

How to Register and Set up a New Selling Account

on Amazon.ae

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Benefits of Selling on Amazon



Reach out to millions of customers easily without creating a website.



Leverage our brand awareness and the trust of our customers.



Cancel any time, no commitment.



Use our fulfilment network.



Maximize your potential with Amazon free analysis tools.



Introduction on How to Create a Seller Account



Introduction on how to create a seller account

To begin the process of creating a seller account on Amazon you need to:

1. Go to the following website: sell.amazon.ae
2. Click on [[Sign up](#)]



Introduction on how to create a seller account

The sell.amazon.ae website can give you access to lots of information that will help you to have better understanding of Amazon.

Here are some of the information that you can find:

- [Sell Online](#): This section contains general information on [how to start selling](#) and [what to sell on amazon](#). It also has a [beginner's guide](#), product listing guide, [selling costs](#), and [shipping and fulfillment](#) details.
- [Grow Your Business](#): This section contains information on how to grow and promote your business through the variety of services that we provide such as: [FBA](#), [Advertising on Amazon](#), [Deals and Coupons](#), and many more.
- [Fees and Pricing](#): This section contains information on the [selling fees overview](#) and [product category fees](#).
- [Learn](#): This section will give you access to the [seller university](#) library, the upcoming [webinars and events](#), and [FAQs](#).
- [About UAE Commercial License requirements](#)

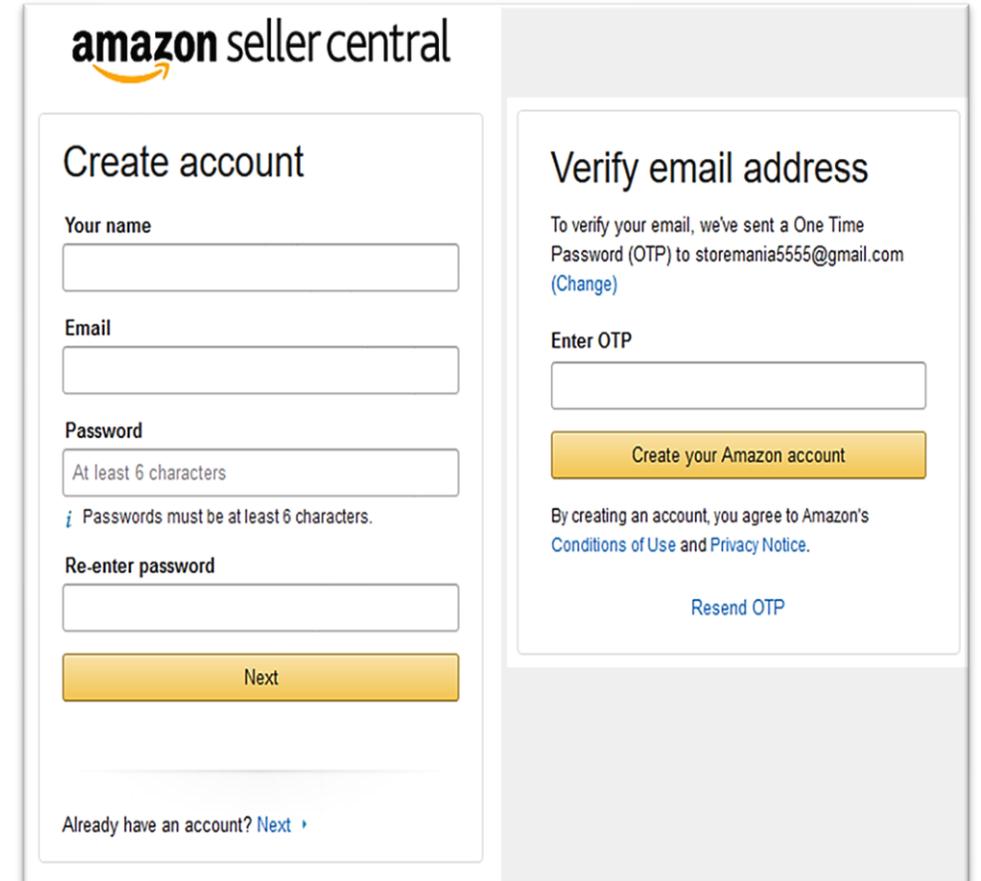


Getting started is simple!

