

Sell on **amazon**

Expand Your Business To Amazon's European Marketplaces

amazon services
Europe

- **Opportunities of global selling**
- Amazon Europe Marketplaces Account and set up
- Automatically list in new marketplaces
- Bring new products to another marketplace
- Review next steps

Opportunities of international expansion

- *"Over the next decade, online retail will become increasingly international. This represents a great opportunity for British retailers, by providing new ways to grow and expand."*

Media Week, Jan 2014

- *"The opportunities for international expansion are proving hard to resist for retailers looking for growth and new customer bases."*

Internet Retailing, Sept 2013

Sell to international customers

Sell on **amazon**



Enable shipping to additional regions

Sell on **amazon**

- For the UK marketplace:
Click on Shipping Settings > Edit > Choose Regions

Go to Seller Central

amazon services^{eu} europe
seller central

Home | Logout



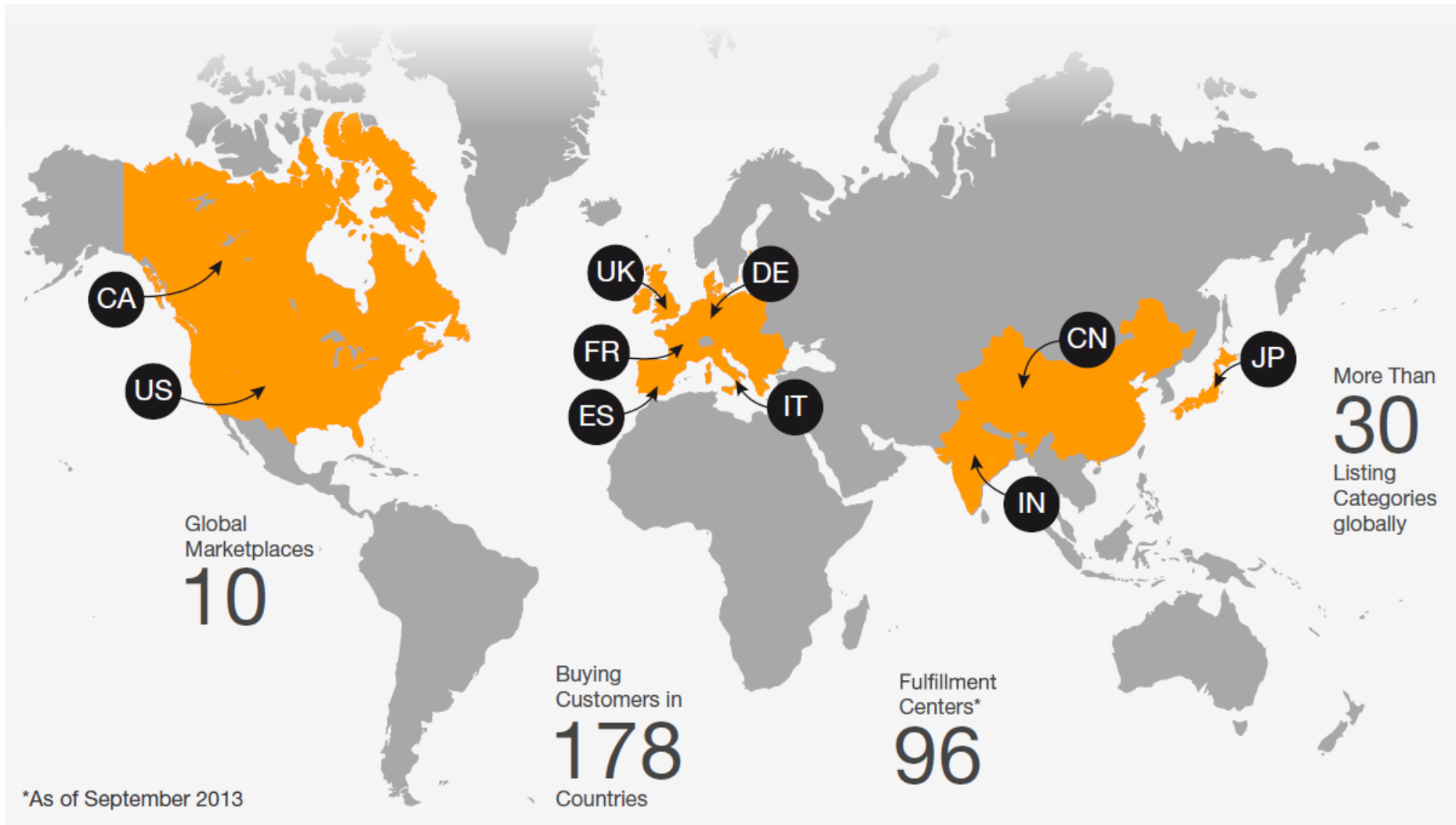
Set Your Shipping Rates

Set Your Shipping Rates If you don't see the Region or Service level you want to set a rate for, click Back and then select the Region or Service level. [Learn more.](#)

