

# Get Started and Sell Globally on Amazon



## Agenda

### **INTRODUCTION – What is the interest of selling on Amazon?**

### **PART I – Getting Started**

Account Setup

Listing Overview

Order Management

Performance Management

### **PART II – Sell Globally**

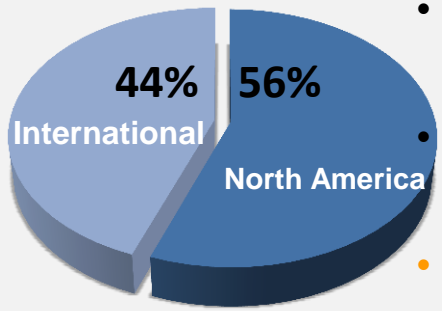
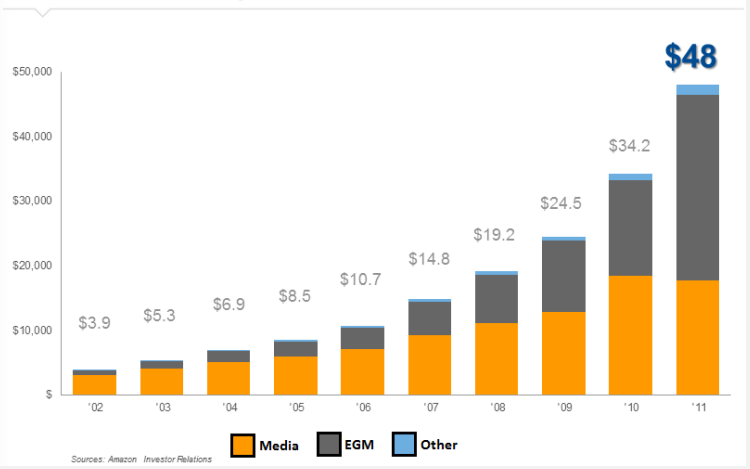
Overview of the European Account

Fulfilment by Amazon and the European Fulfilment Network

Introduction – What is the interest of selling on Amazon?

**Worldwide**

Net Sales History



- Over **164 million active customers** in the last year
- Over **2 million sellers** on Amazon platforms
- **30%** of the total Amazon units were sold by 3rd Party sellers

**Europe**

- ➔ Amazon operates in the **UK, Germany, France, Italy, and Spain** which represent **81% of the estimated \$122 billion online retail spending in Western Europe** in 2011\*
- ➔ Amazon.co.uk receives about 20M unique visitors monthly.
- ➔ Amazon.de receives about 24M unique visitors monthly.
- ➔ Amazon.fr receives about 13M unique visitors monthly.

**Whether selling one item or millions, Selling on Amazon is a **low-cost, low investment, incremental sales channel.****

Introduction – Where to register as a Pro Seller?

<http://services.amazon.co.uk/>

Sell a lot **PRO**

Up to  
3 months  
subscription  
**FREE**\*

- Ideal if you sell more than 35 units a month
- Fulfilment by Amazon enabled
- Sell in 25 product categories
- **Create new products**
- **Load & track inventory in bulk**
- **Eligible for featured seller status**
- £25.00/mth subscription (Cancel anytime) + per-item seller fees (VAT exclusive)

Start selling

View eligible categories

❑ **During the registration process, please have at hand:**

- Your business contact information
- If VAT registered, your VAT registration details
- A UK or internationally-chargeable credit card
- A phone number where you can be reached

How it works:



## Agenda

# INTRODUCTION – What is the interest of selling on Amazon?

## PART I – Getting Started

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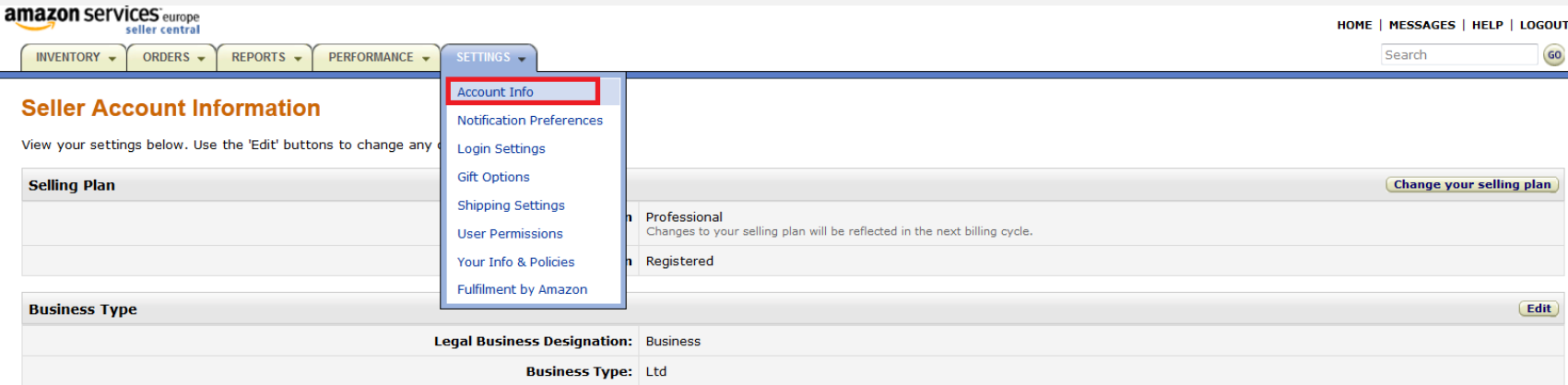
## PART II – Sell Globally