When you're creating a new seller account on Amazon, you need to add the following information:

1. Enter your name on the website.
2. Enter the email address that you want to use to register or if you have a customer account you can use it to create a seller account.
3. Enter a Password (note the Password must at least be 6 characters).
4. Re-enter your Password for confirmation purposes.
5. Enter the One Time Password (OTP) that we've sent you on your email to verify your email address.

Finally click on "Create your Amazon account" to complete your login information and move to the next step.



The screenshot displays the Amazon Seller Central account creation interface. It is divided into two main sections: "Create account" and "Verify email address".

Create account section:

- amazon seller central** logo at the top.
- Create account** heading.
- Your name:** A text input field.
- Email:** A text input field.
- Password:** A text input field with a placeholder "At least 6 characters" and a note: "i Passwords must be at least 6 characters."
- Re-enter password:** A text input field.
- Next:** A yellow button.
- At the bottom: "Already have an account? [Next](#) ▸"

Verify email address section:

- Verify email address** heading.
- Text: "To verify your email, we've sent a One Time Password (OTP) to storemania5555@gmail.com" with a [\(Change\)](#) link.
- Enter OTP:** A text input field.
- Create your Amazon account:** A yellow button.
- Text: "By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#)."
- [Resend OTP](#) link.



Tell Us About Your Business



Requirements for registering a seller account

Business Account

National/Resident ID of the owner (Must Be Valid)

Business Trade License which must contains the name of the owner in PDF format

Business Email Address or Amazon Customer Account

Active Phone Number (where we can reach you directly)

Legal Representative of a Business Account

National/Resident ID of the Legal Representative (Must Be Valid)

Business Trade License and Power of Attorney Both Attached in the same file in PDF format

Business Email Address or Amazon Customer Account

Active Phone Number (where we can reach you directly)



About UAE Commercial License Requirement

<https://sell.amazon.ae/sell/business>

Information on this help page does not constitute tax, legal or other professional advice and must not be used as such. You should consult your advisor if you have any questions about your business license requirements or process. The information provided is based on the position known to Amazon at the time of this page's publication, but it is not updated in real-time and may become outdated.

- **Do I need a commercial license?**

Yes, if your business is operating in the UAE, you need a valid commercial license. This applies whether you operate from mainland UAE or a freezone.

- **How do I get a commercial license?**

Commercial licenses can be obtained from your relevant local authority, who can confirm the type of commercial license applicable to your business. For more information, you may visit the UAE Ministry of Economy licensing websites:

- <https://www.moec.gov.ae/en/establishing-business-in-the-uae> (mainland license) or
- <https://www.moec.gov.ae/en/establishing-business-in-free-zones> (free zones licenses) or
- <https://app.invest.dubai.ae/> (includes the DED Trader license for home-based sellers in Dubai, which allows “Online Seller” as an economic activity. The license is one of the low-cost options among several available through this platform. You can also see an e-trader license application guide [here](#))



About UAE Commercial License Requirement

<https://sell.amazon.ae/sell/business>

- **Need Help?**

If you need assistance with your commercial license application, you can connect with service providers through [the Amazon Service Provider Network](#). Please note that you're free to use any service provider of your choice, whether they're part of our network or not. All service providers are independent businesses and if you decide to engage any of the Amazon Service Provider Network service providers, you will be contracting directly with that provider. Amazon does not provide legal advice in respect of service providers, endorse any service provider or any of their services, and Amazon accepts no liability in connection with any services or advice provided by any service provider in connection with your licensing (or otherwise).

