



How to Register and Set up a New Selling Account on Amazon.sa

August 1, 2020

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.



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Introduction on how to create a seller account



Requirements for registering a seller account

Individual Account	Business Account	Legal Representative of a Business Account
National/Resident (Iqama) ID of the owner (Must Be Valid).	National/Resident (Iqama) ID of the owner (Must Be Valid).	National/Resident (Iqama) ID of the Legal Representative (Must Be Valid).
Bank/ Credit Card Statement or a Utility Bill to confirm the Address of the owner in PDF format.	Business Trade License which must contain the name of the owner in PDF form.	Business Trade License and Power of Attorney Both Attached in the same file in PDF form.
Business Email Address or Amazon Customer Account.	Business Email Address or Amazon Customer Account.	Business Email Address or Amazon Customer Account.
Active Phone Number (where we can reach you directly).	Active Phone Number (where we can reach you directly).	Active Phone Number (where we can reach you directly).

Introduction on how to create a seller account

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

- Go to the following website: services.amazon.sa
- Click on [[Register Now](#)]

*The Services 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:

Benefits: this page gives you a general overview of how selling on Amazon can benefit you.


How it work: this page will offer you some information on how selling on Amazon works and what are the processes you will go through when selling on Amazon.

Pricing: In here you will be able to find a general information about what are the fees that Amazon will charge you when you start selling.

Categories: Here you can find some about what are the open categories and which categories requires approval.

Deals: Here you can find information about our upcoming events and what type of deals you can submit for them.

FAQ: here you will have access to the question frequently asked by the sellers about different topics.



The screenshot displays the Amazon Services website for Saudi Arabia. At the top, there is a navigation bar with the Amazon Services logo, links for Solutions, Support, and Contact us, and a sign-in option for Seller Accounts. A language selector is set to English. Below the navigation bar, the main heading is "Sell on Amazon", followed by links for Benefits, How it works, Pricing, Categories, and FAQ, and a prominent "Register now" button. A teal banner below the navigation bar contains the text: "Register to become a new seller today and pay no monthly subscription on Professional accounts for a limited period only." with a "Sign up now >" link. The main content area features a large image of an Amazon cardboard box with the Amazon logo. To the left of the box, the text reads: "Registration for selling on Amazon is now available in Kingdom of Saudi Arabia". Below this text, there are two buttons: "Register now" for "New to Selling on Amazon?" and "Learn more" for "Existing Souq/Amazon Seller". At the bottom, a small disclaimer states: "*For a limited time only, Professional accounts are now available with no monthly subscription fee".

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.

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

Create account

Your name

Email

Password

i Passwords must be at least 6 characters.

Re-enter password

Create your Amazon account

By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign in](#) ▶



Tell Us About Your Business



Account Type

Choose your account type as follows:

- **Individual seller account** (if you are registering as an individual and you do not own/ represent a company).
- **Business seller account** (if you are registering as a business and have a business/trade license).
If you create a business seller account, you must enter your business name as registered on the business/trade license.

Read the [Amazon Services Business Solutions Agreement](#) then
Click on “Agree and Continue” to accept it.

Set up your Amazon selling account

Have the following available:



Business / Contact
Address



Mobile or Telephone
number

What is the type of business you have?

[Why do I need to provide my Business Type?](#)

Select an entity type

- Select an entity type
- None, I am an individual
- Business

Business name and entity type as registered

By clicking on agree and continue you agree and accept the following policies, agreements and notices

[Amazon Services Business Solutions Agreement](#)

Agree and Continue

Business Information

Enter all required information about the business

- Country, city, area and address line.
- Store name (It refers to the Display name that will appear on the website and will be seen by the customers).
- Phone number
When entering the 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 "Save and Continue".

The screenshot shows a registration form with a progress bar at the top. The progress bar has five steps: 1. Business Information (highlighted in orange), 2. Pickup Address, 3. Payment Information, 4. Product Information, and 5. Set up your store. The main form is titled "Business Information for" and contains the following fields and options:

- Registered Business Address:**
 - Country: Saudi Arabia (dropdown menu)
 - State: Select State (text input)
 - City: Select City (text input)
 - Area: Select Area (text input)
 - Address Line 1 (text input)
 - Address Line 2 (text input)
- Choose your unique business display name:**
 - Enter a name for your store (text input)
- Select an option to receive a PIN to verify your phone number:**
 - Call (radio button)
 - SMS (radio button, selected)
- Phone Number:**
 - +966 51 234 5678 (text input)
 - E.g. +1 206 266 1000 (example text)
- SMS Verification Language:**
 - English (dropdown menu)

There are two buttons: "Text me now" (yellow) and "Save & Continue" (yellow).

