

Day 1 of 4: Learn how and what to sell

In this workbook, grasp essential Amazon tools to start your first ecommerce business. Learn about **Product Selection**, **FBA Revenue calculator**, **Brand Registration** and **Brand Tools** to know what products to sell, how to estimate your revenue, and how to start your own brand.

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- Amazon constantly updates the site environment for a better seller experience, so you may see a slightly different Seller Central interface than the reference images used in this article. You can still refer to this guide for help because the overall procedures are similar.
- Amazon Global Selling SEA offers a variety of guided emails to sellers who have registered their account. Therefore, we encourage you to periodically check the email account you used for your Amazon account, and make sure that any related emails from Amazon are not classified as spam.
- More information about Amazon Global Selling is available on the [Amazon Global Selling website](#).

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The information contained in this guide does not constitute legal, tax or financial advice. If you are in doubt as to the action you should take, please consult your legal, financial, tax, or other professional adviser.

Recommendations in this document (if any) are intended to provide you with information only, and use of these recommendations should not be a substitute for your own judgment about demand for your products. Many factors may influence actual demand for your products, including price fluctuations, consumer demand shifts, and changes in competing offers for those products. The recommendations and statements in this document are not a guarantee of future results, and sellers remain responsible for determining their prices and inventory levels.

Why you should sell

1.1 Benefits of Amazon Global Selling

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.

As of 2023, 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, Turkey, Japan, Australia, India, UAE, Saudi Arabia, Egypt, and Singapore.



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.

Amazon distributes products to over 200 countries and territories and reach more than 300 million customers. In the second quarter of 2023, the share of e-commerce in total U.S. retail sales was estimated to be 15.4 percent, up from the previous quarter. From April to June 2023, retail e-commerce sales in the United States hit almost 277.6 billion U.S. dollars, the highest quarterly revenue in history.



US ecommerce sales
in Q3 2023¹
>USD277.62 billion

US ecommerce vs total retail sales
in Q3 2023¹
15.4%

¹E-commerce as share of total U.S. retail sales from 1st quarter 2010 to 2nd quarter 2023: Statista.com



Amazon's quality customer resources

Amazon's quality customers include Prime members and Amazon Business customers. As of 2021, the total population of the US was approximately 332.18 million, of which approximately 48% were Prime members.



US population in 2021¹

>332 million



Prime membership
in the US in 2021²

48%



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

Amazon and Amazon 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 can help reduce Sellers' workload and enable them to devote their energy to their core business.

¹Total population of the United States from 2015 to 2027: [Statista.com](#)

²Number of Amazon Prime users in the United States from 2017 to 2022 with a forecast for 2023 and 2024: [Statista.com](#)

What to sell



1.1 When should you conduct product selection?

It is important to do product research and validate your business idea throughout your selling journey. The reasons for evaluating products to add into your catalog may differ between new or experienced sellers:

Year 0
(Pre-registration)

Find a product to start selling

Year 1
(Registered)

Expand your catalog of products, add variations

Year 2
(Registered)

Expand into new countries, start selling in a new category, improve your brand with better quality products

1.2 What should I look for during product selection?

New sellers can consider building your customer base with evergreen products, i.e. products that are likely to have strong demand throughout the year. These products are more likely to have consistent sales that are not seasonal or based on temporary trends, and can help you to encourage repeated purchases, in addition to having a brand customers trust. Sellers with more experience should study seasonal demand changes and customer consumption habits when expanding into a new store to optimize your inventory and promotional strategy.

1.3 Product recommendations for new sellers



Look for evergreen products that are likely to have strong demand throughout the year. Avoid exploring seasonal products or niche products unless you have a specialized understanding of the seasonal requirements and unique customer demands.



Bundle your products to differentiate yourself from your competitors. Search Amazon listings for 'People are buying this with...' for inspiration.



Carry out proper product research based on keyword research and revenue calculations.



Study reviews and ratings of similar products to identify where your product can stand out.



Find products that have a long shelf life.



Keep your products affordable for customers.



Find products that have branding potential.



Understand the guidelines and requirements for selling in other countries e.g. FDA requirements to sell in the US for certain product types.