- **How can I provide a commercial license if I have an existing Amazon account?**

You can provide your commercial license information by signing in to your Seller Central account, going to the [Account Information page](#), clicking on the [Business Information](#) tab on the Account Information page and then clicking [Identity Information](#). [Here](#) is the step-by-step guide.



Welcome Page

The Welcome Page contains information on registering to sell on Amazon.ae, how the process works, and what are the information and documents that you need to prepare before registering to sell on Amazon.ae.

Welcome to selling on Amazon

1 Answer a few quick questions

Your answers will help personalize the registration process.

2 Provide details and documents

We use secure measures to protect your personal information.

3 Get verified and start selling!

After we verify your information, you're ready to start selling.

Get started

 You are applying to sell on Amazon.ae (AE). As an Amazon seller, you'll also have the benefit to sell in Amazon Stores worldwide. [Learn more](#)



Business Information Page

The Business Information page is the page in which you share details about your business – such as your Business Location, Business Type (Privately owned business, State owned business, Publicly listed business, Charity).

Step 1: Select your business location

Step 2: Based on your business type you need enter your Business Name (used to register with your state or federal government)

Answer a few questions to get started

1. Where is your business registered?
If you don't have a business, enter your country of residence.

[Save and continue](#)

2. What type of business do you have?
Complete the previous step to answer.

1. Where is your business registered? Completed [Edit](#)

Business location: United Arab Emirates

2. What type of business do you have?

State-owned business

Publicly-listed business

Privately-owned business
You have selected to register as a privately-owned business, which is controlled and operated by private individuals. The business seller is registered in the context of a commercial or professional activity.

Charity

Business name used to register with your state or federal government

[Save and continue](#)



Business Information Page

You need to enter the following information :

1. Business name, used to register with your state or federal government
2. Company registration number
3. Registered business address (Country, Street, City/Town, Country/District)
4. Phone number: When entering the mobile phone number, make sure to choose the country of your cellular company, and based on the verification option of your choice you will either receive a phone call or an SMS to verify your phone number

Then click "Next"

The screenshot displays a multi-step registration process. At the top, a progress bar shows five steps: 1. Business information (active), 2. Seller information, 3. Billing, 4. Store, and 5. Verification. Below the progress bar, the 'Business information' section is expanded. It contains the following fields and options:

- Business name, used to register with your state or federal government**: A text input field with a placeholder 'Business name as it appears on business registration document'.
- Company Registration Number**: A text input field.
- Registration Extract**: A section with a 'Drag and drop Or Upload Document' button.
- Registered business address**: A dropdown menu currently set to 'United Arab Emirates'. Below it are two text input fields for 'Address Line 1' and 'Address Line 2', and two dropdown menus for 'City / Town' and 'County / District'.
- Phone number for verification**: A radio button selected for '+ [redacted]' and a link '+ Add a new mobile number'.

A 'Next' button is located at the bottom right of the form.



Seller Information Page

For the Primary Contact, you need to enter the following information:

1. First, Middle (optional), and Last name (as written in the ID)
2. Country of citizenship, Country of birth, and Date of birth.
3. Identity proof (Passport, National ID or Residence ID), Country of issue, Passport, GCC national ID, or UAE Residents ID, and Date of expiry.

Primary Contact Information ^

First name	Middle name(s)	Last name
<input type="text" value="John"/>	<input type="text" value="Middle name(s)"/>	<input type="text" value="Smith"/>

Enter your complete name, as it appears on the passport or ID

Country of citizenship	Date of birth	
<input type="text" value="United Arab Emirates"/>	<input type="text" value="01"/>	<input type="text" value="Jan 1991"/>
Country of birth	Date of expiry	
<input type="text" value="United Arab Emirates"/>	<input type="text" value="01"/>	<input type="text" value="Jan 2030"/>

Identity proof	Country of issue
<input type="text" value="National or Residence ID"/>	<input type="text" value="United Arab Emirates"/>

GCC National ID or UAE Residence ID number	Date of expiry
<input type="text" value="7831991547587"/>	<input type="text" value="01 Jan 2030"/>

GCC National ID or UAE Residence ID number



Seller Information Page Continues

Once you have filled your identity information, you will need to confirm if the primary contact person is: a beneficial owner of the business, or a legal representative of the business.

