

amazon global selling



Start selling on Amazon Japan marketplace

Whether you are new to selling globally or a seasoned exporter, Amazon makes selling internationally simpler and easier. Get started today with this step-by-step guide and enjoy selling worldwide with Amazon!

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* = Resources may require Seller Central login

Introduction to Amazon marketplaces and preparation

(One month before registration)

Marketplace introduction

- Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities. Leverage Amazon's global scale to sell to hundreds of millions of customers.

[View details](#)

Eligible products on Amazon marketplaces

- More than 20 categories are open for selling on Amazon; products in these categories can be listed without specific permissions from Amazon. [View details](#)

Seller Success Stories

- Get advice from successful Amazon sellers. [View details](#)

Solution Provider Network

- Third-party selling solutions to help sellers with tax, compliance, translation, international shipping, and more. [View details](#)

Selling plan

- All sellers can list products in more than 20 categories. Professional Sellers can apply to sell in 10 additional categories. [View details](#)



Registration and accounts unification

Registration

- Start to register a JP marketplace account today. [View details](#)

Registration requirements

- Only a few items to start selling in Japan. The process takes only 15 minutes. [View details](#)

Local laws

- It's important that you understand Japanese custom clearance, local laws, and Amazon prohibited items to confirm if your product is applicable for selling on Amazon.co.jp. [View details](#)

Register your brand

- If you are a brand owner, register your brand on Amazon Brand Registry to protect your registered trademarks on Amazon and create an accurate and trusted experience for customers. [View details](#)

Linked Accounts

- You can now link your North America, Europe, and Japan seller accounts with Linked Accounts and manage your sales on one page. [View details](#)





Account settings

Intro to Seller Central

- Seller Central is the hub for all seller actions. Tutorials on Seller University can help you get started easily. [View details](#)

Account info

- Verify credit card details and make sure the credit card is chargeable at all times. [View details](#)

User permissions

- Set user permissions based on needs. [View details](#)

Intro to Seller-Fulfilled Shipping

- Set origin countries, shippable regions, and countries. Seller can customize shipping fees based on product count, weight, and price. [View details](#)

Create listing (Within one week after launch)

Overview of categories

- Before adding a product, make sure your products are in compliance, and apply for approvals if needed. [View details](#) / [View details](#)

Add products

- Using Add-a-product [View details](#)
- Matching to an existing listing [View details](#)
- How to create product variations [View details](#)
- Using inventory—Basic [View details](#)
- Using inventory—Advanced [View details](#)

Product detail page

- Amazon Detail Page Overview [View details](#)
- What makes a quality detail page [View details](#)
- Editing Shared Detail Pages [View details](#)
- Translation and Localization [View details](#)

Buy box

- Amazon Buy Box Overview [View details](#)
- Winning the Buy Box [View details](#)

Build International Listings

- BIL lets you create and update offers from a single source marketplace to target marketplaces across regions. [View details](#)



Fulfillment by Amazon

Basics

- How FBA works [View details](#)

Preparation

- Registration and Preparing Products for FBA [View details](#)

Seller Central settings

- Converting Products to FBA [View details](#)

Shipment preparation

- Your First FBA Shipment [View details](#)

Create a shipping plan

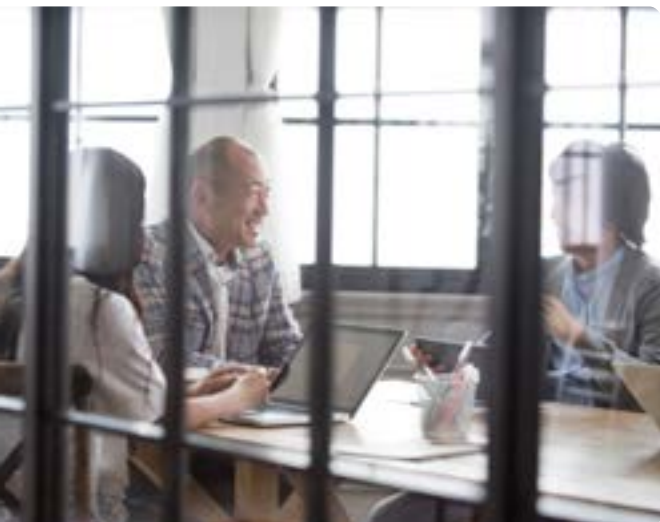
- Set quantity [View details](#)
- Prepare products [View details](#)
- Label products [View details](#)
- Review shipments [View details](#)
- Prepare shipments [View details](#)
- Summary [View details](#)

