

AMAZON WHOLESALE

INTRODUCTION TO AMAZON WHOLESALE FBA: BUILDING A PROFITABLE BUSINESS



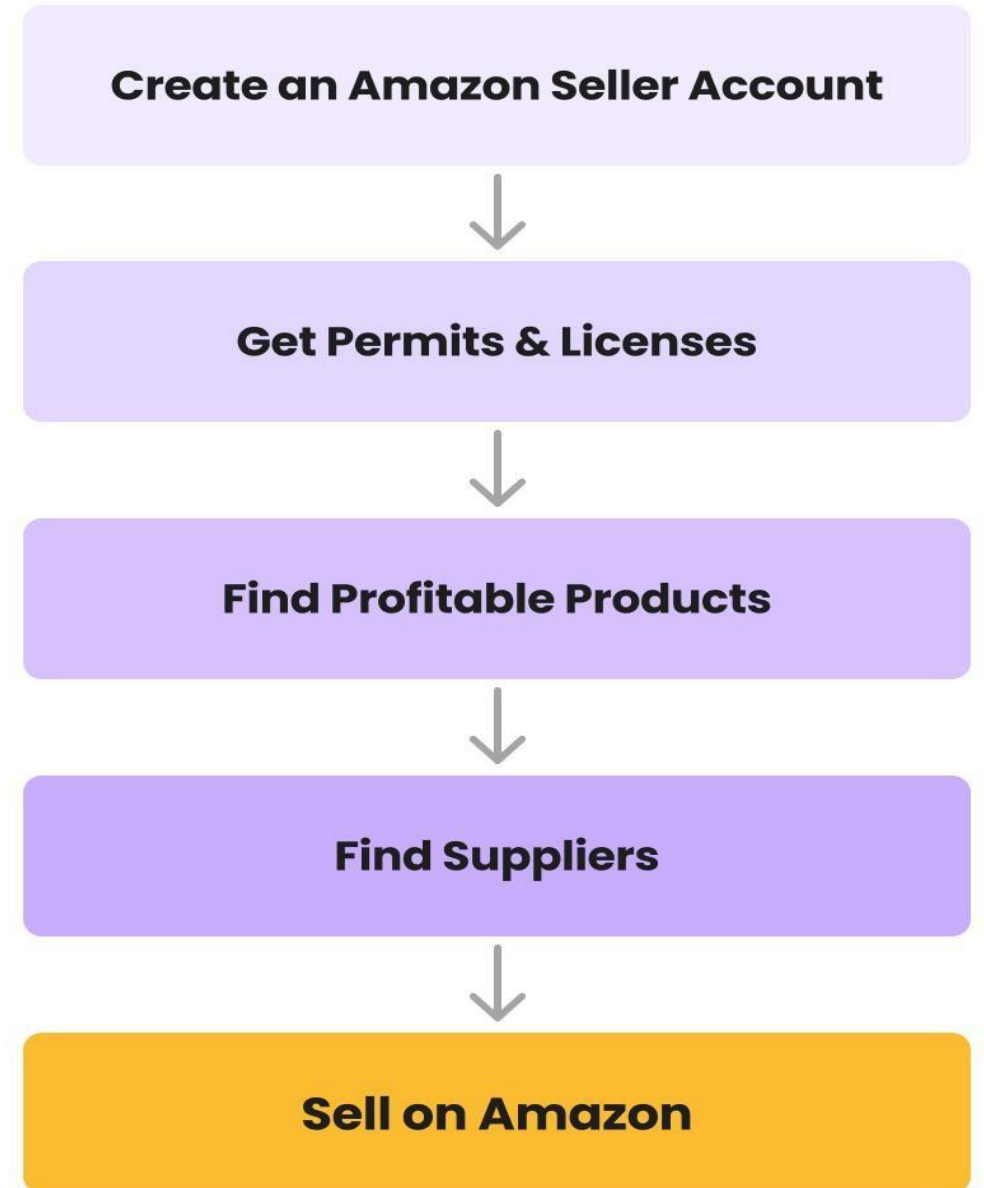
What is the meaning of Wholesale?

Wholesale is the act of a Business buying Goods from the manufacture or a distributor for the purpose of reselling to other business or consumers.



**NOW LET UNDERSTAND WHAT
IS AMAZON FBA WHOLESALE?**

Amazon FBA Wholesale is a business model in which sellers purchase established brand products in bulk from manufacturers or authorized distributors after getting approval from them then you are allowed to me too list of their products.



