

**Sell on Amazon.com**

# **Perfect Jumpstart & Launch Playbook (EU)**

**Launch your Amazon EU store with your Amazon US account in 90 days**

This playbook provides a step-by-step guide for all existing sellers to set up your Amazon EU store and start expanding your Amazon business to Europe. Reach millions of additional customers across 28 countries and diversify your revenue stream with familiar Amazon selling tools and services that can help you simplify international selling.

Get an overview of the five Amazon selling programs — **Brand Registry, A+ Content, Fulfillment by Amazon, Automated Pricing, and Advertising** — you should enroll in within your first 90 days to be eligible for Perfect Launch.

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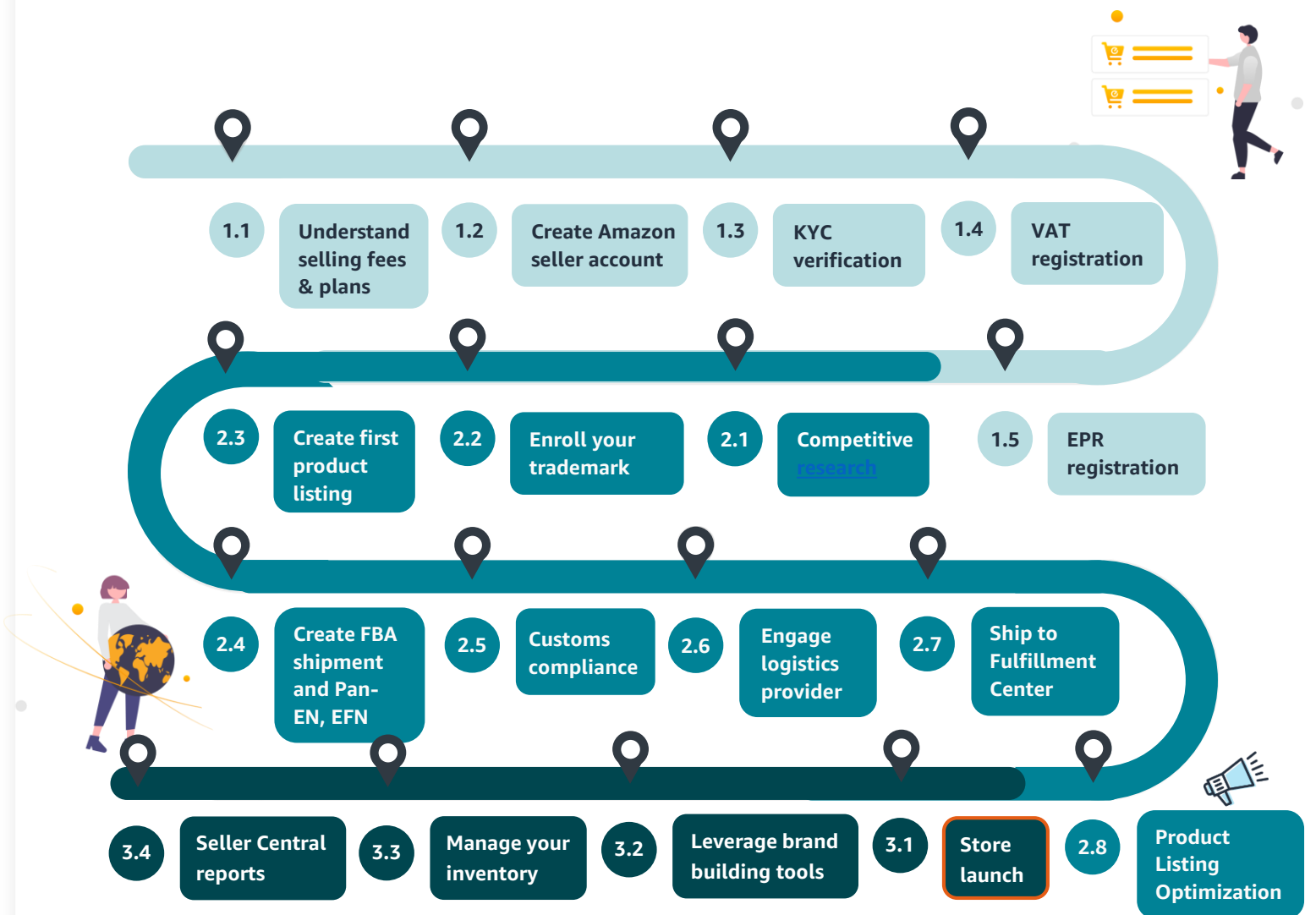
*The information contained in this guide does not constitute legal, tax or financial advice. If you are in doubt as to the action you should take, please consult your legal, financial, tax, or other professional adviser.*