Edit Rates				
Standard Shipping Rates	Rate Components	Service Levels		
		Standard	Expedited	
UK/GB excluding BF address Street	ETA	3 - 18 days	1 - 2 days	
	per Weight (kgs)	£ 0.49	---	
	per Item	£ 3.99	---	
UK - Mainland Street PO Box	ETA	3 - 18 days	---	
	per Weight (kgs)	£ 0.49	---	
	per Shipment	£ 3.99	---	

Sell on new marketplaces

Sell on **amazon**



- Amazon has over 237 million active¹ customer accounts worldwide
- 39% of Amazon paid units are sold through Marketplace²
- Reach millions of new customers from five marketplaces via one account ([Account FAQs](#)):
 - amazon.co.uk
 - amazon.de
 - amazon.fr
 - amazon.it
 - amazon.es

¹ defined as accounts that have purchased in the past 12 months)

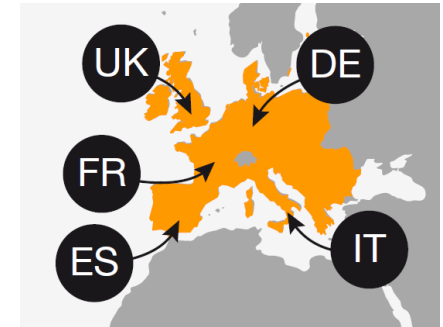
² Amazon Investor Relations "Q4 2013 Amazon.com Earnings Conference Call"

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Easy expansion: the European Account

Sell on **amazon**

- Sell on all five EU marketplaces
 - ...with one Seller account
 - ...with one inventory pool
 - ...with one monthly subscription fee
- Quick setup, shared settings, fine control
- Powerful tools to easily synchronize offers
- More [services for international sellers](#) from **fulfilment by amazon**
 - Storage, pick & pack, fast international shipping
 - Prime eligibility: 85% of sellers indicated increased sales after joining Fulfilment by Amazon (Q3/2013 UK seller survey)
 - Customer service in the local language of the marketplace you are selling on



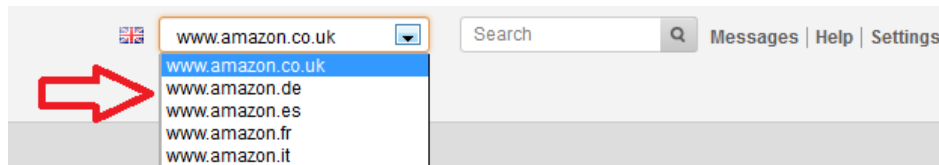
Easy expansion: the European Account

Sell on **amazon**

- One interface to manage your listings and orders ([intro video](#)) on all European marketplaces



- Easily change marketplace and interface language



- Comply with local rules and regulations, useful PDF: [Information for Sellers \(Imports & Cross-Border Sales\)](#)

Inventory on multiple marketplaces

Sell on **amazon**

amazon seller central europe

INVENTORY ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

www.amazon.co.uk

Manage Inventory
Manage FBA Inventory
Add a Product
Add Products via Upload
Inventory Reports
Manage Promotions
Manage FBA Shipments

12513 product(s)