Tip:

If you are designing a new product, check the [United States Patent and Trademark Office \(USPTO\)](#) to see if a patent has been filed. More information on brand protection [here](#).

1.4 Steps to dive into Product Opportunity Explorer

1.4.1 What is the Product Opportunity Explorer?

The Product Opportunity Explorer is a tool that uses Amazon data to help identify what Amazon customers are looking for, how they're searching for it, and what sellers can do to meet that demand.

Product Opportunity Explorer [Learn More](#) | [Rate this Page](#)

Explore customer demand for new product ideas

Find opportunities in:

United States ▼

Find opportunities by categories

Search by Keyword or ASIN

Q

Example Niches from your Categories in United States

Get started by exploring example niches in Categories you currently sell in, or by searching or browsing above.

Niche Search Performance

1 of 3 View next Niche >

Average Units Sold T180:

Search Volume Growth T180:

[View Niche Trends](#)

Weekly ▼

● Product Count

● Average Price

Date	Product Count	Average Price
Sep. 03	24	\$52.20
Sep. 10	25	\$49.80

Increasing searches by customers

View Niche

Search Volume T90D Growth

View Niche

Search Volume T90D Growth

Decreasing searches by customers

View Niche

Search Volume T90D Growth

View Niche

Search Volume T90D Growth

Educational Videos

[FEEDBACK](#) X

amazon seller university

10

Try this tool

1.4 Product Opportunity Explorer

Product Opportunity Explorer features

- Search by product
- Search by category
- Search by keywords

Benefits of using Product Opportunity Explorer

- understand customer search and purchase habits and capture unmet customer needs as well as information about competitors;
- Dig deeper into market segments down to the ASIN level to save time on high-value new products and reduce the risk of new ones.

Why you should use Product Opportunity Explorer



[Product Selection Guide: Tools and tips](#)



[Watch the demo on-demand](#)



[Watch Product Opportunity Explorer best practices](#)



Only Brand owners with an Amazon Professional Selling Account have access to the Product Opportunity Explorer.

How to sell

1.5 How much to sell on Amazon

Before starting a cross-border e-commerce business, it is important to prepare sufficient start-up capital. The cost to sell on Amazon depends on your selling plan, product category, fulfillment strategy, and other variables. The options are flexible, so you can find the combo that works best for you and your goals.

A seller can essentially split their costs into these five stages:

1. Product selection
2. Brand registration*
3. Shipment to fulfillment centers and storage*
4. Delivery to customers
5. Promote your products*

**Credits and rebates available with New Seller Incentives to offset your costs. Find out how you can redeem them [here](#).*

Tip:

Sellers can focus on stages 1-5 in your first 90 days of selling on Amazon.