Pick Up Address

Double check the pickup address and then click "Save and Continue".

Business Information **2** Pickup Address Payment Information Product Information Set up your store


Pickup Address For

Registered Pickup Address

RegGuide, Aal Hamid, Aal Hamid, Asir, SA

Modify


The City and Area you entered is eligible for Easy Ship. 1) All items below 25 kg and up to 120 cm on their longest dimension, will be allocated to Easy Ship. 2) The items above these dimensions will need to be shipped via Self Ship.



Amazon Easy Ship

We will pick up your orders from your location in the country, and deliver to your customers. You will be able to offer customers option of cash on delivery (COD).

[Amazon Easy Ship Terms and Conditions](#)



Self Ship

Self ship is the typical Amazon MFN delivery model for sellers, where you work with an external courier or shipping carrier to send packages to your customers. You will not be able to offer COD on those orders.

Save & Continue

Payment Information

Please add your credit card information (The credit card will be required as a charging method that will be used to charge you for any services you ask 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 and MADA credit cards are not acceptable on Amazon.

Business Information ✓ Pickup Address ✓ Payment Information 3 Product Information 4 Set up your store 5

Set up your payment methods

Charge method

[Skip for now](#)

Card Number Expires on: 1 / 2020

Cardholder's Name

Billing Address

RegGuide, Aal Hamid, Aal Hamid, Asir, SA
[View all saved addresses](#)

Add another billing address

Save

Save And Continue

Why do I need to provide a charge method?
When you complete registration, we will either start charging the monthly fee (if applicable) or validate your credit card with a one-time charge of SAR 0.01.

Can I provide a different credit card after I open my account?
You can provide a new credit card at any time via the Account Info under Settings tab of your account.

Product information

In order for us to make our communication more customized to your business please provide additional information.

In this step we're asking you whether your products contains a barcode or not.

1. If Yes or Some of them: you need to choose how would you like to list your products.
2. If No: you need to tell us if you brand your products and then choose how would you like to list your products.

*Kindly note that you can Skip this page by clicking on "Skip for now".

Business Information Pickup Address Payment Information Product Information Set up your store

Tell us about your products

[Skip for now](#)

Do you have barcodes (EANs, UPC's or ISBNs etc.) for your products?
[What are barcodes? ▸](#)

Yes
 No
 Some of them

How would you like to list your products?

Use your own product inventory file
 Create an inventory file using Amazon's template
 List products one by one (if you only have a few products to list)

Continue

Business Information Pickup Address Payment Information Product Information Set up your s

Tell us about your products

[Skip for now](#)

Do you have barcodes (EANs, UPC's or ISBNs etc.) for your products?
[What are barcodes? ▸](#)

Yes
 No
 Some of them

Do you brand the products you wish to sell?
[What does this mean? ▸](#)

Yes
 No
 Some of them

How would you like to list your products?

Use your own product inventory file
 Create an inventory file using Amazon's template
 List products one by one (if you only have a few products to list)

Continue

Set up your store









In this step we're asking you about the type of products that you want to sell, you can choose your categories from this page.

*Kindly note that choosing a category in here will not stop you from adding other categories in the future.

amazon seller central Settings

Business Information Pickup Address Payment Information Product Information Set up your store

Tell us about your product categories. You can also add or edit your choices later.