Search product title, SKU, ISBN, ASIN

▼ Show my inventory
All My Inventory
Active
Inactive

► Fix suppressed listings

► Improve listing quality

				Merchant SKU	ASIN/ISBN	Product Name	Date Created	Available	Fee
		Actions	Variation Parent		B00JMU9S6Q	Mantis Mens Superstar Long Sleeve Premium T-Shirt	12/04/2014 02:54:02		
		Actions	Variation Parent		B00JMU9KIM	Surridge Boys Junior Fleece Lined Sweater Sports / Cricket	12/04/2014 02:53:51		
		Actions	Active		B00JMU57D4	Plain 2 Piece Bath Mat Set In Flower & Swirl Design (10 Colours) (See Description) (Sage Green Swirls)	12/04/2014 02:49:39	173	£2
		Actions	Variation Parent		B00BS7779Q	Portwest Highland Lined Jacket (S572)	12/04/2014 02:45:45		
		Actions	Active (with quality alert)		B00D7G7MY6	Portwest Mens Highland Lined Jacket (S572) (XL) (Black)	05/06/2013 16:59:49	17	£6
		Actions	Active		B00D7G7PA2	Portwest Mens Highland Lined Jacket (S572) (S) (Navy)	05/06/2013 16:59:52	16	£6
		Actions	Active		B00D7G7QH0	Portwest Mens Highland Lined Jacket (S572) (M) (Navy)	05/06/2013 16:59:55	17	£6
		Actions	Active		B00D7G7RO6	Portwest Mens Highland Lined Jacket (S572) (L) (Navy)	05/06/2013 16:59:57	17	£6
			Inactive						

Orders from multiple marketplaces

Sell on **amazon**

amazon sellercentral europe

INVENTORY ORDERS STOREFRONT REPORTS PERFORMANCE

Manage Orders
Order Reports
Upload Order Related Files
Manage Returns

Manage Orders [Learn more](#) | [Rate this page](#)

Bid to get on pg 1 of search results on Amazon [Learn more](#)

Advertisement

Date Range last 7 days Search Advanced Search

Total unshipped: 31 orders | Seller fulfilled pending: 1 order

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

☐ Make this my default order view

Orders 46 - 60 of 101 [Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [Next](#)

☐ Print packing slips for selected orders

<input type="checkbox"/>	Order Date	Sales channel	Fulfilment method	Order ID/Product Details	Contact Buyer	Shipping Service	Status	Delivery date	Action
<input type="checkbox"/>	10 Apr 2014 14:04:13 GMT+02:00	Amazon.co.uk	Seller	HAT: GLITTER BOWLER GREEN PVC SKU: BH161 GLITTER GREEN PLASTIC BOWLER HAT QTY: 1 ASIN: B000ZQ88L2		Standard	Shipped	15 Apr 2014 to 23 Apr 2014	Print packing slip Edit shipments Refund order
<input type="checkbox"/>	10 Apr 2014 13:19:51 GMT+02:00	Amazon.co.uk	Seller	ZOMBIE Corpse Bride Ladies Halloween Ghost Fancy Dress 10-14 SKU: AC990 Zombie bride costume QTY: 1 ASIN: B004PQLOHS		Standard	Shipped	15 Apr 2014 to 23 Apr 2014	Print packing slip Edit shipments Refund order
<input type="checkbox"/>	9 Apr 2014 23:05:43 GMT+02:00	Amazon.co.uk	Seller	Bristol Novelty AC294 Ancient Man(Roman)costume. QTY: 1 ASIN: B0013XJEMI		Expedited	Shipped	11 Apr 2014 to 15 Apr 2014	Print packing slip Edit shipments Refund order
<input type="checkbox"/>	9 Apr 2014 23:31:09 GMT+02:00	Amazon.co.uk	Seller	Medieval Mercenary - Adult Costume Men: STANDARD QTY: 1 ASIN: B0094H7LRU		Standard	Shipped	14 Apr 2014 to 18 Apr 2014	Print packing slip Edit shipments Refund order
<input type="checkbox"/>	9 Apr 2014 21:43:19 GMT+02:00	Amazon.fr	Seller	Déguisement pour homme Adam et Ève pour enterrement de vie de garçon QTY: 1 ASIN: B0034V41GQ		Standard	Shipped	14 Apr 2014 to 24 Apr 2014	Print packing slip Edit shipments Refund order
<input type="checkbox"/>	9 Apr 2014	Amazon.de	Seller			Standard	Shipped	17 Apr 2014	Print packing slip

Check, update and personalize settings

- European settings and Marketplaces settings

amazon sellercentral europe INVENTORY ORDERS STOREFRONT REPORTS PERFORMANCE Search Messages | Help **Settings**

Seller Account Information

View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Selling Plan	
Selling on Amazon	Professional
Fulfilment by Amazon	Registered
Amazon Webstore	Not yet registered Learn more
Checkout by Amazon	Not yet registered Learn more