If the designated point of contact is not the beneficial owner, director, trustee, or power of attorney holder of the business, you need submit a formal letter of authorization. This document must explicitly authorize the point of contact to register and manage the business account on Amazon on behalf of the business owner.

Point of contact is a beneficial owner/director/trustee of the business

Yes No

Legal representative

Point of contact is a legal representative of the business

None of the above is the Legal Representative.

Primary contact person is the only beneficial owner of the business

Yes No

Letter of Authorization

Letter of Authorization:

Submit a recent business letterhead document (issued within past 180 days) in which the company's beneficial owner authorizes a Point of Contact to register and manage the business account on Amazon.

The letter must include the beneficial owner's or legal representative's signature and company stamp.

I confirm of acting on own behalf or on behalf of registered business, and I commit to updating the beneficial ownership information whenever a change has been made.



Billing Information

Please add your credit card information (The credit card will be required as a payment method that will be used to charge you for any services you opt for) and click "Save" and then "Save and Continue".

Or

You can skip this step by clicking "Skip for now" if you don't have this information available - and you can add it later.

*Note that Debit cards are not accepted on Amazon.

The screenshot shows the 'Payment information' step in a four-step process. The steps are: 1. Seller information (checked), 2. Billing (current step), 3. Store, and 4. Verification. The 'Payment information' section includes a 'Credit card details' box with a 'Monthly Subscription Fee' notice. Below this is a form with fields for 'Credit card number', 'Expires on' (month and year), and 'Card holder's name'. A 'Billing address' section shows 'AE, Dubai, Al Barsha 2' as the selected address, with an option to '+ Add a new address'. At the bottom, there are 'Previous' and 'Next' buttons.

Seller information — 2 Billing — 3 Store — 4 Verification

Payment information

Credit card details

Monthly Subscription Fee

You can skip providing your credit card details. For a limited time only, Professional accounts are available with no monthly subscription fee in United Arab Emirates, Saudi Arabia, and Egypt. However, if you expand to sell in other stores, you will be asked to provide your billing details and pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see this page.

Skip for now

Credit card number **Expires on**

1 2022

Card holder's name

Billing address

AE, Dubai, Al Barsha 2

+ Add a new address

Previous Next



Store and Product Information

For your store, you need to enter the following information:

1. Store name (It refers to the Display name that will appear on the website and will be seen by the customers).
2. For product information, please confirm
 - I. If you have Universal Product Codes (UPCs) for all of your products.
 - II. If you are the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

Business information — Seller information — Billing — **4 Store** — 5 Verification

Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

Store name Available

testStoreNameforOrbis

Do you have Universal Product Codes (UPCs) for all your products?

Yes No

Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

Yes No Some of them

Previous Next



Document Upload

All documents uploaded in previous steps are also accessible at this stage. You may review, modify, or replace any files as needed prior to submitting your registration application

Business information

Business name

Company Registration Number

Business address

AE

Registration Extract

Internal_Acct_Pass.PNG

Change

Primary Contact Information

Name

Date of birth

Country of birth

Country of citizenship

Identity data

National or Residence ID

Date of expiry

Country of issue

Residential address

AE

GCC National ID or UAE Residence ID number

Internal_Acct_Pass.PNG_Internal_Acct_Pass.PNG.pdf

Change

Country of citizenship

Identity data

Passport

Date of expiry

Country of issue

Residential address

Passport document

_ - visual selection.png

Change

Letter of Authorization

Letter of Authorization:

Submit a recent business letterhead document (issued within past 180 days) in which the company's beneficial owner authorizes a Point of Contact to register and manage the business account on Amazon.