Overview of the European Account

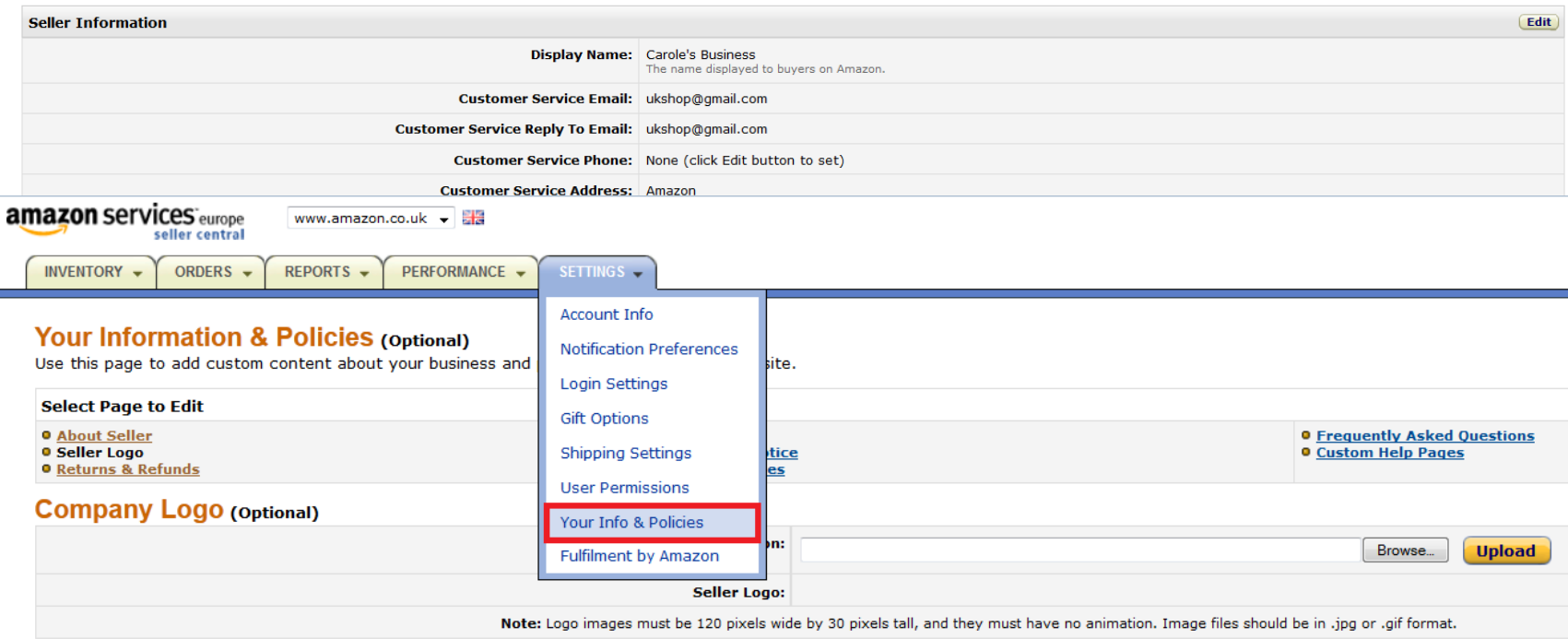
Fulfilment by Amazon and the European Fulfilment Network

- **Seller Central's [Account Info](#) allows you to enter basic information about your business such as :**
  - Legal Business Designation (ex: Ltd.)
  - Amazon Shop Name, Customer Service>Returns contact details
  - Place of Establishment and VAT registration number
  - Charge Method (your credit card in case of negative balance)
  - Deposit Method (your bank account – in GBP, USD or EUR to receive our payments)
- **The [Info and Policies](#) section allows you to add custom content about your business such as your logo or company history.**
- **You may be legally required to provide content about your business to comply with national laws.**

### Accessing your account's details in Seller Central:

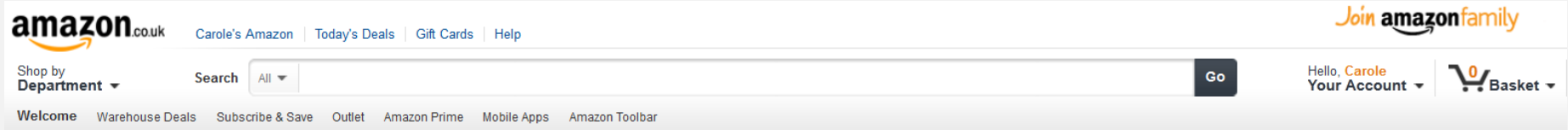


The screenshot shows the 'Seller Account Information' page in Seller Central. The 'SETTINGS' dropdown menu is open, with 'Account Info' highlighted in red. The page content includes sections for 'Selling Plan', 'Business Type', and 'Seller Information'. The 'Business Type' section shows 'Legal Business Designation: Business' and 'Business Type: Ltd'. The 'Seller Information' section shows 'Display Name: Carole's Business', 'Customer Service Email: ukshop@gmail.com', 'Customer Service Reply To Email: ukshop@gmail.com', 'Customer Service Phone: None', and 'Customer Service Address: Amazon'. There are 'Edit' buttons for each section.



