

Sell on Amazon - Webinar



Frequently Asked Questions on the European Marketplaces Account

February 19th 2013

- **Introduction**
- **Frequently Asked Questions**
 - Account settings, policies and local requirements
 - Bank accounts requirements
 - Inventory management – creating and updating offers on the EU marketplaces
 - Customer service
 - Combine your European Marketplaces Account with Fulfilment by Amazon and FBN
- **Useful References**



With the Europe Marketplaces Account, you can:

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

- ✓ You have a **single user interface** to manage your seller account's details
- ✓ You only pay **one pro seller monthly subscription** from your home marketplace
- ✓ You have a **single inventory pool** across all marketplaces
- ✓ With our European Fulfilment Network ('EFN'), you can **use Fulfilment by Amazon to ship your products to EU buyers** shopping on EU marketplaces
- ✓ You can view Seller Central for other marketplaces in **English**
- ✓ You have access to the NEW « Expand Offers Internationally » tool: **List your items easily on all EU Marketplaces** without having to translate and re-upload your product details

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Do I need to edit my existing/home marketplace information to sell on other EU marketplaces?

- Your existing account information will be valid for the other marketplaces **except for Bank Account Details**: You need to enter them for each marketplace if you want to be paid.

Can I personalize my account information for every EU marketplace I want to sell on?

- You can **add exceptions** (such as a different "Shop"-name or a customer service e-mail address) to the default settings (up to one per marketplace) in [Settings>Account Info](#).

Seller Information		Edit
Display Name:	Highpoint DE - FBA Beta <small>The name displayed to buyers on Amazon.</small>	
Customer Service Email:	f 022@amazon.com	
Customer Service Reply To Email:	f 022@amazon.com	
Customer Service Phone:	None (click Edit button to set)	
Exceptions:	One or more of your marketplaces does not match the default settings displayed here.	

Can I sell in the same product categories I sell on my home marketplace (UK)

- If selling in a [restricted category](#), you will need prior approval to be able to list your products in your target marketplace. **Approval is marketplace specific.**

Does Amazon provide any tax or legal advice for sellers to sell in other EU countries?

- You need to **comply with the requirements in Amazon guidance for international and cross border sales**, local tax and other applicable laws and regulations in each marketplace.
 - This page serves information purposes only and by no means constitutes legal advice and should not be a substitute for advice from legal counsel, tax/customs advisers, etc.
 - It remains your sole responsibility to comply with any EU and EU Member State laws.
 - You can find helpful resources on the Internet, such as the European Commission website or the UKTI's website.
 - You must also comply with Amazon's local policies and rules for international sellers.
- **Please obtain expert advice (e.g. from legal counsel, tax/customs advisers, etc.) before listing any product on one of Amazon's EU marketplace platforms or selling any product cross-border within the EU.**



More questions?

What should I consider when editing my bank account information ?

- You need to add/configure **one bank account for each marketplace** where you want to sell
- You can use **only one single bank account**, IF supported in the country you want to sell

What bank account can I use to sell on the EU marketplaces ?

	Supported bank accounts:
Amazon.com	United States (USD), United Kingdom (GBP), Eurozone* (EUR)
Amazon.co.uk	
Amazon.de	
Amazon.fr	
Amazon.it	Eurozone
Amazon.es	Eurozone

More info on Bank Accounts [here](#)

You cannot use a EURO account located in the UK to sell on Amazon ES/IT!



* (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain)

Where can I edit my bank account information ?

- Go to [Settings > Account Info > Deposit Method](#)

Deposit Method Details

Global Bank Account Information

You can enter a bank account located in the US., UK or any country in the Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain) using the International Bank Account Number (IBAN) format. Funds earned through Selling on Amazon and Amazon WebStore accounts will be disbursed to the same bank account. If you are registered for both Selling on Amazon and Amazon WebStore accounts, the bank account information for both Amazon accounts will be updated when you update this information for one of the accounts. [Learn more](#)

Amazon.fr, Non-Amazon Deposit Method

Select a Bank Account

Bank Account: MISS CAROLE HENRY *4567 | United Kingdom
 Use a new bank account

Bank Location

Bank Location Country: France

Where You Will Be Paid (Default)

BIC
Your bank identifier code (BIC) is the code for your particular bank.

IBAN
Your international bank account number (IBAN) is the account number used for routing funds to your bank account.

Re-Type IBAN

Bank Account Holder Name:
Exactly match what your bank has on file.

Submit

- Austria
- Belgium
- Cyprus
- Estonia
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Malta
- Netherlands
- Portugal
- Slovakia
- Slovenia
- Spain
- United Kingdom
- United States

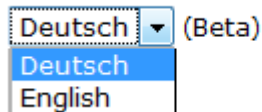
More questions?