RECEIPT

Professional
selling plan

Product R&D
cost

Manufacturing
cost

Shipping fees

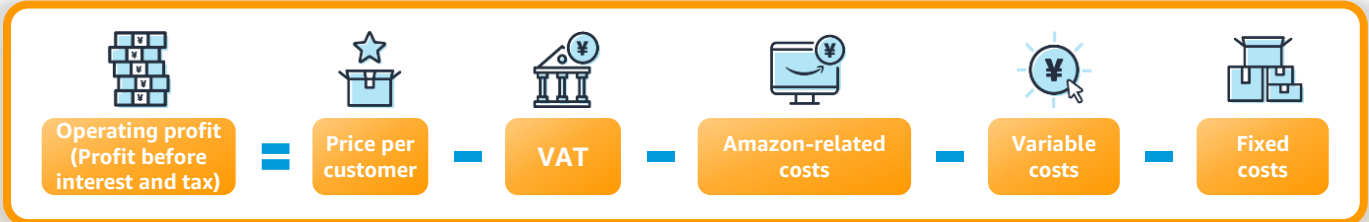
Storage fees

Trademark
registration

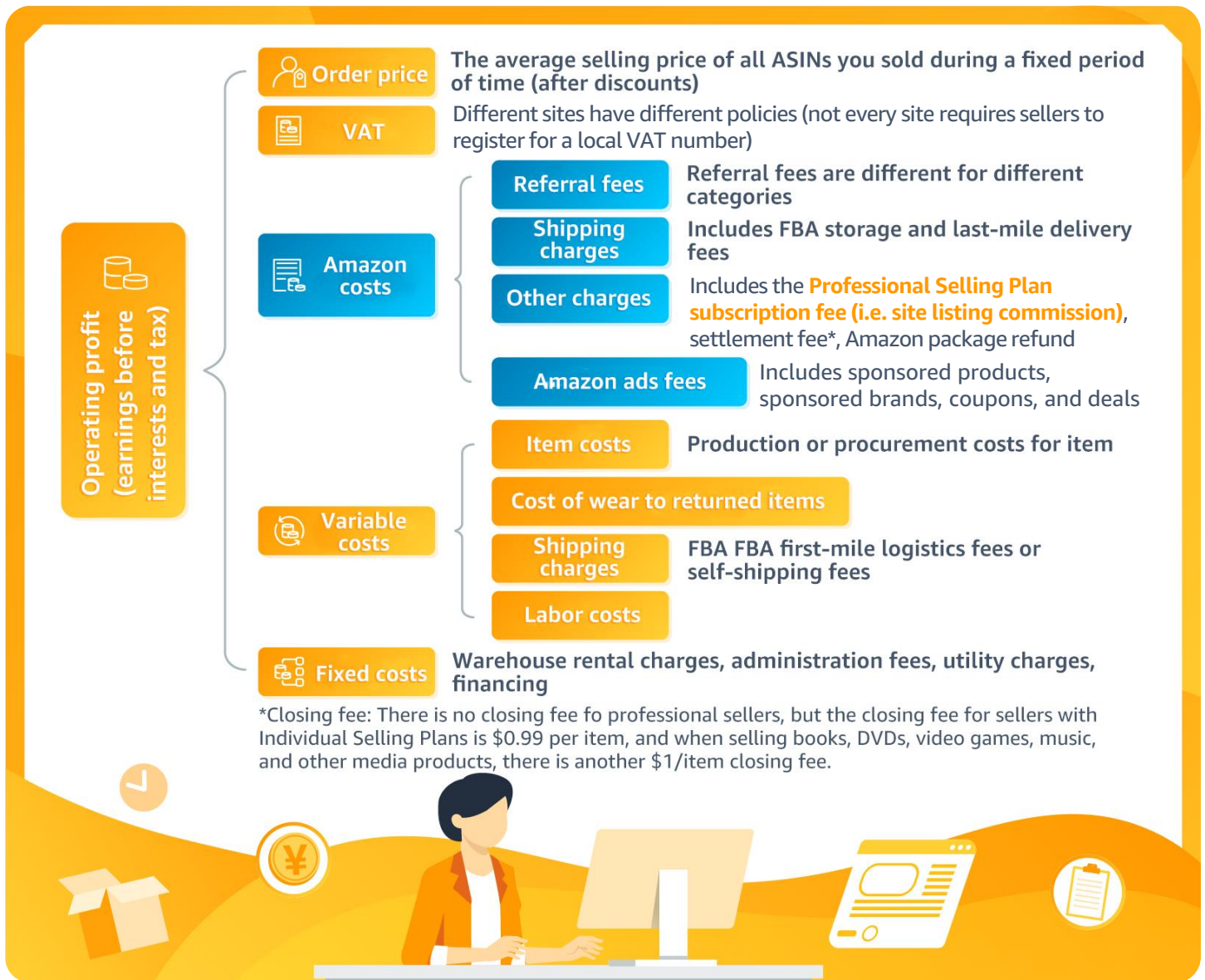
Promotions,
advertising costs

**New Seller
Incentives

Next, let's take you step-by-step to "settle accounts" and see what costs will be included in cross-border e-commerce from registration and opening a store to selling products.



* **Price per customer:** The average selling price of all ASINs you sell over a fixed period of time (after deducting discounts).



Explanation of specific costs

Among the costs associated with Amazon, the Selling on Amazon registration fee (that is, the commission for opening a website) and the Amazon referral fee are fixed relative to sales. Logistics tariff costs and other costs that may be incurred will fluctuate according to production, sales, and operation conditions.



Referral fees

It's roughly between 8% and 15%, and the fees will vary depending on the Amazon store you open.