The screenshot shows the 'Your Information & Policies' page in Seller Central. The 'SETTINGS' dropdown menu is open, with 'Your Info & Policies' highlighted in red. The page content includes sections for 'Select Page to Edit' (with links for 'About Seller', 'Seller Logo', and 'Returns & Refunds') and 'Company Logo (Optional)'. The 'Company Logo' section has a 'Seller Logo' field with a 'Browse...' button and an 'Upload' button. A note at the bottom states: 'Note: Logo images must be 120 pixels wide by 30 pixels tall, and they must have no animation. Image files should be in .jpg or .gif format.'

Your account's details as they appear to buyers on the Amazon website:



The screenshot shows the top navigation bar of the Amazon.co.uk website. On the left is the Amazon logo and 'amazon.co.uk'. In the center are links for 'Carole's Amazon', 'Today's Deals', 'Gift Cards', and 'Help'. On the right is the 'Join amazonfamily' logo. Below this is a search bar with a 'Go' button, and a user greeting 'Hello, Carole Your Account' next to a shopping basket icon showing '0' items. A secondary navigation bar contains links for 'Welcome', 'Warehouse Deals', 'Subscribe & Save', 'Outlet', 'Amazon Prime', 'Mobile Apps', and 'Amazon Toolbar'.

### Carole's Business - Details

Store front: [www.amazon.co.uk/shops/A1DTGFN6RO](http://www.amazon.co.uk/shops/A1DTGFN6RO)

- [Delivery Rates](#)
- [Dispatch Policies](#)
- [Tax Information](#)
- [Privacy & Security](#)
- [Returns and Refunds](#)
- [Detailed Seller Information](#)

For questions regarding products, order delivery, or returns, please contact [Carole's Business Customer Service](#).

For questions about a charge that has been made to your credit card, please [contact Amazon](#). For questions about how to place an order, [search Amazon Help](#).

**Recent Feedback:**  
 Just Launched (No feedback yet.)

**Detailed Seller Information**

**Business Name:** Carole Henry  
**Business Type:** Ltd  
**Customer Services Address:**  
 Amazon  
 rue Plaetis  
 Luxembourg  
 2338  
 LU

**Business Address:**  
 5 Rue Plaetis  
 Luxembourg  
 2338  
 LU

### About Carole's Business

Carole's Business is committed to providing each customer with the highest standard of customer service.

[Top of Page](#)

### Carole's Business Delivery Rates

Listed below are delivery details for Carole's Business, including the geographies delivered to, the service level offered, and the prices charged. Note that media rates are based on dispatching a single item Purchasing multiple media items results in multiple delivery charges.

#### ▼ Delivery rates for all products (excluding Books, Music, Video and DVD)

UK Street	ETA	Standard
		3 - 5 days
	per Item	£0.00
	per Weight (kgs)	£0.48

PART I Account Setup – Shipping Settings

- You can define your own [Shipping Settings](#) for your Seller Central account (exception for Books, Music, Video, DVD)
- Different calculation methods are available:

**Set Shipping Model**

Choose the shipping model that best suits your needs [Learn more.](#)

**Shipping Model:**

- Price Banded  
Shipping rate is determined by the total cost of the order ([Learn more.](#))
- Per Shipment/Weight Based  
Shipping rate includes a fixed charge per order, plus an additional charge per item or per kilogram ([Learn more.](#))

- Various shipping regions are available:

**Standard Regions & Service Levels**

	Standard	Expedited
UK Street	<input checked="" type="checkbox"/> 3 - 5 days	<input type="checkbox"/> 1 - 2 days
UK PO Box	<input checked="" type="checkbox"/> 3 - 5 days	
BFPO	<input checked="" type="checkbox"/> 3 - 5 days	
UK Off-Mainland *DISABLED*	<input checked="" type="checkbox"/> 3 - 5 days	
Europe Zone 1	<input checked="" type="checkbox"/> 3 - 7 days	
Europe Zone 2	<input checked="" type="checkbox"/> 3 - 7 days	
Europe Zone 3	<input checked="" type="checkbox"/> 8 - 12 days	
North America	<input type="checkbox"/> 6 - 10 days	
Japan	<input type="checkbox"/> 6 - 10 days	
Australia and Far East Asia	<input type="checkbox"/> 8 - 12 days	
M@ UK - Rest of World (ROW)	<input type="checkbox"/> 8 - 12 days	

PART I Account Setup – Shipping Settings

Accessing your account's **Shipping Settings** in Seller Central:

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | **SETTINGS** | Search | GO

- Account Info
- Notification Preferences
- Login Settings
- Gift Options
- Shipping Settings**
- User Permissions
- Your Info & Policies
- Fulfilment by Amazon

**Current Shipping Rates and Settings**  
Listed below are your current shipping settings, including the geographic regions you ship to, the shipping rates you charge, and the prices you charge. [Learn more.](#)

In general, all shipping prices should be inclusive of applicable VAT.