 Books, Movies, Music & Games <input type="checkbox"/> Books <input type="checkbox"/> Musical Instruments <input type="checkbox"/> Video Games	 Home, Garden & Tools <input type="checkbox"/> Home & Garden <input type="checkbox"/> Major Appliances <input type="checkbox"/> Pet Supplies <input type="checkbox"/> Kitchen <input type="checkbox"/> Tools	 Sports & Outdoors <input type="checkbox"/> Outdoors <input type="checkbox"/> Sports	 Toys, Kids & Baby <input type="checkbox"/> Baby Products <input type="checkbox"/> Toys & Games
 Beauty, Health & Grocery <input type="checkbox"/> Beauty <input type="checkbox"/> Grocery & Gourmet food <input type="checkbox"/> Health & Personal Care	 Electronics & Computers <input type="checkbox"/> Camera & Photo <input type="checkbox"/> Cell Phones & Accessories <input type="checkbox"/> Consumer Electronics <input type="checkbox"/> Office products <input type="checkbox"/> Personal computers	 Clothing, Shoes & Jewelry <input type="checkbox"/> Clothing & Accessories <input type="checkbox"/> Luggage & Travel Accessories <input type="checkbox"/> Shoes, Handbags & Sunglasses <input type="checkbox"/> Jewelry <input type="checkbox"/> Watches	 Automotive & Industrial <input type="checkbox"/> Automotive & Powersports

Identity Verification

It's no secret: At Amazon, we obsess over customers. And our customers want a trusted destination where they can purchase a wide variety of goods—which is what makes sellers like you so important. We're always looking for ways to add value for our customers and be Earth's most customer-centric company. As an Amazon seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience

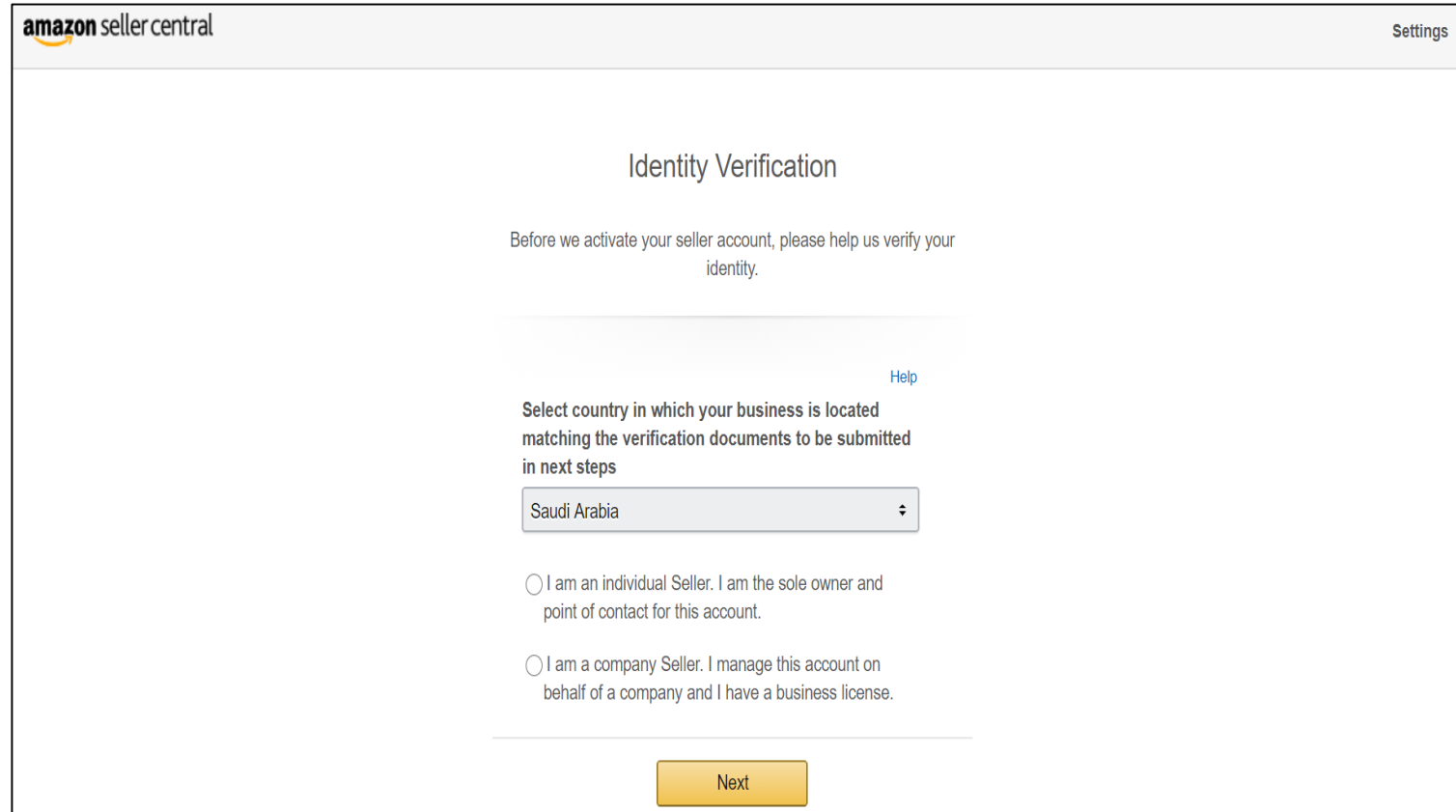


Identity Verification Information

In this step we want you to verify the type of account that you want to create, which will decide what type of information and documents we will ask you to provide.