Deposit Method [Edit](#)

Bank Account Information: You have set up bank accounts on the following marketplaces:
Amazon.co.uk, SI UK Prod Marketplace [View details](#)

Add a bank account per marketplace

- Deposit method: add [bank details](#) per marketplace
- You can use the same bank account for different marketplaces

Go to Seller Central 

Deposit Method Details

Amazon.co.uk, SI UK Prod Marketplace Delete Edit

Bank Account Number: ****4567

Bank Account Holder Name: MISS CAROLE HENRY

Bank Account Country: United Kingdom

Amazon.de, Non-Amazon Add

Bank Account Number: None (click Add button to set)

Amazon.es Add

Bank Account Number: None (click Add button to set)

Amazon.fr, Non-Amazon Add

Bank Account Number: None (click Add button to set)

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 Amazon.com 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, 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

Austria

Belgium

Cyprus

Estonia

Finland

France

Germany

Greece

Ireland

Italy

Luxembourg

Malta

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

Marketplace

Amazon.com / Amazon.co.uk /
Amazon.de / Amazon.fr /
Amazon.it / Amazon.es

Supported bank accounts:

**United States (USD),
United Kingdom (GBP),
Eurozone* (EUR),** Australia
(AUD), New Zealand (NZD),
India (INR), Hong Kong (HKD)

***Eurozone:** Austria, Belgium,
Cyprus, Estonia, Finland, France,
Germany, Greece, Ireland, Italy,
Luxembourg, Malta, the
Netherlands, Portugal, Slovakia,
Slovenia, and Spain.
More info on Bank Accounts [here](#)

Fine control over the settings

- You can add different email addresses, mailing addresses for returns etc per marketplace, if you wish

Seller Account Information

View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Selling Plan		Change your selling plan
Selling on Amazon	Pro Merchant When you downgrade, it will happen on your next billing cycle.	
Fulfilment by Amazon	Registered	

Business Type	Edit
Legal Business Designation:	None (click Edit button to set)

Seller Information	Edit
Business Display Name:	Carole's Business
Customer Service Email:	ukshop@gmail.com
Customer Service Reply To Email:	ukshop@gmail.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.

Place of Establishment Information	Edit
Legal Name:	Carole Henry

Return Information	Edit
Return Address:	Carole Henry test rue FR 75015 Paris

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Take advantage of Amazon catalogues

Sell on **amazon**

amazon.co.uk

Shop by Department

- Books
- Music, Games, Movies & TV
- Electronics & Computers
- Home, Garden, Pets & DIY
- Toys, Children & Baby
- Clothes, Shoes & Jewellery
- Sports & Outdoors
- Grocery, Health & Beauty
- Car & Motorbike

› Full Shop Directory

amazon.de

Alle Kategorien

- Bücher
- Musik, Games, Filme & TV
- Elektronik & Computer
- Haushalt, Garten, Baumarkt
- Lebensmittel & Drogerie
- Spielzeug & Baby
- Kleidung, Schuhe & Uhren
- Sport & Freizeit
- Auto & Motorrad

› Alle Kategorien

amazon.fr

Parcourir les boutiques

- Livres
- Musique, DVD et Blu-ray
- Jeux vidéo et Consoles
- High-Tech et Informatique
- Jouets, Enfants et Bébé
- Maison, Bricolage, Animalerie
- Beauté, Santé, Alimentation
- Vêtements et Chaussures
- Montres et Bijoux
- Sports et Loisirs
- Auto et Moto

› Toutes les boutiques



Steiff Fynn
Teddy Bear

ASIN: B000NT9932

Steiff - Teddybär
Fynn rotbraun

ASIN: B000NT9932

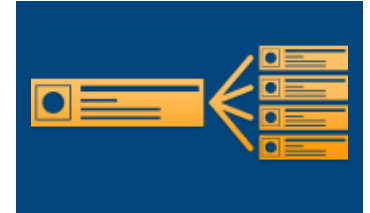
Steiff - Ours Teddy
Fynn Brun Roux

ASIN: B000NT9932

Tool: Build International Listings

Sell on **amazon**

- The tool enables you to
 - Auto-create listings on new ("target") marketplaces based on products you are selling in your home marketplace
- Automatically transfer changes to listings on your home marketplace to the target marketplaces (Create or delete listings)
- Monitor exchange rate fluctuations and adjust your prices accordingly on target marketplaces