The letter must include the beneficial owner's or legal representative's signature and company stamp.

_ - visual selection.png

Change

Previous

Next



Identity Verification Documents

Complete the identity verification process

Once your documents are successfully uploaded, you will be prompted to choose whether to do an instant identity verification or record a video to complete their verification.

Option 1: Take a photo of your face

How this works: Seller will be guided to upload photo images of their face and government ID documents.

Option 2: Record a video of your face

How this works: Seller will be guided to record and submit a photo image of their face.

Identity Verification

Choose one of the available options to verify your identity.

- Take a photo of your face (this option may result in faster verification)**
You can complete this step at your convenience and don't have to wait for an associate. Use your device camera to take images of your face and your government-issued ID document. We will compare them to complete this verification step.
- Record a video of your face**
Use your device camera to take images of your face and the physical copies of the documents that you submitted. We will record your session and have an Associate verify your identity.

Next



Thank You Screen

Congratulations! Your registration is complete – you're about to join Amazon's thriving marketplace in the UAE! Once your data is verified, you'll gain access to your Seller Central account and become part of the world's most customer-centric marketplace.

Get ready to showcase your products to millions of Amazon.ae customers and grow your business in one of the region's most dynamic e-commerce markets. Your Amazon selling journey starts here – we can't wait to see your business flourish!

The screenshot displays a 'Thank You' screen with the following sections:

- Thank you for sharing your information**: A light blue banner with an information icon and the text: "We have received your information and may reach out to you for further clarification within 2 business days."
- Business information**: A section containing several redacted fields (represented by grey bars) and a downward arrow icon on the right side.
- Primary contact person information**: A section containing several redacted fields and a downward arrow icon on the right side.
- Identity Verification**: A section with a light blue banner containing an information icon and the text: "You have provided your face and ID document images. Your images are being analyzed and we may contact you by email for further clarification within 2 business days."



**Congratulations on completing your
seller account in Amazon.ae**



Introduction to Seller Central and Getting Started



Seller Central

(online & mobile)

Once you complete the registration as an Amazon Seller and verify your identity, you'll have access to your own Seller Central account.

[Seller Central](#) is the portal for everything related to selling on Amazon. This is the main Dashboard for your account, in which you can find all the tools and widgets to help you to manage your account. Here you will be able to create listings, manage orders, corresponds with buyers, get information about your performance as a seller, and more.

The screenshot displays the Amazon Seller Central dashboard. At the top, the 'amazon seller central' logo is on the left, and the user's account information 'MFDtest' with a UAE flag, the URL 'www.amazon.ae - MFDtes', and the language 'English' are on the right. A search bar and links for 'Messages | Help | Settings' are also present. Below the header is a navigation menu with categories: Catalog, Inventory, Pricing, Orders, Advertising, Stores, Reports, Performance, Apps & Services, and B2B. The main dashboard area features several key metrics: MARKETPLACES (1), OPEN ORDERS (0), TODAY'S SALES (AED 0.00), BUYER MESSAGES (0), BUY BOX WINS (--), and TOTAL BALANCE (AED 0.00). A prominent teal banner reads 'Read the latest COVID-19 related announcements >'. Below this, there are five main content blocks: 'News' with a list of recent updates; 'Seller Poll' with a question about the preferred channel for selling online and a 'Submit' button; 'Seller Forums' with a post about a product not in the list; 'Tutorials and training' with a 'Visit Seller University' button; and 'List Globally' with a 'Manage International Listings' button.



Top Things to Check After Your Seller Account is Activated

1. **Seller Account Information:** here you can update your:
 - Bank account information
 - Business information
 - Shipping and returns information
 - Tax information and other seller profile features
 - Vacation settings
2. **Login Settings:** Here you can update or change your Login credentials.
3. **Your Info & Policies:** Here you can customize pages about your business.
4. **Fulfillment by Amazon Settings:** Here you can edit the Inbound settings and the Products support settings.