# Existing Brand/Product EU Cross-launch Roadmap

**Phase 1:**  
Getting started  
& Registration

**Phase 2:**  
Launch your store  
on Amazon.com

**Phase 3:**  
Scale your business with  
brand building tools



# 1 Getting Started: Learning about Amazon & Registering as an Amazon Seller!

(~1 month)

WEEK 1

## 1.1 Understand the selling fees and plans

The cost to sell on Amazon.com depends on your selling plan, product category, fulfillment strategy, and other variables.

### Selling Plan\*

The Individual Plan costs **£0.75 (excl. VAT)** per unit sold, and the Professional plan costs **£25 (excl. VAT)** per month no matter how many units you sell.

### Referral Fees

Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between **8%** and **15%**.

### Fulfillment Fees

The cost to ship your orders depends on whether you fulfill your own orders or use Fulfillment by Amazon (FBA). View FBA fees [here](#).

### Other Costs

Some sellers may incur additional fees (such as long-term storage fees) or pay for optional programs like advertising or premium account services.



### Getting paid and paying fees

When you set up a seller account, you'll provide a credit card or debit card number and a bank account. Amazon will charge the card provided to cover your fees, and proceeds from any sales will be deposited into your bank account.

[Check out Amazon.co.uk Selling Fees](#)

[Watch this overview on Amazon Selling Fees](#)



Amazon's selling plans give you the freedom to pay per sale or stick to a flat monthly fee. We'd recommend the Professional Plan as you can:

1

Potentially qualify for top placement on product detail pages

2

Have access to tools such as Product Opportunity Explorer

3

Potentially attract shoppers with on-site advertising tools

WEEK 2

## 1.2 Create your Amazon seller account

Now that you have done your research and are ready to get started, we have created an **Amazon Seller Registration Guide (EU)** to walk you through Amazon's account registration process.

This guide is designed to reduce the inconvenience in the process of registering and creating your Amazon EU account, and is based on the registration of a Professional Seller account. For more information about Amazon Global Selling, check out our website [here](#).

Facing issues during registration? Chat with us at our Amazon Global Selling Facebook page [here](#).

Compliance Hub

Step-by-step registration guide



### Seller Tip: New Seller Incentives

Start your journey with a little less risk. To help you achieve Perfect Launch, Amazon offers [New Seller Incentives \(NSI\)](#), including 5% back on your first £800,000 in branded sales, credits to try cost-per-click (CPC) advertising or kickstart your product reviews, and more—plus discounted Prime shipping, storage, returns, and more with Fulfillment by Amazon. Please refer to the [terms and conditions](#) in Seller Central.

**Find out more on how to qualify for NSI here →**

## WEEK 3

### 1.3 KYC Verification

By this point, you would have completed three verification steps before reaching the final verification that Amazon does for EU stores, known as the Know Your Customer (KYC) verification.



In-Person Verification Call (IPV)



Seller Identity Verification (SIV)



One Time Password Postcard Verification (OTP)



Know Your Customer Verification (KYC)

KYC is an in-depth verification of all parts of the business and stakeholders associated with your Amazon EU account.

[KYC Guidebook](#)

[Seller Identity Verification Call](#)

## 1.4 VAT Registration

VAT Services on Amazon is a Value Added Tax (VAT) compliance solution that allows you to manage your European VAT registration and filing obligations via a third-party tax service provider in up to seven countries (UK, Germany, France, Italy, Spain, Poland and the Czech Republic).

Timelines for VAT registration can vary greatly, depending on the jurisdictions in which you are registering for VAT. Once you have filled in the form and have successfully gathered all the required documents, the tax service provider will take **no more than five working days** to submit your applications to the tax authorities.

[Introduction to VAT](#)[VAT Knowledge Center](#)[VAT Services on Amazon Fees](#)[VAT Services FAQ](#)

## 1.5 EPR Registration

Extended Producer Responsibility (EPR) is an environmental policy principle that makes the producer responsible for the entire life cycle of the products, from product design to end-of-life management (waste collection, sorting and recycling). Sellers must comply with EPR regulations to sell in France and Germany as of 2022.