**Ships From Location** Edit

Shipping Country: United Kingdom

**Your Per Item/Weight Based Model** Change Shipping Model Edit

Your shipping model determines the rules that Amazon uses to calculate shipping charges for your products other than Books, Music, Video and DVD. Supported shipping models include Price Banded and Per Item/Weight Based. [Learn more.](#)

Standard Shipping Rates	Rate Components	Service Levels	
		Standard	Expedited
UK Street	ETA	3 - 5 days	1 - 2 days
	per Weight (kgs)	£0.48	---
	per Shipment	£3.91	---
UK PO Box	ETA	3 - 5 days	---
	per Weight (kgs)	£0.48	---
	per Shipment	£3.91	---
BFPO	ETA	3 - 5 days	---
	per Weight (kgs)	£0.50	---
	per Shipment	£4.00	---
UK Off-Mainland *DISABLED*	ETA	3 - 5 days	---
	per Weight (kgs)	£0.50	---
	per Shipment	£4.00	---

- **Bar Codes**

- What is a bar code?
- Why does Amazon require bar codes?
- Which bar code types are supported?

- **Listing technologies**

- 1x1 (“add a product”)
- Product templates (“Flat Files”)
- AMTU/MWS automation: more information here:  
<https://developer.amazonservices.co.uk/>

PART I Listing Overview – Create a new item with the 1x1 GUI

Product that does exist

- INVENTORY
- ORDERS
- STOREFRONT
- REPORTS
- PERFORMANCE
- SETTINGS

- Manage Inventory
- Manage FBA Inventory
- Add a Product
- Upload Products & Inventory
- Download Inventory File
- Manage Promotions
- Manage FBA Shipments

Search for a product on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

Search


If it is not in Amazon's catalog: [Create a new product](#)


**Amazon Webstore**  
From zero to Amazon Webstore in just a few clicks. [Learn more](#)


Advertisement


- Narrow your results**
- Category**
- All Categories**
- [PC & Video Games](#) (11)
  - [Music](#) (7)
  - [Books](#) (37)
  - [MP3 Downloads](#) (31)
  - [Toys & Games](#) (2)
  - [Electronics & Photo](#) (1)
  - [Health & Beauty](#) (1)
  - [Lighting](#) (1)


1 to 10 of 50 Results 1 2 3 4 5 of 5 .Next


- Results on Amazon.co.uk**
- 


**Jet Set Radio**  
UPC:49880...6019  
[See all product details](#) [Sell yours](#)
  - 

**Jet Set Radio Future**  
[See all product details](#) [Sell yours](#)
  - 

**Sega Visual Memory Unit (Dreamcast)**  
UPC:010086501216  
[See all product details](#) [Sell yours](#)
  - 

**Jetsetpedia - Characters: Jet Set Radio Character, Jet Set Radio Future Character, Villians, Akumu, Beat, Boogie, Captain Onishima, Clutch, Coin**  
ISBN:1234847590  
[See all product details](#) [Sell yours](#)
  - 

**JSRF Jet Set Radio Future [Japan Import]**  
[See all product details](#) [Sell yours](#)
  - 


**Jet Set Radio**  
[See all product details](#) [Sell yours](#)
  - 

**Dreamcast Ultimate Pack, Includes: MSR, Jet Set Radio, Virtua Fighter 3 and Visual Memory Unit.**  
[See all product details](#) [Sell yours](#)

PART I Listing Overview – Create a new item with the 1x1 GUI



**Amazon Product Summary**



**Jet Set Radio**  
[View amazon detail page](#)

**ASIN:** B00004XQWB

**Competing Marketplace Offers**

- 8** [New](#) from £2.85 + £0.00 delivery
- 21** [All](#) from £0.29 + £2.03 delivery
- 13** [Used](#) from £0.29 + £2.03 delivery

**List Price**  
**£8.33**

**Amazon Sales Rank**  
**2,096**

Vital Info \* Offer Images Description Keywords More Details

**Seller SKU:**

(Unique Identifier. If you don't enter a SKU we'll create one for you.)