Small and Light [View details](#)

Frequently Asked Questions [View details](#)

Inbound to Amazon Fulfillment Center

- More options through our third party Solution Provider Network website. [View details](#)



Merchant-Fulfilled orders

First order

- You just got your first order: now what? [View details](#)

Order page

- The Manage Orders Page & Order Reports [View details](#)

Customer service

- Providing great customer service [View details](#)

Self-Fulfilled International Shipping

- Let Self-Fulfilled international shipping providers handle cross-border logistics and order management. [View details](#)

International returns

- Receive and process returned orders from customer country with the help of third party solution providers. [View details](#)



Promotions

Selling Coach

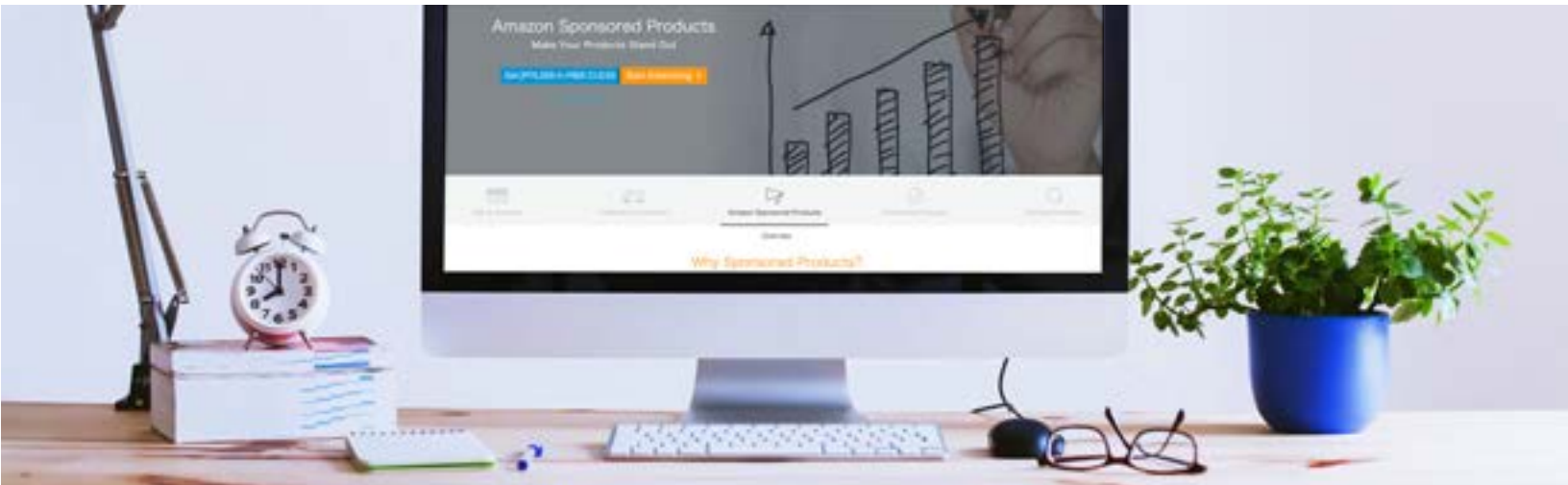
- Intro to Selling Coach [View details](#)
- Find your recommendations [View details](#)

Sponsored Products

- Intro to Sponsored Products [View details](#)
- Create your first Sponsored Products campaign [View details](#)
- Understanding your metrics [View details](#)
- Create a Campaign with Manual Targeting [View details](#)
- Keyword match type [View details](#)

Other promotions

- Amazon Points Program [View details](#)
- Lightning deals [View details](#)
- FBA Subscribe and Save [View details](#)





Seller performance

Seller Performance Measurement

- All sellers should be working toward achieving and maintaining a high level of customer service. [View details](#)

Amazon Product Quality Program

- Understand Amazon's guidelines on product quality and authenticity. [View details](#)

Prohibited seller activities and actions

- Please read carefully. This document provides guidance on how to avoid prohibited seller actions and maintain a credible seller account. [View details](#)

Appeal the restriction or removal of selling privileges

- Selling privileges can be restricted or removed if your customer metrics (order defect rate, pre-fulfillment cancel rate, or late shipment rate) do not meet our performance targets. [View details](#)