REQUIREMENTS FOR AMAZON FBA WHOLESALE IN US

- Phone Number (VYKE/ SKYPE can be used)
- Address – Get Unique Address as Registered Business Address for Company Formation
- Company Formation – Create LLC
- Website (at least static)
- Bank Account – Payoneer Business
- Business Email

Use this link for Payoneer

bit.ly/Payoneercreation

Signup Wise using this link:

bit.ly/wisecreation

REQUIREMENTS FOR AMAZON FBA WHOLESALE IN UK

- Phone Number (VYKE/ SKYPE can be used)
- Address – Get Unique Address as Registered
- Company Formation – Create LTD
- Bank Account – Transfer wise and Payoneer
- Amazon Account Signup – upgrade on LTD once individual account is active
- Website (at least static)
- Private Email

Use this link for Payoneer

bit.ly/Payoneercreation

Signup Wise using this link:

bit.ly/wisecreation

**WHICH CATEGORIES TO PUT ON
YOUR WEBSITE?**

- Electronics
- Toys and Games
- Tools & Home Improvements
- Sports & Outdoor
- Pet Supplies
- Patio Lawn & Garden
- Office Supplies
- Baby
- Home & Kitchen
- Health & Household
- Grocery
- Beauty
- Arts Crafts & Sewing

**NOW LET'S DISCUSS ABOUT
TAXATION**

What is Sales Tax?

A sales tax is a tax paid to a governing body for the sales of certain goods and services.

Sales Tax and Resale Certificate

- State Permit of Sales Tax (will receive a sales tax certificate at Home)
- You will start collecting Sales Tax from effective date of Certificate
- Different Rules for Sales Tax of Different States
- Resale Certificate or Tax Exemption Certificate
- Every State has its own Template

Sales Tax & Resale Certificate & EIN

- Sale tax certificate is your seller permit. It has your state tax number which you have to provide to suppliers to claim tax benefits usually.
- Resale certificate is a certificate provided by a supplier to you to fill it with your business information to show as a proof that you are not the final consumer of that goods, and you are a reseller of it.
- EIN full form is Employer Identification number also called as your Federal Tax ID.



Comptroller of Public Accounts
FORM 01-300
(Rev. 9-16/20)

TEXAS SALES AND USE TAX PERMIT

This permit is not transferable, and this side must be prominently displayed in your place of business.

Retailers: A seller may NOT accept a copy of this permit in lieu of a properly completed exemption or resale certificate. A certificate is necessary to document why tax is not collected on a sale.

TAXPAYER NAME, BUSINESS LOCATION NAME, and PHYSICAL LOCATION

HOUSTON
HARRIS COUNTY

TX 77099-5615

You must obtain a new permit if there is a change of ownership, location, or business location name.


Type of permit

SALES AND USE TAX

Taxpayer number

Location n

First busin


Glenn Hegar
Comptroller of Public Accounts

You may need to collect sales and/or use tax for other local taxing authorities depending on your type of business.

For additional information, see "Collecting Local Sales and Use Tax" section on the back of this document.

If you have any questions regarding sales tax, visit our website at www.comptroller.texas.gov or call us at 1-800-252-5555.

UK VAT (Value Added Tax)

- UK resident companies are exempted from VAT till GBP 85000 of sales per annum.
- You may not register VAT till above limit. (Recommended to register as you may face lower number of approvals if you don't)
- Flat Rate VAT scheme 7.5 % on sales - Recommended for PL as you can't claim VAT on purchased items.
- 20 % VAT - Work good for WSFBA model as you can claim your VAT on purchases, and they will be deducted from sales VAT.

AMAZON TERMS – WHOLESALE FBA

- ASIN (Amazon Standard Identification Number)
- What is BSR – Sales Velocity
- Reviews
- Ratings
- Seller Feedbacks
- Buy Box

INTRODUCTION TO PRODUCT HUNTING CRITERIA & TOOLS

Two Important Factors to Choose The Category

Make sure you look for the product in categories that:

- Have Enough Sales Volume
- Have a Wholesale FBA or FBM opportunity

HOW TO UNGATE THE GATED CATEGORIES?

A gated category is a category that has required Amazon's approval for sale.

How to find if the category is gated or you're eligible to sell the product:

- Funnel Guru Extension (Need seller central access)
- Create a MeToo listing & see the required documents.

-Need Invoices & Certifications which will be provided by Brand/Owners/Wholesalers.