**\* Condition:** Select -

**Condition Note:**

(Add your comments about the condition)

2000 bytes left  
Example: Dust cover missing. Some scratches on the front.

amazon services europe seller central www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

- INVENTORY
- ORDERS
- STOREFRONT
- REPORTS
- PERFORMANCE
- SETTINGS

- Manage Inventory
- Manage FBA Inventory
- Add a Product
- Upload Products & Inventory
- Download Inventory File
- Manage Promotions
- Manage FBA Shipments

All Inventory View | [Inventory Amazon Fulfil](#) | [Shipping Queue](#)

= Low Price for all listings

Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price +Delivery NEW	Low Price +Delivery NEW	Fulfilled By
<input type="checkbox"/> Actions	Inactive	220208-00181	B00004XQWB	Jet Set Radio [Sega Dreamcast]	10/02/2012 21:26:51	AFN	New	£11.90 -	£ 0.29 + £ 2.03	Amazon
<input type="checkbox"/> Actions	Inactive	GAM-260610-057	B0035LQOFG	Dance Dance Revolution Hottest Party 2 - Nintendo Wii - FR [Nintendo Wii]	10/02/2012 21:26:48	AFN	New	£24.90 -	-	Amazon
<input type="checkbox"/> Actions	Inactive	VI-R9L6-RE27	B001J2YOPA	UbiArt.Tovz - Smile [Nintendo Wii]	10/02/2012 21:26:46	AFN	New	£11.90 -	£ 4.99 + £ 0.00	Amazon
<input type="checkbox"/> Actions	Inactive	WB-JQUV-48PO	B001ISKHLU	The Simpsons Limited Edition 9 Figure Collector Pack [Series 1 - Evergreen Terrace]	10/02/2012 21:26:42	AFN	New	£29.90 -	£ 32.22 + £ 5.75	Amazon
<input type="checkbox"/> Actions	Inactive	ACC-191009-098	B0018CE0R4	2-TECH headset adapter compatible with X-Box 360 [Xbox 360]	10/02/2012 21:26:39	AFN	New	£11.90 -	£ 4.99 + £ 0.00	Amazon

# PART I Listing Overview – Create a new item with the 1x1 GUI

*Product that doesn't exist*

- INVENTORY
- ORDERS
- STOREFRONT
- REPORTS
- PERFORMANCE
- SETTINGS

Merchant:

## Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

### Find it on Amazon

5654457385323

If it is not in Amazon's catalog:

[Create a new product](#)

### Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

### Find it on Amazon

The product you are adding may already exist on Amazon:

[Find it on Amazon](#)

We could not find any products for: **5654457385323**

Suggestions:

- » Did you try searching by ISBN, UPC, EAN, or ASIN? [What's this?](#)
- » Make sure that all words are spelled correctly.
- » Try different words.
- » [Create a new product](#)

### Browse for your product's category

#### All Product Categories

- Apparel (1)
- Auto Accessory
- Auto Parts
- Baby Product
- Bed and Bath
- Console & Video Games
- Consumer Electronics (16)
- Educational Supplies
- Home Furniture & Décor (1)
- Home Lighting & Lamps

## PART I Listing Overview – Create a new item with the 1x1 GUI

- \* Vital Info
- \* Offer
- Images
- Description
- Keywords
- More Details

All Product Categories > Console & Video Games Next

<b>* Item Name (aka Title):</b> <small>(Max. 250 characters)</small>	<input type="text"/> <small>Example: Gears Of War, Halo 3 Limited Edition, The Legend of Zelda: Twilight Princess</small>
<b>* Manufacturer:</b>	<input type="text"/> <small>Example: Sony, Kitchen Aid, Microsoft</small>
<b>* BBFC Rating:</b>	- Select -
<b>* Hardware Platform:</b> <small>(Specifies which computer hardware platform is compatible with software related products.)</small>	- Select -
<b>Brand Name:</b> <small>(Max. 50 characters)</small>	<input type="text"/> <small>Example: Sonny Brook Hams</small>
<b>Manufacturer Part Number:</b> <small>(For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)</small>	<input type="text"/> <small>Example: LE</small>
<b>* EAN or UPC:</b>	<input type="text"/>
<b>EU Toys Safety Directive Age-specific warning:</b> <small>(Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)</small>	- Select -
<b>EU Toys Safety Directive Non-Age-specific warning:</b> <small>(Non-Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)</small>	- Select - - Select - - Select - - Select - - Select - <a href="#">Add More</a> <a href="#">Remove Last</a>
<b>EU Toys Safety Directive language warning:</b> <small>(Language warning in accordance with the EU Toys Safety Directive 2009/48/EC)</small>	- Select - - Select - - Select - - Select - - Select - <a href="#">Add More</a> <a href="#">Remove Last</a>
<b>Recommended Browse Nodes:</b>	Product's current browse nodes: <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"><p>No node selected.</p><hr/><p>No node selected.</p></div> <input type="button" value="Change"/>

## PART I Listing Overview – Assigning a product category

**Recommended Browse Nodes:**

Product's current browse nodes:

- [REMOVE](#)
 PC & Video Games

---

- [REMOVE](#)
 PC & Video Games > Games

[Collapse](#)

Based on what you told us about this item, these are likely the best places to sell