How can I easily switch from one marketplace to the other ?

- You can navigate from one marketplace to another using this **drop-down menu**. Check the country flag to see in which marketplace you are currently working.



- If you use the “language switcher”, it will be even more important for you to **double check in which marketplace you are selling before making any edit**.



Do I have to upload my product details in the local/marketplace language ?

- YES, you need to upload **inventory for each country in the local language/currency**.

I don't speak the local language, does Amazon provide any translation services ?

- No, Amazon does not provide any translation services.
- However, Amazon has developed a tool which enables you to easily create product details for existing ASINs in your target marketplace.

What is the “Expand Offers Internationally” tool ?

- The [tool](#) enables you to list your existing offer from your source marketplace (for ex. on amazon.co.uk, doesn't need to be your home marketplace) in the target marketplace (ex. on amazon.de) against existing product pages (ASINs).

The screenshot displays the 'Expand Offers Internationally' tool interface. It is divided into three main sections:

- List From:** Labeled 'Choose a source marketplace.', it features a dropdown menu currently showing 'Amazon.co.uk' with a small flag icon to the left.
- List To:** Labeled 'Choose a target marketplace.', it features a dropdown menu currently showing 'Amazon.de' with a small flag icon to the left.
- Expand Offers Internationally:** Contains the text 'Request a file that matches your offers in the source marketplace to existing detail pages in the target marketplace.' Below this text is a prominent yellow 'Create Request' button with a right-pointing arrow, and a blue link labeled 'Show advanced options' with a downward-pointing arrow.

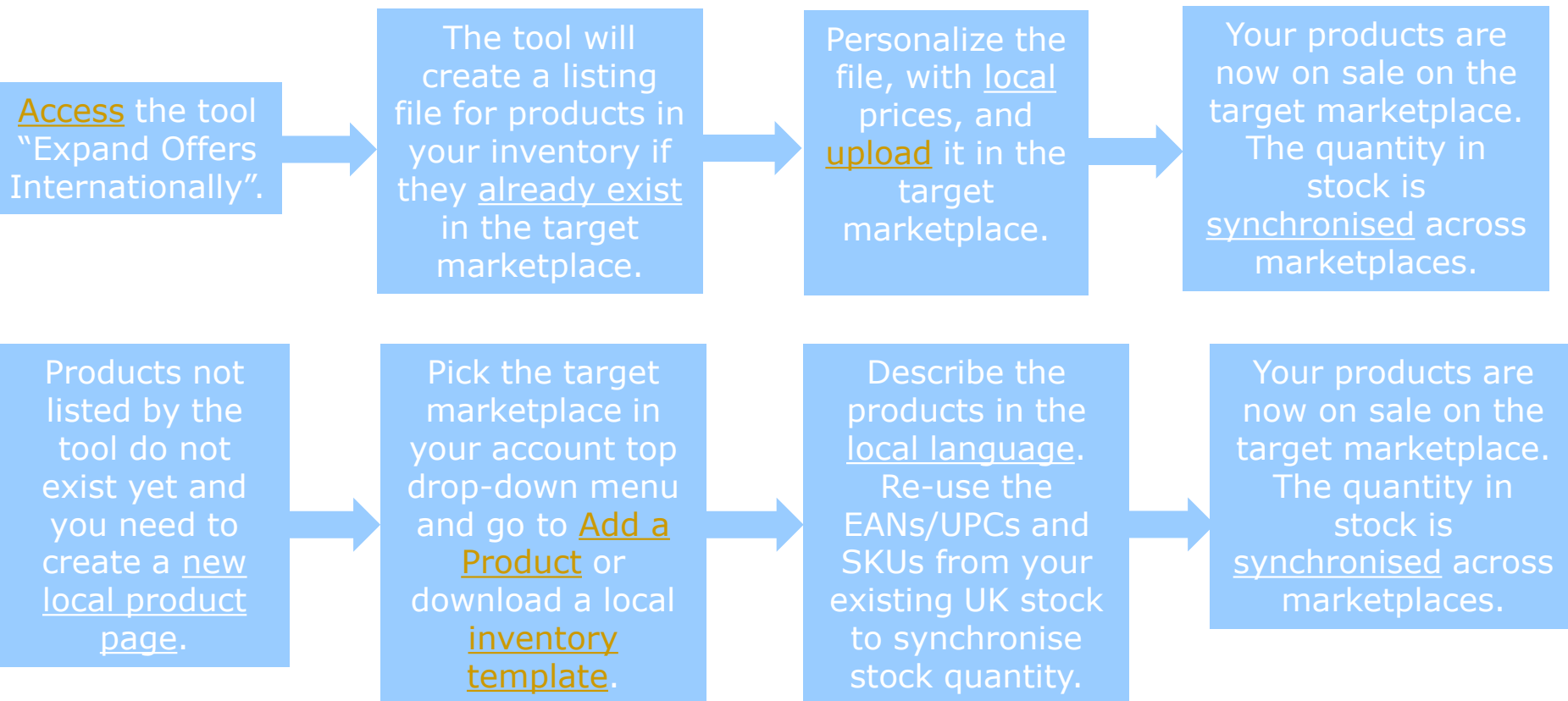
More info [here](#) or review the previous [European Marketplaces Account Webinar](#)