Enroll in the [EPR services on Amazon](#) that allows you to manage your EPR requirements in Germany and France with ongoing filing after a one-off registration.

[EPR Waste from Electrical Electronic Equipment \(WEEE\) requirements in Germany](#)[EPR Education and FAQs](#)



How selling on Amazon works



Fulfillment by Amazon gave us back the mind space to focus on growing sales and innovating our products. We ended the first year with six figures in sales. Now we do six figures a month just on Amazon.com alone.

**Samuel & Sing Chuen**

**Naoki Matcha**

Amazon Global Sellers from Singapore

## 2 Launch your store on Amazon UK and EU

(90-day launch plan)

WEEK 6

### 2.1 Leverage Amazon's Product Opportunity Explorer and Marketplace Product Guidance tools to validate product ideas on Amazon.com

Product research is both a science and an art. The good news is that the science is greatly aided by data — data on what customers are searching, how many products compete for those keywords, how many reviews they have, or whether they run out of stock often.

Amazon's Product Opportunity Explorer and Marketplace Product Guidance tools (*Professional Selling Account required*) gives you access to rich, accurate customer demand data so you know the why as well as the what to expand into new Amazon stores.

Product Opportunity Explorer

Marketplace Product Guidance

Intro to European Expansion Accelerator

WEEK 6

### 2.2 Enroll your registered/pending trademark into Amazon Brand Registry to gain early access to brand owner tools

Amazon provides sellers with a full range of brand building and protection tools. In addition to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and exclusive Advertising tools for Brand Owners, you can also unlock brand-exclusive benefits such as getting 5% back on your first £800,000 in branded sales.

Find out if you are eligible for enrollment in Amazon Brand Registry [here](#).

Brand Registry Registration Guide

Amazon brand owner benefits

Do note that if you do not have a trademark, consider filing for one via [Amazon IP Accelerator](#) to build and protect your brand as you launch across multiple stores. Amazon IP Accelerator provides competitive rates for you to get a trademark so that you can extend your brand rights to the EU.

[Brand Protection Guide](#)

[IP Accelerator Overview](#)



For new sellers, I think the biggest piece of advice I can share is listen to your customers. Keep your eyes and ears on the ground so that you can understand what they want, and meet their needs. Optimize your brand for conversion in the short-term, but also have a long-term brand building strategy.

**Stev**

**Petite Simone**

Amazon Global Seller from Singapore

## WEEK 8

### 2.3 Create your first product listing on Amazon!

You did it! You are now ready to get your product on Amazon.

To help you list your very first product, learn how to build international listings.

Do note that sellers intending to sell under restricted categories may need to submit additional documents to receive approval for selling, and may need to factor in more time for compliance certificates (e.g. Extended Producer Responsibility). Use the [Amazon Compliance Reference tool](#) and [Manage Your Compliance dashboard](#) to check if your product complies with EU requirements.

[Compliance Reference Tool](#)

[Products requiring additional approval](#)

[Build International Listings](#)

[EU Responsible Person FAQ](#)

## WEEK 10

### 2.4 Create FBA shipment and print-out box & product labels

**Let Amazon pick, pack, and ship your orders** — Fulfillment by Amazon (FBA) is a service that helps businesses grow by providing access to Amazon's logistics network. Businesses send products to Amazon fulfillment centers and when a customer makes a purchase, Amazon handles receiving, packing, shipping, customer service, and returns for those orders.

You may also participate in the [FBA New Selection](#) program, where you can qualify for free monthly storage, free liquidations of unproductive inventory, and free return processing for all eligible new-to-FBA parent ASINs. Please refer to the [terms and conditions](#) in Seller Central.

[FBA Hub](#)

[Intro to Send to Amazon](#)

[Intro to Pan-EU FBA](#)

[Learn more about EFN](#)

[Logistics Shipping Plan Checklist](#)

WEEK 10

## 2.5 Check that you are compliant with import-export customs

After you create a cross-border fulfillment order and before shipping, you must make an export customs declaration, which must conform to customs requirements and is based on the transit method. You must also clear the goods for import with customs when the goods arrive at the destination country.

Import-Export Customs

WEEK 10

## 2.6 Engage a logistics provider to ship your inventory to a EU/UK FBA fulfillment center OR Engage your supplier to handle your logistics

While FBA handles last-mile delivery within the EU, you'd need to engage a logistics partner or supplier to process your first-mile delivery to the EU.