Fulfillment tariffs

These account for roughly 15% to 20%, including first-mile logistics costs, warehousing costs, last-mile logistics costs, import customs clearance taxes, and destination country consumption tax.



Professional Selling Plan subscription fee (site listing commission)

With a one-time registration for a global professional account (\$39.99 per month)^[1], you can open in 17 countries*, saving time and money when registering. Currently, if you open in the top 4 emerging stores in Singapore, the Middle East (UAE, Saudi Arabia), and India, you can also enjoy a limited-time free monthly storage benefits.

*Note: The 17 major countries include North America (US, Canada, Mexico) /Europe (UK, France, Germany, Spain, Italy, Poland, Sweden, Netherlands, Belgium) /Japan/Australia/Singapore/ Middle East (UAE, Saudi Arabia).



Other costs that may vary

When considering the full cost of doing business on Amazon, in addition to the above costs, be sure to consider additional expenses that may also be encountered. These might be **product costs, wear and tear costs associated with product returns, shipping costs, labor costs, refund processing fees, listing fees, and costs of choosing a third-party service provider**. Other options that help you increase sales, such as advertising and marketing expenses, and studying related official paid courses also have costs. Among them, **common advertising and marketing expenses (including Amazon Ads and off-site marketing)** account for between roughly 10% to 15%.

1. Learn more about the Professional Selling Plan fee promotion [here](#).

Try to estimate your product costs

Product	Product title	<input type="text"/>
	Description, keywords	<input type="text"/>
	Dimensions	<input type="text"/>
	Weight	<input type="text"/>

Cost component	Price/Cost (\$)	Proportion of selling price (%)
Selling price		
Freight on board (FOB) cost		
First mile delivery cost		
Duty Cost*		
FBA Fees**		
Amazon Referral Fees		
Sponsored Product Advertising Costs***		
Total Cost of Sales		
Sales gross profit (rate)		

*Tariff rate is estimated at FOB price 5%

**FBA fee = product delivery fee + storage fee (estimated by an average of 30 days)

***Sponsored product advertising cost is estimated as 10% ~ 15%

The actual situation will vary according to product category, size, quantity and season, please consider the reference. Retail price must be based on consumer market demand (website front desk) price to set the end price.

1.5 Estimate selling fees and revenue with FBA Revenue Calculator

1.5.1 What is FBA Revenue Calculator

The Revenue Calculator is a preview tool that allows you to compare revenue estimates for products based on the fulfillment channel used. Easily see which fees apply to each fulfillment option and enter sales volume estimates to calculate total proceeds, as well as per-unit sold estimates.

Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between different fulfillment methods

Disclaimer: This Fulfillment by Amazon Revenue Calculator should be used as a guide in evaluating FBA only. Amazon does not warrant the accuracy of the information or calculations in this Revenue Calculator. Independent analysis of the output of this Revenue Calculator should be conducted. The New Amazon Fulfillment option reflects your current Selling on Amazon fees and FBA fulfillment fee.

For more information about how to use this calculator visit our [Help page](#) [Send feedback](#)

Find existing product or enter product information

[Search Amazon catalog](#) [Define product](#) [Estimate in bulk](#)



Search another product

Amazon store US

Sales rank #1, (Office Products)