What if I have 0 match/there is no existing offer in the target marketplace ?

- In this case you need to translate and upload your product details either:
 - Uploading your products [one by one](#) if you only have a few products
 - Use [Inventory Files](#) or [automated solutions \(MWS, AMTU\)](#)

More questions ?

Scenarios of the “Expand Offers Internationally” tool



Do I have to provide customer service in the local language ?

- Yes, you should be able to reply to your customer requests/e-mails in the language of the marketplace you are selling on.
- More info on Customer Communications Guidelines [here](#).

What return policy do I have to apply ?

- To ensure a consistent experience for buyers, Amazon sellers are required to have return policies that are at least as favorable as the **Amazon return policies**.
- You have to comply with the **return policy of the marketplace you are selling on**.
- Edit [your Information & Policies](#) or click [here](#) for more info.

More questions?

How does the Fulfilment by Amazon (FBA) program work ?

- With [Fulfilment by Amazon \(FBA\)](#) you store your products in Amazon's Fulfilment centres, and we directly **pick, pack and deliver** them as well as provide **customer service**. You can even offer your products for sale on other Amazon **Marketplaces in Europe** (Germany, France, Italy and Spain) and we fulfil these orders from your **inventory stored in the UK**.
- More info on FBA [here](#).

Where else can I ship my products with FBA ?

- You can ship your products, through EFN to the EU marketplaces you are selling on (FBA is now available in Spain)
- Fulfilment by Amazon allows the export of [most products](#) to [9 or 26 EU countries](#) through FBA Export to EU. Media products can also be exported world-wide with this service. To begin exporting your FBA products, you must first [sign up for FBA Export for EU](#).

What is the European Fulfilment Network (EFN) and how does it work ?

- 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 EU Amazon marketplaces**.
- Watch the [previous Webinar on EFN](#).

What should I know before using EFN ?

- 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.

To sum up: scenarios

Case of a UK seller (UK home marketplace)	Fulfilment Method	Fees
Local customer on home marketplace (i.e. UK buyer on Amazon.co.uk)	FBA	UK FBA Fees
Foreign EU* customer on home marketplace (i.e. Irish buyer on Amazon.co.uk)	FBA – Export to EU	UK FBA Fees (export paid by buyer)
Local customer on non-home marketplace (i.e. DE buyer on Amazon.de)	EFN	Local (DE) FBA Fees + Local EFN Fees
Foreign EU* customer on non-home marketplace (i.e. Austrian buyer on Amazon.de)	EFN – Export to EU	Local FBA+ Local EFN Fees (export paid by buyer)

What are the FBA and EFN fees ?

- The FBA fees will be the ones of the **marketplace of destination**. See the [rate cards here](#).
- There will be an **additional EFN** flat fee for each unit shipped to other marketplaces

1. Local Amazon Sales [Commission](#)

2. Local Amazon FBA [fees](#)

3. Local EFN fees*, fulfilled from the UK:

	amazon.de	amazon.fr	amazon.it	amazon.es:
 Media	€ 2.00	€ 1.70	€ 1.70	€ 1.30
 Non-media	€ 2.60	€ 2.40	€ 2.40	€ 3.10
 Oversized	€ 3.30	€ 2.10	€ 2.10	€ 6.50

*As of 19th February 2013

Other questions ?

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- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Expand Offers Internationally Tool](#)
- [Manage offers in Other Marketplaces](#)
- [Global Selling with Amazon manual](#)
- [EU Imports and Cross-Border Sales Information](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [Manage Orders Tutorial](#)
- [Bank Account Information](#)
- [Amazon Currency Converter](#)
- [EFN Help Page](#)
- [FBA and EFN Pricing Information](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)

Please note that this presentation is an overview. If you have further questions, need additional information, or would like to check that the information presented is still up to date, we recommend for you to contact [Seller Support](#).

Thank You for your attention!

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find out what makes
Amazon tick...

And put it to work for Your Business.

Build Your Business with Amazon

Including Selling on Amazon, Fulfilment
by Amazon and Amazon Webstore.

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