Check out the [Amazon Service Provider Network \(SPN\)](#) and discover Amazon-approved third-party software and services to automate, manage, and grow your business to sell globally.

As a tip, some logistics providers can provide IOR (Importer of Record) services and sourcing partners may also be able to provide these services end-to-end.

Learn more about SPN

List products with SPN

WEEK 11

## 2.7 Shipment in-progress to Amazon Fulfillment Centers (FC)

On average, sea shipments take about **1.5 months**, while air shipments can take **1-2 weeks** to be shipped to an Amazon FC in the EU from Singapore. As shipping time and costs vary, consult your chosen logistics partner.

## 2.8 Product listing optimization

Listing Optimization is crucial to improve the discoverability of your Amazon Standard Identification Number (ASIN) on Amazon.co.uk. Sharing detailed description and images of your product may allow customers to make a more informed purchase decision. Having an attractive and well-informed listing potentially allows for a higher listing conversion.

To learn more about how to optimize your listings, check out our **Listing Optimization Guide** below.

[Listing Optimization Guide](#)

[Check out more listing courses](#)



We started selling in the US with Amazon.com and Amazon Singapore. Then within a year, we expanded into Europe. With Fulfillment by Amazon handling everything, we could scale to sell in 10 countries in two years.

**Jane & Ivan**

**KeaBabies**

Amazon Global Sellers from Singapore



Let us know  
your feedback  
for this  
playbook



Continue  
your learning  
journey on  
Seller University



Learn more at  
our Amazon  
Global Selling  
Facebook page

# 3 Scale your business on Amazon with brand building tools *(~1 month)*

WEEK 15 ● 3.1 **Store Launch!** – Shipment checked-in and arrived in FC

WEEK 16 ● 3.2 Leverage powerful brand building tools to potentially increase your product visibility and sales on Amazon

Advertising ([Sponsored Products](#)), pricing ([Automate Pricing](#)), and merchandising solutions ([Coupons and Shopping Events](#)) can help you reach and engage shoppers at every stage of their journey – from awareness to purchase consideration and beyond.

Through [New Seller Incentives \(NSI\)](#), new sellers on Amazon’s Professional Selling Plan can qualify for a suite of benefits designed to help you launch and grow on Amazon. Campaigns are easy to set up, and Amazon will give you up to **USD\$50 of sponsored ads credits** and **USD\$50 of coupon fee credits** to help you get started. Please refer to the [terms and conditions](#) in Seller Central.

[Amazon Vine](#) invites the most trusted reviewers on Amazon to post opinions about new products to help their fellow customers make informed purchase decisions. You can build awareness of your product, boost the sales of your slow and cold start ASINs, and help customers make informed decisions about new products you offer by participating in Vine.

[Learn more about Amazon Advertising](#)

[Intro to Amazon Ads](#)

[Amazon International Advertising Checklist](#)

WEEK 16

### 3.3 Manage your inventory

With your sales underway, get familiar with the **Manage Inventory** page, which lets you search, view, and update your listing information; as well as add products to your store.

[Learn more about managing inventory](#)

WEEK 16

### 3.4 Understand your business with Seller Central reports

The Sales and Traffic Time reports in **Business Reports** contain important types of information that can potentially help you increase your sales on Amazon: traffic, Featured Offer percentage, and conversion. Learn sales success below.

[Learn about Account Health](#)

[Sales Success using Business Reports](#)



A satisfied customer is the best business strategy of all. **Amazon's Vine Program** invites the most trusted customers on Amazon to leave reviews on the products and therefore attract new shoppers by presenting honest and unbiased feedback. It is the perfect tool designed to help new sellers gain credibility, which will eventually turn into higher sales.

Jeremy

**Pristine Aroma**

Amazon Global Seller from Singapore



## More helpful resources

Download these one-page summaries of tutorials and guides to dive into each topic as you start selling on Amazon.



amazon seller university

## Brand Building & Brand Protection

Everything you need to know about building a successful brand from the ground up

amazon seller university

## Scale Your Business with Amazon Advertising

Your products are doing great on Amazon. Now it's time to take them even further.

amazon seller university

## Manage Your Inventory

Don't let low inventory slow you down.  
Master these guidelines to manage inventory.

amazon seller university

## Amazon Promotions and Peak Seasons

Leverage high demand during our peak seasons to maximize outreach to millions of shoppers.



**Let us know your  
feedback for this playbook**



**Continue your learning  
journey on Seller University**



**Learn more at our  
Amazon Global Selling  
Facebook page**