- Live demo
- Test the tool in your account:

[Build International Listings](#) 

Build International Listings

[Rate this page](#)

With Build International Listings you can create and update listings across multiple Amazon European marketplaces. You enter or update your listings once and then let the tool do the rest. To add your listings to each marketplace, choose your source marketplace and then add a new connection individually for each target marketplace. Please note: Build International Listings will create a synchronized listing in your target marketplace for each of the listings in your source marketplace if an Amazon product detail page exists in the target marketplace. If no detail page exists in the target marketplace for a particular listing, an offer won't be created for that listing. Learn more about [Build International Listings](#).

Select the source marketplace

Amazon.co.uk ▼

Your target marketplaces

Price my listings at: [Learn how the pricing rules are applied](#)

There is no target marketplace synchronised with the source marketplace

[Add New Connection](#)

- Choose the 'target' marketplace where you want to take your listings to:

Build International Listings

[Rate this page](#)

With Build International Listings you can create and update listings across multiple Amazon European marketplaces. You enter or update your listings once and then let the tool do the rest. To add your listings to each marketplace, choose your source marketplace and then add a new connection individually for each target marketplace. Please note: Build International Listings will create a synchronized listing in your target marketplace for each of the listings in your source marketplace if an Amazon product detail page exists in the target marketplace. If no detail page exists in the target marketplace for a particular listing, an offer won't be created for that listing. Please make sure that you and your products comply with any applicable laws of the target marketplaces. Learn more about [Build International Listings](#).

Select the source marketplace

Amazon.de ▼

[Learn how to change the source marketplace.](#)

Your target marketplaces

Offer Type

Amazon.co.uk ▼

Amazon.co.uk

Amazon.es

Amazon.fr

Amazon.it

New and used ▼

Price my listings at: [Learn how the pricing rules are applied](#)

Percentage above source marketplace price ▼

0 %

Save Cancel

Add New Connection

- Select the pricing option for the listings in the target marketplace.

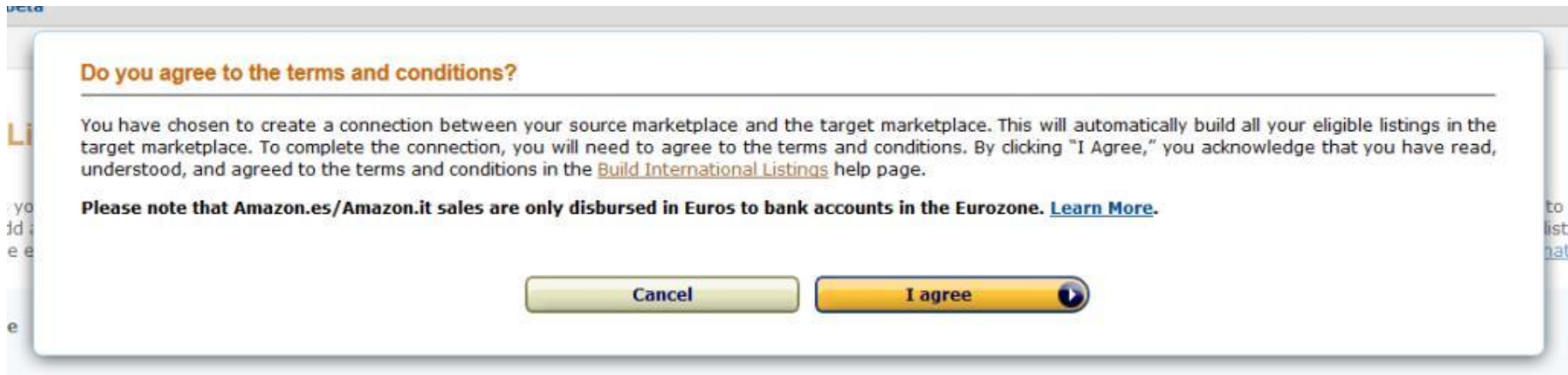
[Learn how to change the source marketplace.](#)

Price my listings at: [Learn how the pricing rules are applied](#)

%


Percentage above source marketplace price
Fixed amount above source marketplace price
Same price as source marketplace price

- You will be asked to review additional terms and conditions:




- If there are listings in the target marketplace:
Remove myself (Cancels the process) or auto-remove to allow re-creation and setup of synchronization

Error: Listings already exist

 **Alert**
Build International Listings cannot create this connection because listings already exist in the target marketplace. Please remove these listings or use the option of allowing Build International Listings to remove them for you. If you select this option, you authorise Build International Listings to remove your listings and understand that all listings will be deleted from Amazon.de.