Select your browse node from the categories below

[ADD NODE](#)
[PC & Video Games](#) > Games

<ul style="list-style-type: none"> <li><a href="#">Action &amp; Shooter</a></li> <li><a href="#">Adventure</a></li> <li><a href="#">Arcade &amp; Platform</a></li> <li><a href="#">Board, Card &amp; Casino</a></li> <li><a href="#">Children's</a></li> <li><a href="#">Education &amp; Reference</a></li> <li><a href="#">Fighting</a></li> <li><a href="#">Fitness</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Music &amp; Dancing</a></li> <li><a href="#">Puzzle</a></li> <li><a href="#">Quiz &amp; Trivia</a></li> <li><a href="#">Racing</a></li> <li><a href="#">Role Playing</a></li> <li><a href="#">Simulation (4)</a></li> <li><a href="#">Sports (14)</a></li> <li><a href="#">Strategy (6)</a></li> </ul>
--	---

[Next](#)

[Cancel](#)

[Save and finish](#)

- **Some product categories require Amazon pre-approval before you can list your offers for these categories**

- **These product categories include**

- Health and Beauty Care
- Watches
- Jewellery
- Apparel
- Grocery

#### Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

#### Find it on amazon.co.uk

If it is not in Amazon's catalog:

#### Narrow your results

##### Category

All Categories

[Kitchen](#) (48)

[Electronics](#) (513)

[Toys](#) (2)

1 to 10 of 584 Results

1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) of 59 [Next](#)

#### Results on www.amazon.co.uk



Casio Wave Ceptor  
Radio Controlled Clock  
DQD120B-8AEF  
[See all product details](#)

Sorry, you are not  
authorized to sell  
this product.  
[\(Why?\)](#).

- Contact [seller support](#) to request approval

- **You can manage your orders**
  - via Seller Central
  - per file interface (Flat File, XML)
- **Order data will appear**
  - in your Seller Central account
  - in your order confirmation email
  - in your order report
- **Order Holdback Window**
  - duration: about 30 minutes
  - customers can cancel / modify their orders during this time span
  - after Order Holdback Window has passed, order will be visible to the seller.

PART I Order Management – Managing Orders

You can **confirm, cancel, refund, print packing slip** or **buy delivery** for an order

- INVENTORY
- ORDERS
- STOREFRONT
- REPORTS
- PERFORMANCE
- SETTINGS

Search  GO

Merchant: **Manage O**

- Manage Orders
- Order Reports
- Upload Order Related Files

**Amazon Webstore**  
From zero to Amazon Webstore in just a few clicks. [Learn more](#)  
Advertisement

Date Range: last 7 days Search Advanced Search

Total unshipped: 16 orders | Seller fulfilled pending: 39 orders

All orders placed in the last 7 day(s) on all sales channels [Clear all filters](#)

Orders 1 - 15 of 2053

Jump to page:  GO

1 2 3 4 5 6 7 8 9 10 ... 137 Next

Print packing slips for selected orders

<input type="checkbox"/>	Order Date	Sales Channel	Fulfilment Channel	Order ID/Product Details	Contact Buyer	Shipping Service	Status	Estimated Delivery	Action
<input type="checkbox"/>	11 Jun 2012 09:03:27 BDT	Amazon.co.uk	Merchant	<a href="#">203-9894585-57</a> Westcott Left handed Children's Scissors, LEFTY, with cm scale, blunt ends QTY: 1 ASIN: B0043ER6 SKU: X10		Standard	Unshipped (1)	15 Jun 2012 to 19 Jun 2012	<input type="button" value="Print packing slip"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Buy delivery"/> <input type="button" value="Cancel order"/>
<input type="checkbox"/>	11 Jun 2012 07:26:37 BDT	Amazon.co.uk	Merchant	<a href="#">203-5147223-52</a> Snazaroo Face Paint Brushes QTY: 1 ASIN: B0020E2 SKU: g16		Standard	Unshipped (1)	15 Jun 2012 to 19 Jun 2012	<input type="button" value="Print packing slip"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Buy delivery"/> <input type="button" value="Cancel order"/>
<input type="checkbox"/>	11 Jun 2012 09:12:51 BDT	Amazon.co.uk	Merchant	<a href="#">203-2676194-S6</a> Das 500g Air-Hardening Modelling Clay White QTY: 1 ASIN: B000J445 SKU: MS3		Standard	Unshipped (1)	15 Jun 2012 to 19 Jun 2012	<input type="button" value="Print packing slip"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Buy delivery"/> <input type="button" value="Cancel order"/>

PART I Order Management - Monitor your Customer Metrics

Monitor your Order Defect Rate:

amazon services europe seller central | www.amazon.co.uk | HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Merchant: **Customer Metrics**

Customer Metrics

You can check this page for information that indicates how well your business is performing in terms of customer satisfaction [Learn more](#)

Summary | Performance Over Time | Performance By Product Line

Performance Checklist				
Order Defect Rate	Cancellation Rate	Late Dispatch Rate	Policy Violations	Contact Response Time
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

**Notifications**

- [Warning: Notice of Intellectual Property...](#) 26/04/2012
- [Selling on Amazon: Responding to...](#) 02/03/2012
- [Selling on Amazon: Responding to...](#) 16/02/2012

