



Introduction to Amazon Store

Chapter 1

Amazon Global Selling is a program that allows you to sell your products internationally through Amazon. At present Amazon has 20 stores across the world, providing you with direct access to millions of customers. With this course, you will learn what Amazon Global Selling is, how to select target store and features of stores available to Selling Partners. This includes the current development of retail sale and e-commerce and buying habits. With this information, Sellers can decide which store to sell in based on their export cross-border e-commerce business.

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There are nine chapters in this course. If you wish to learn about other chapters, please look for them under Related Topics.



1. Introduction to Amazon Global Selling

By now you would have realized that cross-border e-commerce provides the new tailwind for the economy. This chapter will introduce how Amazon Global Selling helps you on your first step towards expanding your global sales.

- 1.1 What is Amazon Global Selling
- 1.2 Advantages of Amazon Global Selling



1.1 What is Amazon Global Selling

Amazon was founded in July 1995 and is headquartered in Seattle. Amazon Global Selling leverages on Amazon's global resources to help Selling Partners capitalize on the opportunities offered by cross-border e-commerce to develop their export businesses, expand globally and build international brand.

At present 20 overseas stores are available to Selling Partners. They are namely the US, Canada, Mexico, Brazil, UK, France, Germany, Italy, Spain, the Netherlands, Sweden, Poland, Japan, Australia, India, UAE, Saudi Arabia, Egypt, Singapore and China.



Amazon Global Selling primarily involves the consolidation of various service resources including logistics, finance, operations, technology and personnel training targeted at local enterprises and those in surrounding regions intending to expand their businesses. It aims to create a service cluster for localized cross-border e-commerce enterprises, linking them together for their benefit. It provides one-stop-shop services for local enterprises and those in surrounding regions, helping brands, manufacturers and trading enterprises to transform and upgrade themselves, thereby accelerating the development of local cross-border e-commerce enterprises.

[Click here](#) to access Amazon Global Selling website.

1.2 Advantages of Amazon Global Selling

As a globally-renowned e-commerce store, Amazon's "Global Selling" program possesses unique advantages.



Brand



Traffic Flow



Service



Brand and traffic flow

The greatest challenges for a beginner of cross-border e-commerce business without a brand or an international brand or its own customers are to garner consumers' trust and increase visibility. In both respects, Amazon possesses obvious advantages.

Given that Amazon is a popular online shopping destination in many countries, being associated with it will make it easier for the enterprise to gain consumers' trust. Amazon distributes products to 185 countries and regions, covering 300 million international users. Amazon enjoys high traffic in many countries. Therefore, having a store on Amazon means having access to a considerable amount of traffic.



Amazon's quality customer resources

Amazon's quality customers include Prime members and Amazon Business customers.

Amazon Business provides corporate purchasing services for corporate customers. Its target is to provide richer selection of products and convenient purchase experience for Amazon's corporate and institutional customers, as well as an effective channel consisting of millions of quality corporate and institutional buyers for Sellers. Such corporate customers include large hospitals, government institutions, Global 500 enterprises and universities, and can further enhance the sales of Sellers on Amazon store.

Sources (Foreign language only)

1. [Cifnews.com](https://www.cifnews.com)
2. [Cifnews.com](https://www.cifnews.com)



Amazon's global export cross-border e-commerce services

Amazon and our Service Provider Network can provide Sellers with comprehensive services including global logistics, local distribution, global collections, taxation and intellectual property advisory. Put simply, when Sellers choose Amazon Global Selling for their export cross-border e-commerce businesses and leverage the services offered, they only need to concentrate on product selection and product quality management, leaving other details to be handled by Amazon's services. This will significantly reduce Sellers' work load and enable them to devote their energy to their core business.

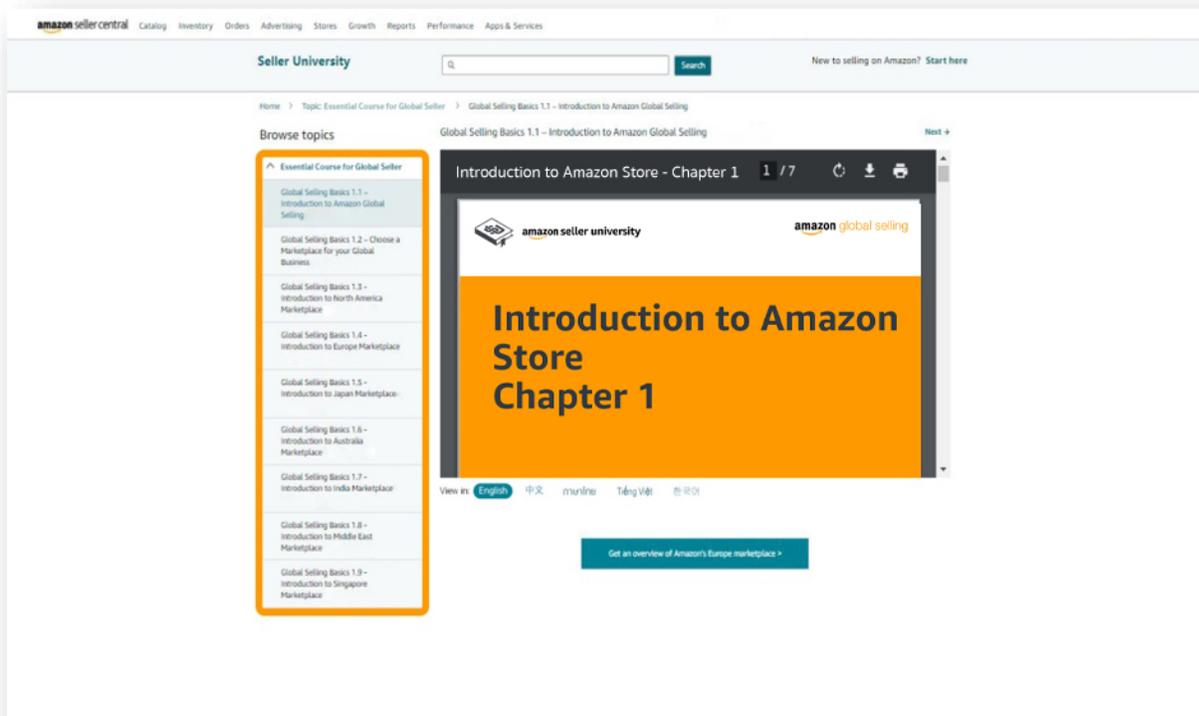
Related Topics

Introduction to Amazon Store

- Introduction to Amazon Global Selling
- Choose a Store for Your Global Business
- Introduction to North America Stores (U.S./Canada/Mexico)
- Introduction to Europe Stores (UK/France/Germany/Italy/Spain/the Netherlands/Sweden/Poland)
- Introduction to Japan Store
- Introduction to Australia Store
- Introduction to India Store
- Introduction to the Middle East Store
- Introduction to Singapore Store

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