Select the country where your business is located and choose one of the two options available to verify the identity of the owner of the account.

- Make sure to choose the correct option as this can't be changed once submitted.



The screenshot shows the Amazon Seller Central interface for the Identity Verification step. At the top left is the "amazon seller central" logo, and at the top right is a "Settings" link. The main heading is "Identity Verification". Below this, a message states: "Before we activate your seller account, please help us verify your identity." There is a "Help" link to the right. The instruction reads: "Select country in which your business is located matching the verification documents to be submitted in next steps". A dropdown menu is currently set to "Saudi Arabia". Below the dropdown are two radio button options: "I am an individual Seller. I am the sole owner and point of contact for this account." and "I am a company Seller. I manage this account on behalf of a company and I have a business license." At the bottom, there is a yellow "Next" button.

Identity Verification Information for Individual sellers

If you select (I am the sole owner or the contact of this account), then you need to enter the following information:

1. National or Residence (Iqama) ID number that matches the number on the ID.
2. Expiration date In Gregorian form not Hijri (ID must be valid).
3. Country of Issue.
4. First, Middle (optional), and Last name (as written in the ID).
5. Date of Birth In Gregorian form not Hijri (Must be 18 or older).
6. Confirm your Residential address.
7. After confirming all the information, click "Submit".

*Note those information are only required for verification purposes.

Identity Verification

[Help](#)

I am the sole owner or point of contact for this account

Identity information ?

National or Residence ID #

Expiration date ? **Country of issue**

Day : Month : Year : Saudi Arabia

First name ? **Middle Name** ? **Last name** ?

First name Middle name (optional) Last name

Date of birth ?

Day : Month : Year :

Residential Address

Amazon ST, Abu Ghubar, Abu Ghubar, Bahah, SA

[View all saved addresses](#)

Add another address

Submit

Identity Verification Documents for Individual Sellers

For individual accounts, attach the following:

- A copy of the National ID or Saudi Residence ID (Iqama), that matches the information that you added in the previous step, if not, you can go back and edit, if needed, by clicking on “Edit information”.
- A recent bank statement/credit card statement to verify your address, you can hide any confidential information such as transactions, as we need these information to verify the address of the owner of the account.
- or you can upload a recent (maximum 90 days) Utility bill (e.g.. water, electricity).

Click on “Submit”.

Identity Verification

[Help](#)

I am the sole owner or point of contact for this account

Upload Document [Edit information](#)

Name	Maisara Darwish , Point of contact
Date of birth	14 Feb 1997
Identity Data	National or Residence ID# : 78448224853 Expiration date : 15 Jun 2021 Country of issue : SA

Identity document	<input type="button" value="Upload National or Residence ID"/>
-------------------	--

Residential Address	Amazon ST, Abu Ghubar, Bahah SA
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Additional document	Choose a document type matching above name from the drop-down list <input type="button" value="Bank account statement"/> ▾ <input type="button" value="Upload Additional document"/>
---------------------	---

Identity Verification Information for Business Sellers

If you select (I manage this account on behalf of a company or business), enter the following information and make sure the information matches the card and the company documents you will attach and then submit.

1. National or Residence (Iqama) ID number that matches the number on the ID.
2. Expiration date In Gregorian form not Hijri (ID must be valid).
3. Country of Issue.
4. First, Middle (optional), and Last name (as written in the ID).
5. Date of Birth In Gregorian form not Hijri (Must be 18 or older).
6. Business name as written on the commercial registration license.
7. Commercial registration license number as written on the commercial registration license (Do not write XXXX).
8. Confirm your Residential address.
9. After confirming all the information, click "Submit".

A **Director or a Representative** refers to the owner of the company or one of the associate partners whose name is mentioned on the Business Trade License.