☒ I will remove these listings myself.
☐ I authorise Build International Listings to remove these offers on my behalf. I understand all listings will be deleted.

Cancel

Continue 

- You can create, edit and remove multiple connections to different target marketplaces:

Build International Listings

[Rate this page](#)

With Build International Listings you can create and update listings across multiple Amazon European marketplaces. You enter or update your listings once and then let the tool do the rest. To add your listings to each marketplace, choose your source marketplace and then add a new connection individually for each target marketplace. Please note: Build International Listings will create a synchronized listing in your target marketplace for each of the listings in your source marketplace if an Amazon product detail page exists in the target marketplace. If no detail page exists in the target marketplace for a particular listing, an offer won't be created for that listing. Please make sure that you and your products comply with any applicable laws of the target marketplaces. Learn more about [Build International Listings](#).

Select the source marketplace

Amazon.co.uk

[Learn how to change the source marketplace.](#)

Your target marketplaces	Offer Type	Price my listings at:	Learn how the pricing rules are applied	
Amazon.de	New(Enable Used)	Percentage above source marketplace price	2.5 %	Edit Remove
Amazon.es	New(Enable Used)	Percentage above source marketplace price	3.5 %	Edit Remove
<div>Amazon.fr</div>	<div>New and used</div>	<div>Percentage above source marketplace price</div>	<div>0 %</div>	<div>Save</div> <div>Cancel</div>

[Add New Connection](#)

Report History

Below is a list of the last 10 reports you have generated to review the status of your source to target connections. These reports specify which of your source marketplace listings were successfully created in the target marketplace. [Learn more](#)

[Generate Report](#)

Source Marketplace	File Size	Date Requested	Request Status	
Amazon.co.uk	10 KB	05.03.14 15:07:18	Completed	Download

- You can exclude products manually from the synchronisation

Excluded Products


You have identified 0 products to exclude. Build International Listings will not create synchronised listings for these products on Amazon.es.

Enter product ASINs to exclude from synchronisation (separate by space, comma or new-line)