GATED CATEGORIES

Gated

- Baby
- Health & Household
- Industrial & Scientific/ Beauty /
- Grocery (Partially gated)
- Pet Supplies
- Toys & Games

GATED CATEGORIES

Ungated

- Home & Kitchen
- Industrial & Scientific / Beauty / Grocery (Partially gated)
- Kitchen & Dining
- Arts, Crafts & Sewing
- Office Products
- Patio, Lawn & Garden
- Sports & Outdoors
- Tools & Home Improvements

PRODUCTS YOU SHOULD AVOID SELLING

- **Easily Breakable** – Made of Glass or Fragile Nature
- **HAZMAT** – That can catch fire easily and are dangerous to ship and store
- **Multiple Variations** – Hard to cope up in Start That Differ in size, color and quality. Its hard to guess which variation sells best.
- **Plugs into Electrical Sockets** (Sell only Known-Established brands)
- **Quality issues**
- **Weapons Related**

WHOLESALE PRODUCT CRITERIA FOR US

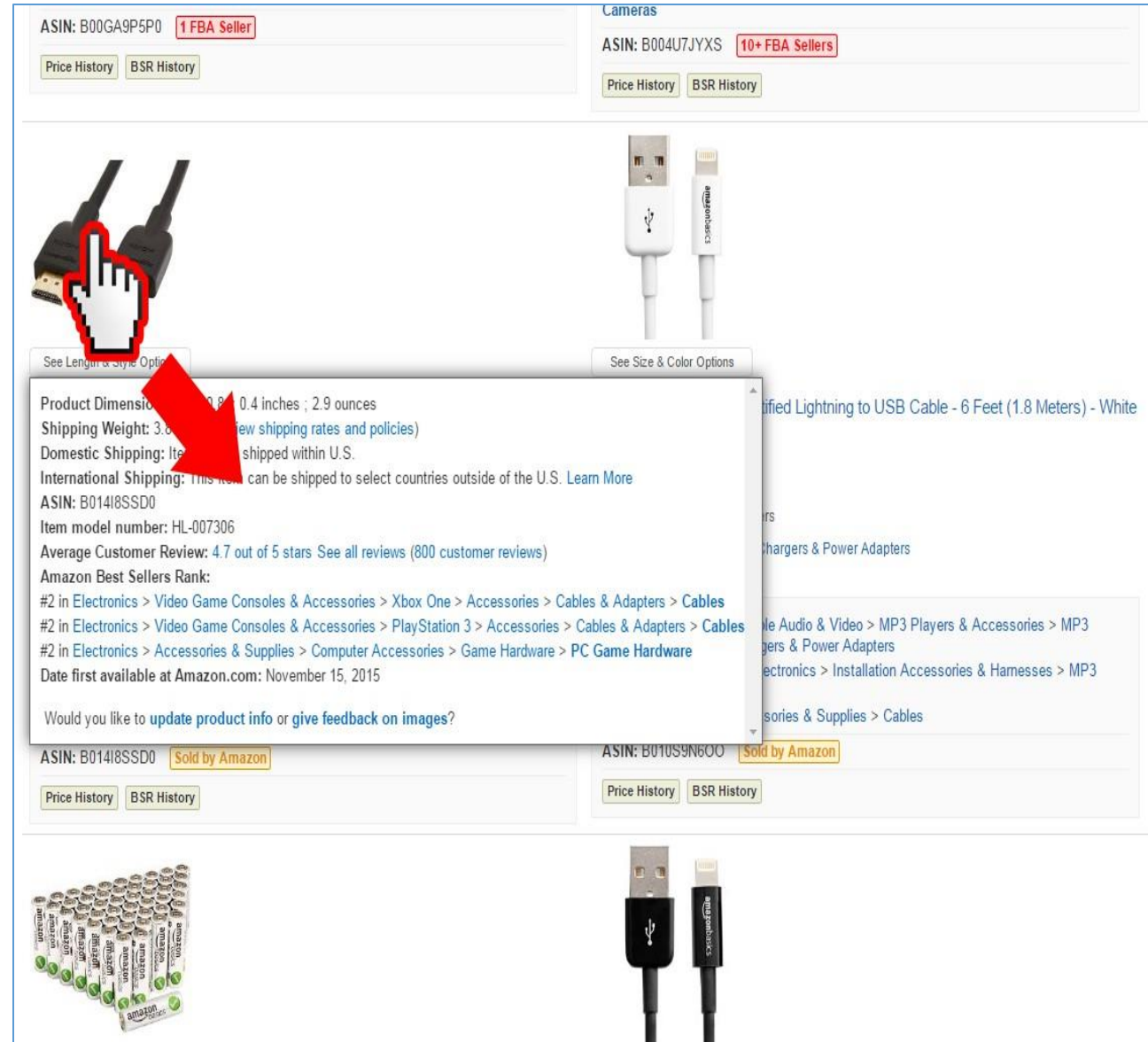
- **BSR:** 1 to 60,000
- **Reviews:** Above 100
- **Rating:** Between 4.2 to 5
- **Amazon:** Not Selling or Out of Stock
- **New Offers:** 4 to 20 Competitive sellers
- **Sales Equity:** At least 30 sales per seller
- **FBA Sellers:** At least 2
- **Package Weight:** Under 2 KG
- **Revenue:** 4000\$ minimum
- **Price:** 20\$ (max depends on your budget)
- **Variations:** Not more than 4