Account Info

Account info is an option that will help you to update the following information:

1. Payment Information: In here you can update your Deposit Methods (Bank Statement), Charge Methods (Credit Card), Charge Methods for Advertising (Alternate Credit card for advertising services)
2. Business Information: In here you can update any information related to your business like: Business Address, Display Name (Store Name), etc.
3. Shipping Settings: here you can update your Shipping settings, Easy Shipping settings

Payment Information	
Deposit Methods	Charge Methods
Charge Methods for Advertising	
Business Information	
Legal Entity	Business Address
Language for feed processing report	Merchant Token
Display Name	
Shipping and Returns Information	
Shipping Settings	Easy Ship Settings



Account Info

Tax Information

- As a domestic seller, under UAE VAT Laws, you may either be required to register mandatorily (if your yearly turnover have crossed 375K AED (~100K USD), or may do so voluntarily.
- If you are VAT registered, you can update your VAT information from this option.
- If you are a non-UAE resident supplying goods in the UAE through Amazon's FBA channel, then you may be required to register for VAT purposes irrespective of the level of turnover from such sales.
- All international FBA sellers holding inventory in the UAE mainland for sale within the UAE are subject to a NIL VAT registration threshold. If you are a non-UAE resident participating in the Amazon Free-Trade zone FBA program then you may not be required to register for UAE VAT, subject to meeting some conditions.
- VAT registration obligation will be effective from the date on which you started making sales in the UAE. Please consult your tax advisor for specific advice regarding VAT registration obligations in UAE.

Tax Information	
Tax Registration Numbers	RFC ID



Account Info

Vacation Settings

- If you are unable to fulfill orders for any reason (for example, family emergency, inclement weather, going on holiday or vacation, and so on), you can change your Listings Status to Inactive. This will remove all of your listings from Amazon product detail pages and search results within one hour. If you have any Fulfillment by Amazon listings, they will remain active on Amazon.
- You can still create and edit listings while your listings are Inactive. Additions and changes will be reflected on Amazon when you change your Listings Status back to Active.
- When you are ready to sell again, change your Listings Status back to Active, and your listings will reappear within one hour..

Listings Status	Going on a vacation?
Current Status of Listings:	Inactive (Listings not available for sale on Amazon)



Login Settings

Login Settings: if you wish to change your login credentials like the email or password, you can go to settings- Login settings and update the information from there.

*Note: if you forgot your password, you can click on the forgot your password option, and then in the password assistance page you can enter the email address or mobile number associated with your account and you will receive a code that you can enter to reset the password.



The screenshot shows the 'amazon seller central' header and the 'Login & security' section. It contains four rows of settings, each with an 'Edit' button:

- Name:** [Redacted] Edit
- Email:** [Redacted].com Edit
- Mobile Phone Number:** Add
[Why add a mobile number?](#)
- Password:** ***** Edit
- Two-Step Verification (2SV) Settings:** Manage your Two Step Verification (2SV) Authenticators Edit

Password

Forgot your password?

Password assistance

Enter the email address or mobile phone number associated with your Amazon account.

