="" type="radio"/> <b>Condition:</b> New		<b>SKU:</b> 000006617318	
		<b>Marketplace(s):</b> Amazon.co.uk			
		<input type="radio"/> <b>Condition:</b> Used - Good		<b>SKU:</b> mon0000171325	
		<b>Marketplace(s):</b> Amazon.it Amazon.es			
<b>Seller SKU:</b>		<input type="text" value="000006617318"/>			
<small>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</small>					
* <b>Condition:</b>		<input type="text" value="New"/>			

- ❑ For FBA items, just enter your local price and that's it, your stock is live for sale!

Merchant SKU	Title	Condition	Price
<a href="#">000006617318</a>	Gold EAN: 0602498192979 <b>No listing exists for this inventory item.</b> <a href="#">Learn More</a>	New	€ <input type="text"/>

The error message should disappear once the new local offer has synchronised with your FBA physical inventory

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	Advantages	Things to bear in mind
For you as a seller	<ul style="list-style-type: none"> <li>Only one local FBA inventory</li> <li>Reduced (national) inbound costs</li> <li>Easier removals</li> <li>Access to millions of new shoppers</li> <li>Local customer service done by Amazon</li> </ul>	<ul style="list-style-type: none"> <li>Translation work</li> <li>Tax and legal requirements</li> <li>Upload your inventory on the other marketplaces</li> <li>EFN offers are not eligible for next day delivery</li> <li>Price your products with the EFN fee in mind</li> <li>Pick products that foreign buyers will like</li> </ul>
For buyers	<ul style="list-style-type: none"> <li>Extended selection of products</li> <li>Amazon Prime advantages</li> <li>Amazon Customer Service and Returns Centre</li> </ul>	<ul style="list-style-type: none"> <li>Slightly longer delivery</li> </ul>



- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Expand Offers Internationally listing tool](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [Manage Orders Tutorial](#)
- [EFN Help Page](#)
- [FBA and EFN pricing Information](#)
- [FBA Calculator](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)

**Thank you for attending!**

**<http://services.amazon.co.uk/resources/events-webinars/>**

**Try our [promotion](#) and Save 10% on your EFN Fees for Amazon.fr**