A **Legal Representative** refers to someone with a legal Authorization from the company to use the Business Trade License for the purpose of selling on Amazon.

Click on "Submit"

Identity Verification

[Help](#)

I am managing this account on behalf of a company or business that has a valid business license

Legal representative [?](#) Director or representative [?](#)

Identity information [?](#)

National or Residence ID

Expiration date [?](#) Country of issue

First name [?](#) Middle Name [?](#) Last name [?](#)

Date of birth [?](#)

Registered business Name(Must match business registration document)

Business license number [?](#)

Residential Address

RegGuide, Aal Hamid, Aal Hamid, Asir, SA

[View all saved addresses](#)

Add another address

Identity Verification Documents for Business Sellers

For Business accounts, you need to attach the following Documents:

- A copy of the National/Resident ID of the company's owner or the Legal representative.
- A clear copy of the business trade license in PDF form.
- If you are a legal representative of the company, attach the **commercial registration license** and **Power of Attorney POA** (a copy of the authorization certificate from the company) both in **one file in PDF form**.
- Click on "Submit".

Identity Verification

[Help](#)

I am managing this account on behalf of a company or business that has a valid business license

Upload Document [Edit information](#)

Name	Maisara Darwish , Legal representative
Date of birth	23 Oct 1995
Identity Data	National or Residence ID# : 78448224853 Expiration date : 20 Feb 2022 Country of issue : AE

Identity document

Residential Address	RegGuide, Aal Hamid, Asir SA
Business name	begreguide
Business license number	12345678

Business document

Top Do's & Don'ts

Do's

1. ID and either of bank/credit card statements, utility bill or business license are mandatory depending on type of account. Please ensure you submit both documents.
2. Documents submitted should be issued by country your business is located in, as mentioned [here](#).
3. ID should have both sides.
4. ID and Bank or credit card statement should be valid.
5. ID should have name, date of birth, ID no, expiry date and signature.
6. ID and bank statement should be clear.
7. ID should be government issued photo ID.
8. We accept bank or credit card statement that are not older than 180 days.
9. Bank or credit card statement should have complete info.
10. Bank statement or credit card statement should have bank name, logo, address and account holder's name.
11. Bank statement or credit card statement and Business Trade License must be in PDF form.

Don'ts

1. Expiry date and date of birth should be in Gregorian calendar and not Hijri.
2. Bank or credit card statement should not be password protected.
3. Do not send photo of credit, account or debit card via email.
4. Do not upload a photo of credit, debit or bank account card.
5. Telephone & Internet bills are not accepted. Please submit only electricity or water bills.
6. Date of birth or expiry on id should match what has been submitted.
7. ID and Bank statement should not be screen shot.
8. ID and Bank statement should not be illegible.
9. ID and Bank statement should not be tampered.

*You can click on [Help](#) for additional information about the Seller Identity Verification.

Account Activation

Once you have added all the required information and uploaded all the needed documents, Amazon's Seller Identity Verification team is going to review all of the information and documents and this process usually takes between 2-3 business days.

*You will receive an email within 3 business days, that will tell you about the status of your application. Please make sure to check your inbox within the mentioned period.

*In case of rejection check the email you have received then login to your account through Seller Central, and make sure to fix the mentioned rejection reasons.

*For any inquiries or additional information, make sure to contact the seller support through the "[Get Support](#)" option at the bottom of the screen.

**Congratulations on completing
your seller account.**



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 shows the Amazon Seller Central dashboard. At the top left is the 'amazon seller central' logo. To the right, there is a user profile 'suhailatest50', a dropdown menu for 'www.amazon.sa', a language dropdown for 'English', a search bar, and links for 'Messages', 'Help', and 'Settings'. Below this is a navigation menu with 'Catalog', 'Inventory', 'Pricing', 'Orders', 'Advertising', 'Reports', 'Performance', 'Apps & Services', and 'B2B'. The main dashboard area features six summary cards: 'MARKETPLACES' with a globe icon and the number '1', 'OPEN ORDERS' with '0', 'TODAY'S SALES' with 'SAR 0.00', 'BUYER MESSAGES' with '0', 'BUY BOX WINS' with '--', and 'TOTAL BALANCE' with 'SAR 0.00'. A teal banner below these cards reads 'Read the latest COVID-19 related announcements >'. On the left, there is a 'News' section with three items: 'Updated Communication Guidelines policy for all sellers' (dated SEP 8, 2020), 'Notification of new Seller Training service - Webinar Support now...' (dated SEP 8, 2020), and 'New Apparel size attributes now available for your listings' (dated AUG 31, 2020). On the right, there is a 'Tutorials and training' section with the text 'Find out how to sell on Amazon' and an image of a person wearing a headset working at a computer. A teal button at the bottom of this section says 'Visit Seller University'.