Offers 1 offers

Rating ★★★★★ 146,661

Featured offer details

Price + shipping \$39.99 + 0

Condition New

Ship from Amazon

Sold by Amazon.com

Amazon Fulfillment	Your fulfillment
<p>Item price \$ 39.99</p> <p>Amazon fees \$5.10</p> <p>Referral Fee \$5.10</p> <p>Fixed Closing Fee \$0.00</p> <p>Variable Closing Fee \$0.00</p> <p>Fulfillment cost \$26.95</p> <p>Storage cost \$0.57</p> <p>Storage utilization surcharge per unit \$0.00</p> <p>Average inventory units stored 1</p> <p>Estimated monthly units sold 1</p> <p>Storage cost per unit sold \$0.57</p> <p>Other costs \$0.00</p> <p>Cost of goods sold \$</p> <p>Miscellaneous cost \$</p>	<p>Item price \$ 39.99</p> <p>Shipping charge \$ 0</p> <p>Sales price \$39.99</p> <p>Amazon fees \$5.10</p> <p>Referral Fee \$5.10</p> <p>Fixed Closing Fee \$0.00</p> <p>Variable Closing Fee \$0.00</p> <p>Fulfillment cost \$</p> <p>View and edit your fulfillment cost breakdown</p> <p>Storage cost \$0.00</p> <p>Enter your storage costs for a more accurate comparison</p> <p>Monthly storage cost per unit \$</p> <p>Average inventory units stored 1</p> <p>Estimated monthly units sold 1</p> <p>Storage cost per unit sold \$0.00</p> <p>Other costs \$0.00</p> <p>Cost of goods sold \$</p> <p>Miscellaneous cost \$</p>
<p>Cost per unit \$32.62</p> <p>Estimated sales, 30 days 1</p> <p>Net profit \$7.37</p> <p>Net margin 18.43%</p> <p>Learn more about the program</p>	<p>Cost per unit \$5.10</p> <p>Estimated sales, 30 days 1</p> <p>Net proceeds \$34.89</p> <p>Net margin 87.25%</p> <p>Learn more about the program</p>

Note: The FBA Revenue Calculator does not factor in advertising or promotional costs.

You can use [FBA revenue calculator](#) to project relevant fees for designated products based on the sales information on Amazon in three different ways:

Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between different fulfillment methods
 Disclaimer : This Fulfillment by Amazon Revenue Calculator should be used as a guide in evaluating FBA only. Amazon does not warrant the accuracy of the information or calculations in this Revenue Calculator. Independent analysis of the output of this Revenue Calculator should be conducted to verify the results. Please consult the Amazon Services Business Solutions Agreement for up-to-date costs and fees. The New Amazon Fulfillment option reflects your current Selling on Amazon fees and FBA fulfillment fee.

For more information about how to use this calculator visit our [Help page](#)

1 Search Amazon catalog

Generate estimate based on an existing product in the Amazon catalog
 Search for a product listed on Amazon and estimate the cost and profitability of selling the product

Amazon store: US Search for product on Amazon: Search

2 Define product

Find existing product or enter product information
 Search Amazon catalog

Generate estimate by entering product information
 Manually enter product details to estimate the cost and profitability of selling the product on Amazon

Amazon store: US Unit of measurement: in Package dimensions: in X in X in Unit weight: lb

Product category: Select category Item price: \$ Shipping charge: \$ Estimate

3 Estimate in bulk

Find existing product or enter product information
 Search Amazon catalog Define product

Step 1 Find products to estimate in bulk

Bulk estimate for: Amazon catalog New products

Amazon store: US Search for product on Amazon: Search

Image	Product name ASIN	Product dimensions	Fee category	Fulfilled by:	Price
Program 1: Amazon Fulfillment Program 2: Select program to compare Storage season: <input checked="" type="radio"/> January-September <input type="radio"/> October-December 0 products selected Next					

Step 2 Enter inputs for program 1

Step 3 Download report

Try this tool

1.6 FBA Revenue Calculator

FBA Revenue Calculator features

- Search with similar products sold on Amazon or search with your own product dimensions
- Adjust your item price
- Adjust your inventory storage estimate and expected sales volume to calculate total proceeds, and per-unit sold estimates.

Benefits of using FBA Revenue Calculator

- Compare revenue estimates for products based on the fulfillment channel used
- Easily see which fees apply to each fulfillment option

Why you should use FBA Revenue Calculator



[Watch the explainer video](#)



[Watch the demo on-demand](#)



You can use the FBA Revenue Calculator even if you have not yet registered for an Amazon selling account.

1.7 Importance of brands and how branding affects cross-border e-commerce

Branded products are more likely to be remembered and repurchased by consumers. Thus branding may increase sales and repeated purchases. Branding brings three benefits:



Highlight characteristics and core competitiveness of brand

Products with brand names often are more favored by customers because they give customers an impression that they provide better quality assurance and services. Sellers can start to build a loyal customer group with their brand so that its sales are less likely to be affected even if their products are priced higher.



Increase sales and help sellers improve conversion

A brand can help to encourage **repeated purchases** of its products. For customers, brand loyalty is also a choice of convenience because they already know what to expect from the brand. Customers shopping on Amazon would directly search for the brand and choose the products they're satisfied with.