[Unread \(8\) | All](#)

Order Defect Rate	Short Term (23 Mar 2012 to 22 May 2012) Orders: 14,558	Long Term (7 Feb 2012 to 7 May 2012) Orders: 23,441	Target
Order Defect Rate	0.26% (38/14,558)	0.29% (67/23,441)	< 1%
- Negative Feedback Rate	0.2% (29)	0.21% (49)	--
- Filed A-to-z Claim Rate	0.08% (12)	0.1% (24)	--
- Service Chargeback Rate	0% (0)	0% (0)	--

Recent Customer Metrics Data	7 days (30 May 2012 to 6 Jun 2012) Orders: 2,447	30 days (7 May 2012 to 6 Jun 2012) Orders: 9,135	90 days (8 Mar 2012 to 6 Jun 2012) Orders: 23,609	Target
Pre-fulfilment Cancel Rate	0.04% (1)	0.01% (1)	0.01% (2)	< 2.5%
Late Dispatch Rate	0% (0)	0% (0)	0.01% (2)	< 5%
Refund Rate	0.25% (6)	0.34% (31)	0.56% (132)	--

Buyer-Seller Contact Response Time	7 days (31 May 2012 to 7 Jun 2012)	30 days (8 May 2012 to 7 Jun 2012)	90 days (9 Mar 2012 to 7 Jun 2012)	Target
Average response time	2 days 2 hours	1 day 23 hours	1 day 18 hours	--
Messages without a response	15% (8)	4% (14)	3% (24)	--
Response times under 24 hours	38% (20)	36% (127)	48% (407)	> 90%

PART I Order Management – Business Reports

Get detailed and personalised Business Reports:

INVENTORY ORDERS STOREFRONT **REPORTS** PERFORMANCE SETTINGS

Search  GO

**Business Reports**

- Payments
- Amazon Selling Coach
- Business Reports**
- Fulfilment by Amazon

**Sales Dashboard**  
Tell us what you think

Date: Year to date - 22 Oct 2012

Last updated 22 October 2012 11:08:24 BDT

**Sales snapshot**

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>22,292</b>	<b>22,689</b>	<b>£330,244.45</b>	<b>1.02</b>	<b>£14.81</b>

**Compare sales**

Units ordered

Ordered product sales

Compare  This year  Last year

## Agenda

### **INTRODUCTION – What is the interest of selling on Amazon?**

### **PART I – Getting Started**

Account Setup

Listing Overview

Order Management

Performance Management

### **PART II – Sell Globally**

Overview of the European Account

Fulfilment by Amazon and the European Fulfilment Network

With the [Europe Marketplaces Account](#), you can:

- list your offers on **multiple European Amazon Marketplaces** and
- reach millions of **new shoppers**



## Overview of the Europe Marketplaces Account

- ✓ Check that you are allowed and able to sell your products in the new marketplaces.
- ✓ Personalize your Account Info for each marketplace, including your bank account details if necessary.
- ✓ Check if your products already have product pages (ASINs) or not in the other marketplaces' catalogues using our '[Expand Offers](#)' tool.
- ✓ If the product pages already exist, you can just upload your offers with local prices. Your quantity in stock will be synchronized across marketplaces.
- ✓ If the product pages do not exist yet, you will have to create new product pages, using the local language of each marketplace. You can re-use your SKUs/EANs to synchronise the quantity in stock across marketplaces.