Amazon Seller Mobile App

Managing your Seller account anywhere, anytime

Available on [Google Play](#) and [Apple Store](#)



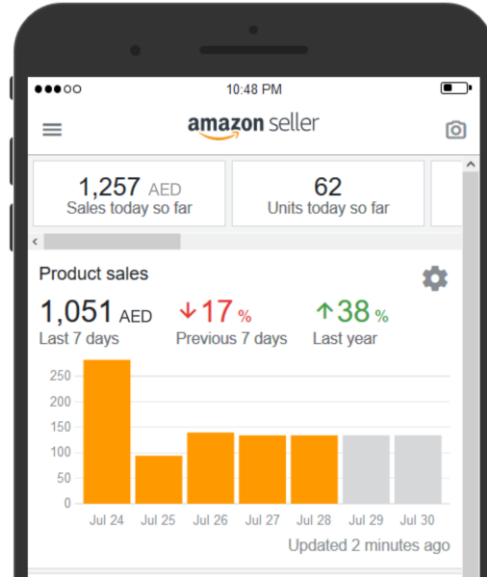
Manage Inventory

Cat Dancer Products Rainbow Cat Charmer
By Cat Dancer Products in Pet Products

Status: **Active**
Available: 26513 (FBA)
Price: AED 7.00 + AED 0.00
SKU: CDPCC1234
ASIN: B0012345678

Pricing **Inventory** Catalog Sales

Total	26590
Available	26513
Inbound	0
FC transfer	77
Total (other)	7
Unfulfillable	0
Customer order	3
FC processing	4
Inventory age by days	
0-90	26624
91-180	0
181-270	0
271-365	0



-  Analyze Sales Performance
-  Manage Listings & Pricing
-  Maintain Account Health
-  Add & Enhance Listings
-  Manage Buyer-Seller Messages



Top Things to Check After Your Seller Account is Activated

- 1- **Seller Account Information:** here you can update your:
 - Vacation settings.
 - Bank account information.
 - Business information shipping and returns information.
 - Tax information and other seller profile features.
- 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).
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:** In here you can update your Shipping settings, Easy Shipping settings.

Payment Information	
Deposit Methods	Charge Methods

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

1. **Tax Information:** You can update your VAT information from this option (VAT is only mandatory if your yearly revenues have reached 375k SAR). If you are a non-UAE resident supplying goods in the UAE through Amazon's FBA channel, then you will be required to register for VAT irrespective of the level of turnover from such sales, All international FBA sellers selling goods from the UAE shall be subject to a NIL VAT registration threshold. VAT registration will be effective from the date on which you started making sales in the UAE.
2. **Listing Status:** 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.

Tax Information	
Tax Registration Numbers	RFC ID

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



Your Info & Policies

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

Fulfillment by Amazon Settings

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

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

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	



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.

Login & security

Name: <input type="text"/>	Edit
Email: <input type="text"/>	Edit
Mobile Phone Number: Why add a mobile number?	Add
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](#)



Support & Help

Amazon Seller Help

Dive deep on specific topics related to selling on Amazon.

amazon seller central



Catalog

Inventory

Pricing

Orders

Advertising

Stores

Reports

Performance

Apps & Services

Search



Messages

Help

Settings

Seller University

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

amazon seller central



Catalog

Inventory

Pricing

Orders

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Stores

Reports

Performance

Apps & Services



Seller University

Account Health

Feedback

A-to-z Guarantee Claims

Chargeback Claims

Performance Notifications

Seller University

Service Provider Network



Catalog

Inventory

Pricing

Orders

Advertising

Stores

Reports

Performance

Apps & Services

B2B

Service Provider Network

[Become a provider](#)
[How It Works](#)

Discover Apps

Manage Your Apps

Explore Services

Start selling today

services.amazon.sa

 **amazon**services