Prevent infringement and ensure sustainable growth for cross-border e-commerce sellers

A registered brand can also help sellers avoid risks, such as infringement. Your products may receive legal protection overseas, and you can address concerns over counterfeits or listing-hijacks by other sellers, thereby safeguarding your brand reputation and product sales for you to gain a foothold in cross-border competition.

Try this service

1.8 Amazon Brand Registry

Amazon Brand Registry features

- Analyze brand growth with brand dashboard
- All-in-one registration for multiple countries
- Manage customer reviews

Benefits of using Amazon Brand Registry

- Dedicated brand display with advertising and promotions
- Proactive brand protection
- Comprehensive brand building tools
- Exclusive rebates and credits for brand owners with New Seller Incentives

Why other sellers are enrolling in Amazon Brand Registry



[Brand Building Case Study](#)



[Watch the demo on-demand](#)



Essential guide to enroll in Amazon Brand Registry [here](#)

1.9 Brand recommendations for new sellers



Sellers can expect the following in your brand development roadmap: Brand registration > Launch Sponsored Brands campaign > Conduct brand analytics > Register for trademark protection



To rapidly acquire reliable reviews as a new brand owner, leverage Vine – it is free to enroll your new products listed.



Before registering a brand, check the trademark office in the country you want to sell in (USPTO for US store) for any patents or trademarks that conflicts with yours.



Immediately after you have enrolled in Amazon Brand Registry, build your Brand Store – this is a microsite within Amazon of your brand and your products.



With an enrolled brand, you should start applying the A+ content concepts to optimize your brand presence on Amazon.



Start your brand registration as soon as you have a registered Amazon account. After submitting a trademark application, it usually takes 2 to 3 months to obtain a pending trademark (™ mark), at which point you can start enrolling in Brand Registry. Trademark application times vary by country and region, so sellers are advised to start as soon as possible.



Make informed and strategic decisions with Brand Analytics before jumping into Sponsored Brands and other advertising/promotions for your brand.