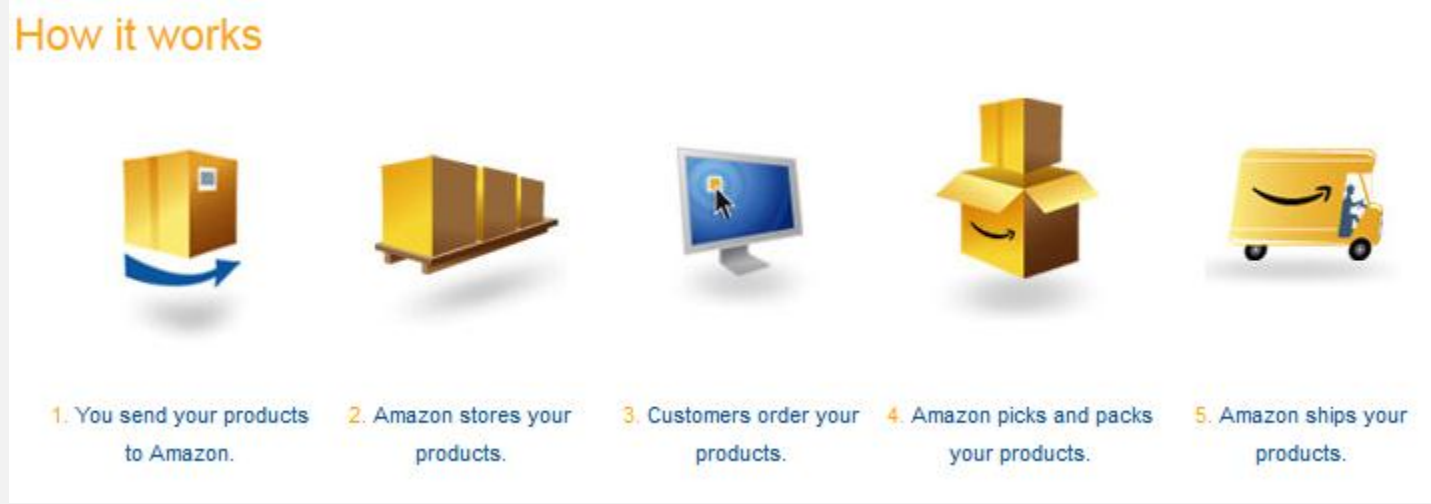
### Expand Offers Internationally

Conveniently expand your sales with the Amazon Europe Marketplace Account. The Amazon Europe Marketplaces account provides you with access to millions of customers across the five Amazon Marketplaces in the UK, Germany, France, Italy and Spain. Below, you can choose a source marketplace (for example: Amazon.co.uk). For all the products that you are selling in that marketplace and for which a product detail page exists in the target marketplace (e.g. Amazon.de), we will generate an Inventory Loader file. [Learn more](#)

<b>List From</b> Choose a source marketplace.	<b>List To</b> Choose a target marketplace.	<b>Expand Offers Internationally</b> Request a file that matches your offers in the source marketplace to existing detail pages in the target marketplace.
<input type="text" value="Amazon.de"/>	<input type="text" value="Amazon.fr"/>	<input type="button" value="Create Request"/>
Your Selling Status: 3 offers	Your Selling Status: 1 common offers	<a href="#">Hide advanced options</a>
		<b>Product Category</b> <input type="text" value="All"/>
		<b>Pricing Option</b> Prefill price field (add/subtract percentage). <input type="text" value="0"/> %
		<small>We will prefill the target marketplace price by changing the source marketplace price by the above percentage and if applicable, convert the currency.</small>

## How can FBA help you fulfil orders across the EU?

Reminder on how Fulfilment by Amazon works:



Reminder on Fulfilment by Amazon benefits:

**FREE Super Saver Delivery**

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www.amazon.co.uk

£26.20 FREE Super Saver Shipping

£23.20 + £5.95 shipping

**Your Customers are Amazon Customers**

www.yourstore.co.uk

www.amazon.co.uk

www.ebay.co.uk

With the [European Fulfilment Network](#), “Fulfilment by Amazon” sellers can:

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



\* Fulfilment by Amazon isn't available for amazon.es

## The FBA Export Options for orders on Amazon

With the “Fulfilment by Amazon” [Export](#) Options, sellers can decide to:

- Make their FBA offers available to buyers located in the **27 EU countries**
- Make their **Media** FBA offers available **worldwide**



\* Fulfilment by Amazon isn't available for amazon.es

## The FBA Export Option for Multi-Channel orders

With the Multi-Channel Fulfilment [Export](#) Option, sellers can decide to:

- Use their FBA stock to fulfil orders from non-Amazon sales channels
- Have those orders shipped to non-Amazon buyers located in the **27 EU countries**



**Any questions?**

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INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search  GO

Help

What can we help you with?

Search Help

Popular searches: fees, refund, fba manual, removal order, inventory

- Table of Contents**
- > Account Settings
  - > Manage Inventory
  - > Track Orders
  - > Payments
  - > Refunds, Cancellations & Claims
  - > Monitor Feedback & Performance
  - > Increase Sales
  - > Fulfilment by Amazon
  - > XML Automation & Integration

- Popular Topics**
- Pallet Requirements
  - FBA Fees
  - Multi-Channel Fulfilment Listings
  - FBA Returns
  - FBA Product Restrictions
  - Create Shipment

- Managing Items and Inventory**
- Using Inventory Files
  - Inventory File Templates
  - Browse Tree Guides
  - Error Code Explanations
  - Matching Your Products on Amazon
  - Creating Parent/Child Product Relationships
  - Size Options Not Showing on Product Detail Pages?

- Fulfilment by Amazon (FBA)**
- Shipping Inventory to Amazon
  - Packaging Requirements

**Shortcuts**

I need help with:

Select a topic

- Policies and Agreements
- Your Case Log

- New Seller?**
- Getting Started Guide
  - Video Workshop
  - New Sellers
  - Important Info for International Sellers

**Can't find the answer?**

Contact Seller Support

You can contact us by email or by phone to get help when managing your seller account

[Sell on Amazon Registration Page](#)

[Sell on Amazon FAQ](#)

[European Account FAQ](#)

[Fulfilment by Amazon Information Page](#)

[Marketplace Web Services APIs](#)

[Getting Started PDF Guide](#)

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# Thank you!

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**You sell it, we ship it.**

With Fulfilment by Amazon (FBA) you store your products in Amazon's fulfilment centre, and we directly pick, pack and deliver them on your behalf, as well as provide customer service. [Learn More](#)

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