Email or mobile phone number

Continue



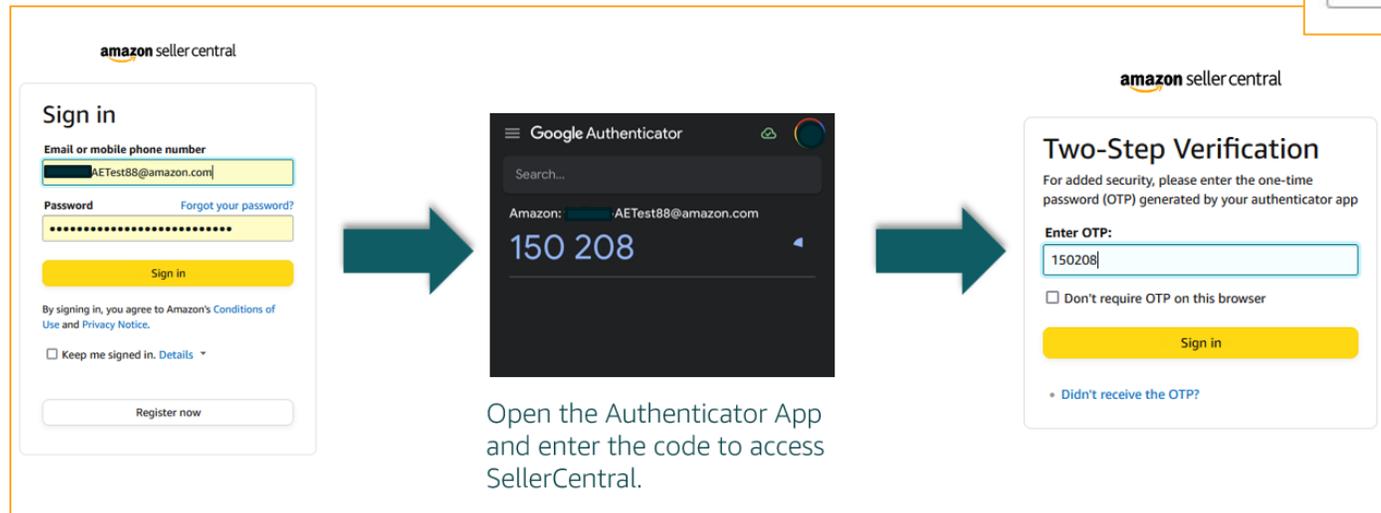
Login Using Authenticator App

Rather than having a One Time Password (OTP) texted to you every time you Sign-In, you will use an Authenticator app on your phone to generate an OTP.

1. On SellerCentral, Enable Authenticator App (From SellerCentral Account Info → Login & Security → 2SV Settings)
2. Download your preferred Authenticator App on your Mobile device (For example, Google Authenticator)
3. Add your account into the Authenticator App
4. Enter your OTP in SellerCentral 2SV Settings

You are all set!

How to Login Using an Authenticator App



Authenticator App Generate OTP using an application. No network connectivity required.

Rather than having a One Time Password (OTP) texted to you every time you Sign-In, you will use an Authenticator app on your phone to generate an OTP. You will enter the generated OTP at Sign-In the same way as with texted OTP.

1. Open your Authenticator App. [Need an app?](#)
2. Add an account within the app, and scan the barcode below.



[Can't scan the barcode?](#)

3. Enter OTP. After you've scanned the barcode, enter the OTP generated by the app:

Verify OTP and continue



Your Info & Policies

Use these pages to add custom content about your business and policies to the Amazon website.

Your Information & Policies

Use these pages to add custom content about your business and policies to the Amazon website.

To get started, simply select the page you want to review from the list below. [Learn more](#)

[About Seller](#) | [Seller Logo](#) | [Shipping](#) | [Privacy Notice](#) | [Frequently Asked Questions](#) | [Custom Help Pages](#)

Fulfillment by Amazon Settings

Here you can edit the Inbound settings and the Products support settings.

Fulfillment by Amazon Settings

Inbound Settings		Edit
Show Restricted Items Warning:	Enabled	
	Learn more	
Show Listing Approval Warnings:	Enabled	
	Learn more	
Product Support		Edit
Handle customer queries from Amazon.sa:	Disabled	
	Learn more	