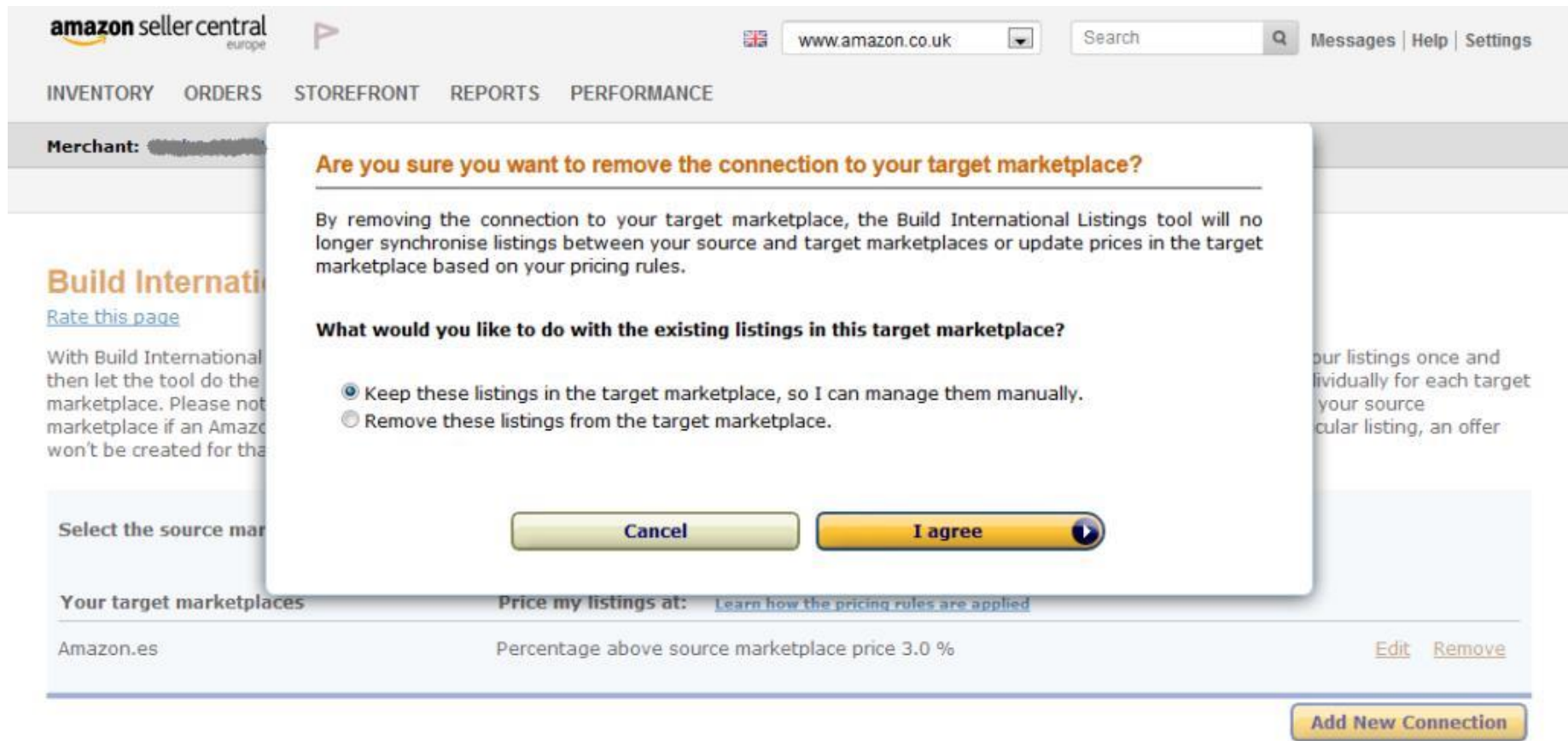
2833123722

Clear list

Cancel

Save excluded product list 

- Remove a connection: what to do with the created listings



The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with the Amazon Seller Central logo, a language selector (UK flag), a dropdown menu showing 'www.amazon.co.uk', a search bar, and links for Messages, Help, and Settings. Below this is a secondary navigation bar with links for INVENTORY, ORDERS, STOREFRONT, REPORTS, and PERFORMANCE. The main content area is partially obscured by a modal dialog box. The dialog box has a title 'Are you sure you want to remove the connection to your target marketplace?' and a body of text explaining that removing the connection will stop the Build International Listings tool from synchronizing listings and updating prices. It then asks 'What would you like to do with the existing listings in this target marketplace?' with two radio button options: 'Keep these listings in the target marketplace, so I can manage them manually.' (selected) and 'Remove these listings from the target marketplace.' At the bottom of the dialog are 'Cancel' and 'I agree' buttons. In the background, the 'Build International Listings' section is visible, showing a table of target marketplaces with columns for 'Your target marketplaces', 'Price my listings at:', and 'Percentage above source marketplace price'. One entry for 'Amazon.es' is visible with a price rule of '3.0 %' and 'Edit' and 'Remove' links. An 'Add New Connection' button is at the bottom right of the page.


amazon seller central europe

www.amazon.co.uk

Search

Messages | Help | Settings

INVENTORY ORDERS STOREFRONT REPORTS PERFORMANCE

Merchant: 

Are you sure you want to remove the connection to your target marketplace?

By removing the connection to your target marketplace, the Build International Listings tool will no longer synchronise listings between your source and target marketplaces or update prices in the target marketplace based on your pricing rules.

What would you like to do with the existing listings in this target marketplace?

- ☒ Keep these listings in the target marketplace, so I can manage them manually.
- ☐ Remove these listings from the target marketplace.

Cancel I agree

Build International Listings

[Rate this page](#)

With Build International Listings, you can let the tool do the heavy lifting for you, or you can manage your listings manually. Please note that listings won't be created for the target marketplace if an Amazon listing already exists for the same product.