1.10 Benefits of enrolling in Amazon Brand Registry

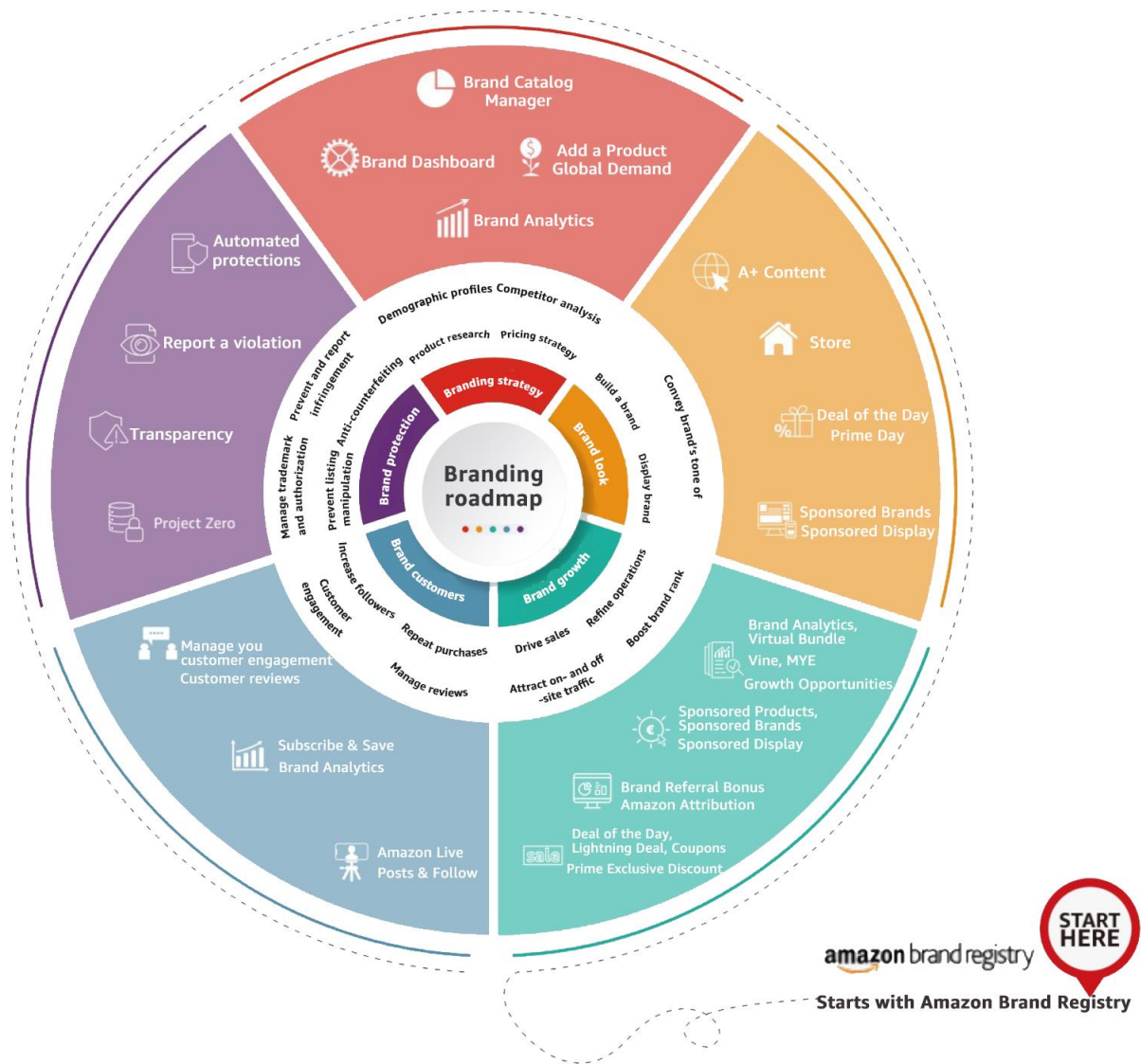


Next, we will go to the key step in building a brand on Amazon — Amazon Brand Registry.

- **How does Amazon Brand Registry help boost sales?**

When you enroll in Amazon Brand Registry, you'll receive

- **30+** brand marketing and protection tools
- **5 core operating directions** that comprehensively accelerate brand growth
- **Comprehensive** help to launch new products quickly, and attract orders for new stores



Branding strategy

Objectives: Understand demographic profiles, competitor analysis, conduct product research, form a pricing strategy

 Brand Analytics

 Add a Product
Global Demand

 Brand Catalog
Manager

 Brand Dashboard

Brand look

Objectives: Build a brand, how to display brand, convey the brand's tone

 A+ Content

 Store

 Deal of the Day
Prime Day

 Sponsored Brands
Sponsored Display

Brand growth

Objectives: Drive sales, refine operations, attract on- and off-site traffic, boost brand rank

 Deal of the Day,
Lightning Deal, Coupons
Prime Exclusive Discount

 Brand Referral Bonus
Amazon Attribution

 Sponsored Products,
Sponsored Brands
Sponsored Display

 Brand Analytics,
Virtual Bundle
Vine, MYE
Growth Opportunities

Brand customers

Objectives: Increase followers, drive repeat purchases, customer engagements, manage reviews



Amazon Live
Posts & Follow



Subscribe & Save
Brand Analytics



Manage your
customer engagement
Customer reviews

Brand protection

Objectives: Prevent listing manipulation, anti-counterfeiting, manage trademark and authorization, prevent and report infringement



Automated
protections



Report a violation



Transparency



Project Zero

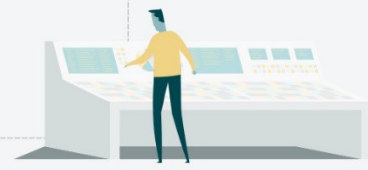
More specifically, enrolling in Amazon Brand Registry also gives you access to a suite of exclusive tools to help you stand out during marketing activities:

	With a brand	Without a brand
Product display formats	<ul style="list-style-type: none"> Multi-format product display A+ content images and video Store Sponsored Brands, Sponsored Display ads 	<ul style="list-style-type: none"> Text-only format
Amazon Brand Analytics tools	<ul style="list-style-type: none"> Full access unlocked for brands to understand their customers and competitors. 	<ul style="list-style-type: none"> No access
Amazon Brand Protection tools* <small>*Protection only applies to local trademarks</small>	<ul style="list-style-type: none"> Protected against counterfeits Access to Report a Violation tool Automated protections 	<ul style="list-style-type: none"> Not protected
Brand exposure in product name	<ul style="list-style-type: none"> Brand name in product name is allowed Access to advertising tools for more brand awareness 	<ul style="list-style-type: none"> Not permitted
Ease of sales conversions	<ul style="list-style-type: none"> Access to brand Store for customer to access your catalog A+ content in your listing to create brand loyalty and informed purchases 	<ul style="list-style-type: none"> No brand to connect products together. Harder to expose new products to customers.

Since the launch of Amazon Brand Registry in 2017, more than 200,000 brands worldwide have registered for brand registration on Amazon because of the many advantages that brand registration can bring, favored by brand owners.

Refer to the table below for a side-by-side comparison of different brand protection tools and select those that best fit your specific needs and situations:

Amazon brand protection tool	Application requirements	Highlights	Applicable marketplaces
Automatic brand protection	<p>Enjoy this service once you enroll in Amazon Brand Registry</p>	<ul style="list-style-type: none"> No personnel required No wait time No fees 	
Report a violation	<p>Enjoy this service once you enroll in Amazon Brand Registry</p> <p>Check or report suspected infringement now</p>	<ul style="list-style-type: none"> Respond quickly and proactively to infringement risks and defend your IP rights No fees 	
Transparency	<p>Available if</p> <ul style="list-style-type: none"> You are the brand owner enrolled in Brand Registry Products are enrolled in Transparency and protected across marketplaces Products have a GTIN <p>Apply now</p>	<ul style="list-style-type: none"> Register once and use across multiple sites Prevent counterfeit products before they reach customers After enabling, no personnel and no wait time required 	
Project Zero	<p>Available if</p> <ul style="list-style-type: none"> You have registered trademark and are enrolled in Brand Registry As the seller you must meet the following conditions: <ul style="list-style-type: none"> You are the trademark's copyright owner You have an Amazon account with access to Brand Registry You have used the Report a violation tool in the last 6 months and have an acceptance rate of at least 90% <p>Note: In order to prevent abuse of Amazon's tools, Amazon reserves the right to evaluate other factors to determine eligibility</p> <p>See if you're eligible now</p>	<ul style="list-style-type: none"> Self-service counterfeit removal Brands can remove counterfeits themselves No wait time 	



Key takeaways from Day 1

What to sell:

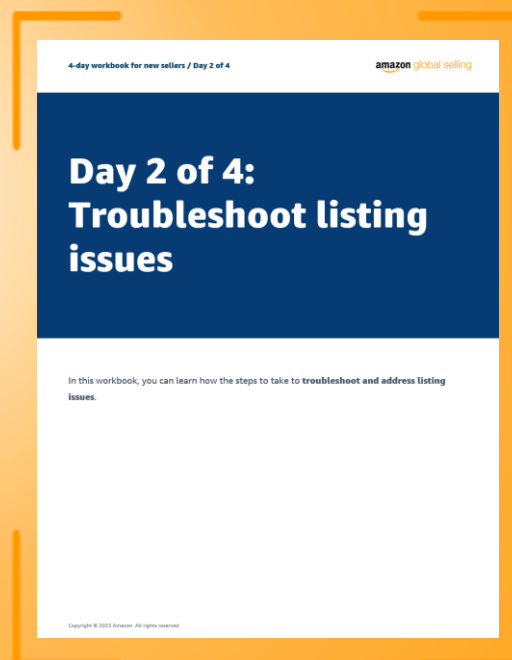
- Research keywords, customer reviews, and revenue calculations of similar products
- Consider the seasons where the product is likely to have strong demand
- Check that your products are compliant with guidelines and requirements in the country of sale

How to sell:

- Consider the fees and pricing strategy to estimate your revenue
- Consider the brand benefits of enrolling your brand into Amazon Brand Registry

Master these tools and services:

- Product Opportunity Explorer
- FBA Revenue Calculator
- Amazon Brand Registry



Continue to the Day 2 workbook