Support & Help

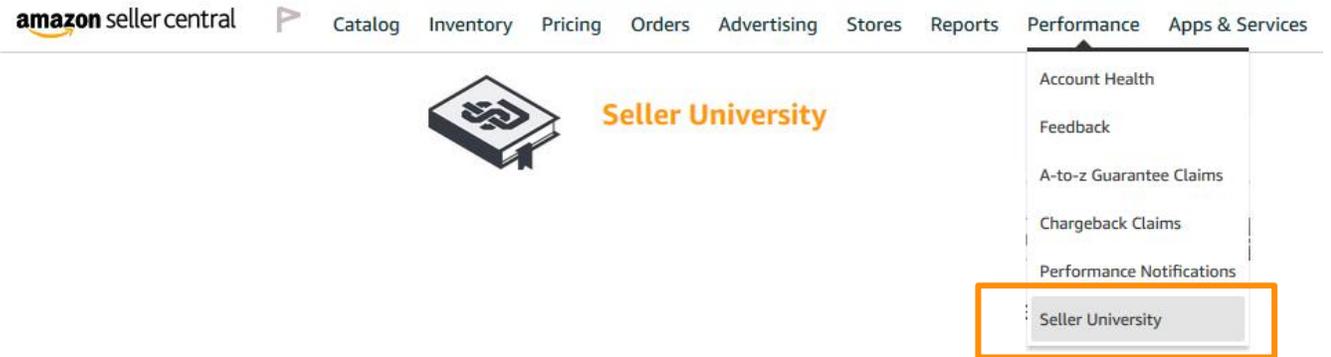
Amazon Seller Help

Dive deep on specific topics related to selling on Amazon



Seller University

Master the selling tools at your disposal with the help of our tutorial-videos.



Service Provider Network



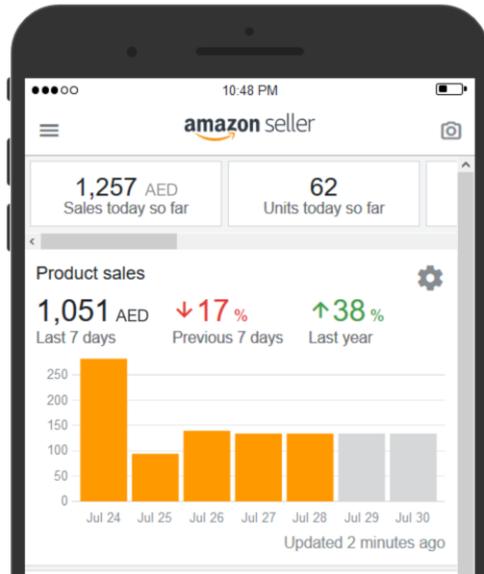
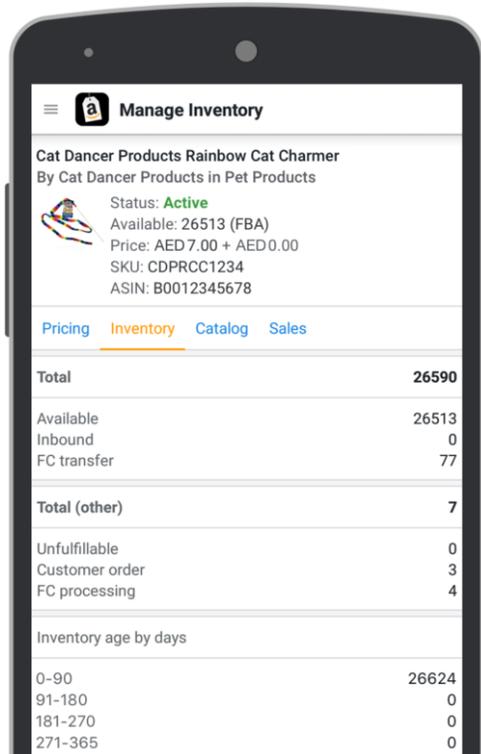
Service Provider Network [Become a provider](#) | [How It Works](#)

- Discover Apps
- Manage Your Apps
- Explore Services



Amazon Seller Mobile App

Managing your Seller account anywhere, anytime
Available on [Google Play](#) and [Apple Store](#)



Analyze Sales Performance



Manage Listings & Pricing



Maintain Account Health



Add & Enhance Listings



Manage Buyer-Seller Messages



Become a Seller on Amazon Today

sell.amazon.ae