Select the source marketplace

Your target marketplaces

Price my listings at: [Learn how the pricing rules are applied](#)

Amazon.es Percentage above source marketplace price 3.0 % [Edit](#) [Remove](#)

[Add New Connection](#)

- **Expand Offers Internationally**
- Only products that exist in target marketplace, no translation
- Control items to sell and local prices
- Quantities in stock synchronised with home marketplace

Difference to „Build International Listings“

- Allows more control, more manual work, handling of files
- Prices or products are not synchronised, no adjustment of exchange rates

Tool: Expand Offers Internationally

1. Create a request to find matching products to list
2. Edit file if necessary, confirm your offers and local prices
3. Save and upload via 'Inventory Loader' on new marketplace

Expand Offers Internationally

[Rate this page](#)

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 Europe Marketplaces: 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](#)

List From Choose a source marketplace. <div>🇬🇧 Amazon.co.uk</div> There are 9 eligible offers in the source marketplace. Only new and active offers are eligible.	List To Choose a target marketplace. <div>🇪🇸 Amazon.es</div> Your Selling Status: 1 common offers	Expand Offers Internationally Request a file that matches your offers in the source marketplace to existing detail pages in the target marketplace. <div>Create Request</div> ▼ Show advanced options
--	--	---

Request Queue

You will see the latest 10 requests. When a request has successfully completed, click the Download File button to retrieve the Inventory Loader file. [Learn more](#)

Source Marketplace	Target Marketplace	File Size	Date Requested	Request Status	
Amazon.co.uk	Amazon.it	1 KB	23/10/2013 23:39:55	Done	<div>Download File</div> Add Products via Upload

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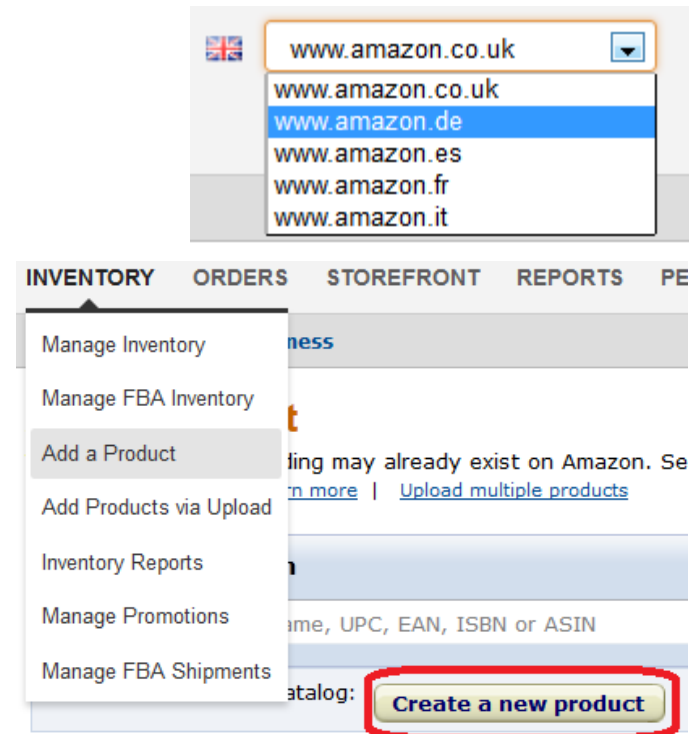
- If your products do not exist on the target marketplace



1. Go to the target marketplace

2. Create a new product via Add a Product or Add products via Upload

- Use local language and currency
- Re-use the same EANs and SKUs to synchronise your stock quantity with your home marketplace stock



- Opportunities of global selling
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Review next steps

Sell on 

1. **Download info** for cross-border sellers, comply with rules & regulations
2. Review and **update account settings** like bank details, shipping, policies, return
3. **Create listings** on other marketplaces easily using the local catalogues
4. If necessary: Create new products in the local catalogues

[Download Now](#)

[Go to Seller Central](#)

[Build International Listings](#)

[Sell Internationally](#)

Other Amazon services supporting your international selling are for example Fulfilment by Amazon ([full webinar here](#)) and [JumpStart](#).

- 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. Read the [Customer Communications Guidelines](#) or more information on [how Fulfilment by Amazon can help you with customer service in marketplace language](#).
- 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](#).

- Useful references

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](#).

- [Video About How to Use Build Your International Listings](#)
- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Expand Offers Internationally Tool](#)
- [Build International Listings Tool](#)
- [Manage offers in Other Marketplaces](#)
- [Global Selling with Amazon manual \(PDF\)](#)
- [EU Imports and Cross-Border Sales Information \(PDF\)](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [Manage Orders Tutorial](#)
- [Bank Account Information](#)
- [Amazon Currency Converter](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)