

INTERNATIONAL SHIPPING FOR BRAND OWNERS

What you'll learn

Making sure your products are delivered to customers promptly is an important part of ensuring a great customer experience. This is true whether your customers live in the same country as you do, or somewhere else in the world where they're able to purchase your products through Amazon.

This chapter will help you understand:

- How to work with third-party providers
- The benefits of selling internationally with FBA
- Things to consider when fulfilling international orders yourself
- The requirements and obligations associated with export shipments

It is important that you clearly understand all of the necessary steps and procedures for importing your goods into the U.S. For additional resources, see [Ship and Fulfill](#) on the [Amazon Services](#) website.

Importing & Exporting

Inventory

When you expand your business internationally, whether you use a third-party fulfillment provider, Fulfillment by Amazon (FBA), or handle the fulfillment yourself, it is important that you understand your obligations in the import/export process.

You may want to hire a logistics provider (a customs broker or a freight forwarder) to handle the process for you. These providers have the expertise and resources to make sure your inventory moves from its origin to its destination in a timely and secure manner and that you meet all of your obligations and responsibilities associated with the process.

Third-Party

Fulfillment Providers

If you choose to use a third-party fulfillment provider, your first step is to find a carrier that can ship internationally.

Before choosing a fulfillment provider, visit their websites to get approximate shipping charges for filling orders for the Amazon marketplaces where you wish to sell. There are a lot of online resources that can help you compare rates and find the right provider.

The following are companies that Amazon sellers have found useful:

- **DHL:**
www.dhl.com
- **Expeditors International:**
www.expeditors.com
- **FedEx:**
www.fedex.com
- **Samuel Shapiro:**
www.shapiro.com
- **UPS:**
www.ups.com

Tip

Contact your freight forwarder or courier before shipping any inventory to make sure you understand all of the associated fees and requirements.

FBA

Fulfillment by Amazon

A great option for expanding internationally is to use Fulfillment by Amazon (FBA). You send your inventory to a fulfillment center in the country where you want to sell your products and FBA takes it from there.

When you use FBA, you can provide the same benefits to your customers as in-country competitors, including:

- Making your products Amazon Prime Eligible which provides access to our most loyal customer base.
- Making your offers more competitive by decreasing the delivery time to your customers.
- Providing local returns for domestic shipments.
- Providing 24-hour customer support 7 days a week by leveraging Amazon's support resources.



Important: It is your responsibility to comply with all import and export laws and to ensure the imported goods comply with applicable laws and regulations. You may not import prohibited or restricted items without all required permits and authorizations. For example, the import of certain agricultural, food products, alcohol, plants and seeds, fish and wildlife products, or medication into the United States may be prohibited or restricted.

FBA

Fulfillment by Amazon (cont.)

Exporting process:

Sending inventory to an Amazon Fulfillment Center

When you send your inventory to an Amazon fulfillment center, you begin by creating product listings and creating a shipping plan in Seller Central. After your shipping plan is created, you then:

- 1 Prepare a commercial invoice** for your shipment indicating that you are the importer of record.
- 2 Choose a customs broker** (a service that may also be offered by your carrier).
- 3 Ship your products from your manufacturer**, supplier, or warehouse to the port.
- 4 Clear your products** through customs for export.
- 5 Load your products** onto a carrier for transport **to the destination port**.
- 6 Ship your products to the destination port**.
- 7 Clear your products** through customs for import.
- 8 Load your products** onto carrier for transport **to fulfillment center**.

When your inventory originates in a different country than the fulfillment center, you act as the exporter of record in the source country and the importer of record in the destination country. You must comply with all laws and regulations of the source and destination countries. You may be subject to import taxes, customs duties, and fees levied by the destination country.

For more information about sending inventory to an Amazon fulfillment center, including the requirements for less-than- and full-truckload shipments, see [Shipping and routing requirements](#).

Fulfilling

Orders Yourself

As an international seller, you can also ship products that customers in other countries buy from you yourself. When you ship directly to Amazon customers:

- 1 You choose the carrier for your international shipments.**
- 2 You are the exporter of record.**
- 3 International shipping charges vary depending on several factors, including:**
 - Package dimensions and weight
 - Delivery time
 - Origin (where you are shipping from) and destination (where you are shipping to).

Note: *Shipping costs can be considerably higher for international destinations.*

It is important to manage customer expectations when fulfilling international orders yourself. You are responsible for meeting customer expectations for all orders you receive. Make sure you provide

customers with accurate information about the country you are shipping from. The “shipping from” country in your seller profile and the shipping time you quote must be accurate. Incorrectly representing your shipping process can lead to a negative customer experience and may ultimately result in the removal of your selling privileges.

Tip

To ensure a good customer experience, it is important that customers not be subjected to shipment delays due to customs or unexpected charges associated with additional duties and taxes. It is important that you take care of such matters when you ship the product. Ensure that all shipments are sent Delivery Duty Paid (DDP).

Conclusion

When you understand your options, including your obligations, responsibilities, and costs, when fulfilling orders internationally, you will be in a better position to choose the fulfillment strategy that is the best fit for your business.