**SAME CRITERIA CAN BE USED
FOR UK – BSR SHOULD BE
UNDER 25000**

**FREE EXTENSIONS FOR FBA
WHOLESALE**

1. DS QUICK VIEW (EXTENSION)

Provides information on a product page about their BSR, ASIN, Main Category. Also shows you about the seller's information, how many sellers are selling the certain product or if Amazon is involved or not?



The screenshot displays two Amazon product listings. The top listing is for a cable (ASIN: B00GA9P5P0) with a '1 FBA Seller' badge. The bottom listing is for an SSD (ASIN: B014I8SSD0) with a 'Sold by Amazon' badge. A red hand cursor icon points to the 'See Length & Style Options' link on the top product, which triggers a tooltip. The tooltip contains the following information:

- Product Dimensions: 10.8 x 0.4 inches ; 2.9 ounces
- Shipping Weight: 3.8 ounces (view shipping rates and policies)
- Domestic Shipping: Item can be shipped within U.S.
- International Shipping: This item can be shipped to select countries outside of the U.S. [Learn More](#)
- ASIN: B014I8SSD0
- Item model number: HL-007306
- Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (800 customer reviews)
- Amazon Best Sellers Rank:
 - #2 in [Electronics > Video Game Consoles & Accessories > Xbox One > Accessories > Cables & Adapters > Cables](#)
 - #2 in [Electronics > Video Game Consoles & Accessories > PlayStation 3 > Accessories > Cables & Adapters > Cables](#)
 - #2 in [Electronics > Accessories & Supplies > Computer Accessories > Game Hardware > PC Game Hardware](#)
- Date first available at Amazon.com: November 15, 2015
- Would you like to [update product info](#) or [give feedback on images](#)?

Below the tooltip, the SSD listing (ASIN: B014I8SSD0) is shown with a 'Sold by Amazon' badge. To the right, another cable listing (ASIN: B004U7JYXS) with '10+ FBA Sellers' is partially visible. The bottom of the image shows a stack of SSDs and another cable listing (ASIN: B010S9N600) with a 'Sold by Amazon' badge.

2. OS ADDON ONLINE SELLER ADDON

Provides information about how much stock different sellers has for a particular product, Information about their feedbacks, delivery time and fulfilment method.

90210 Whole Foods Today's Deals Your Amazon.com Gift Cards Help EN Hello, Sign In Account & Lists Orders Try Prime Cart

Top 100 Toys Shop Toys by Age Shop Top Toys Shop by Category Shop by Brand Shop by Character Save on Toys Birthday Planner

Shop the Kids' store by age 24 months 2 years & up

Count Stock! OS Addon Help Settings X

Total: 1,621 FBA 3p 622 FBM 0 Amz 999

10 offers counted Check more offers? Stock checked for 50 offers max.

Price: to All FBA FBM All New Used

Seller	Qty	Price	Type	Rating	Cond
amazon	999+	9.67	AMZ		new
Avslanche Brands	20	10.80	FBA	99% 607,885	new
JBSuperStore	2	11.65	FBA	100% 2,580	new
MMP Living	4	11.65	FBA	100% 410,903	new
Seiko Market	480	11.79	FBA		new
Heavenly gifts	48	12.79	FBA	100% 7,030	new
Online Selling Dudes	1	13.28	FBA	100% 1,728	new
Inspired Business Services	40	14.23	FBA	100% .84	new
RFF Toys	26	14.95	FBA	100% 2,792	new
Beauty Avenue	1	17.96	FBA	96% 151	new

Stuffed Animals & Plush Toys

Roll over image to zoom in

Count Stock! OS Addon

In Stock.

Qty: 1

Add to Cart

Buy Now

Ships from and sold by

Want it TODAY? Order within 5 mins and choose Same-Day Delivery at checkout. Details.

FREE Shipping on orders over \$25 shipped by Amazon. or get Fast, Free Amazon Prime

Toys markdown center Find toys and games at low prices Shop now

AMAZON FBA PROFITABILITY CALCULATOR

Used to Calculate Profits (Amazon's own tool)

