

Selling on Amazon

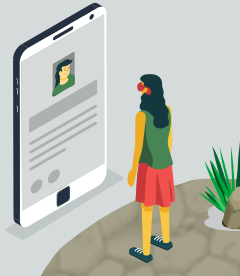
Getting Started Guide

Get started with Selling on Amazon

1.

REGISTRATION

1. Register on sell.amazon.se
2. Upload necessary [Business and Contact information](#)
3. Provide [Deposit Methods](#)
4. Insert information regarding the [Primary Contact Person](#)
5. Provide [Beneficial Owner Information](#)
6. Get to know [Seller Central](#)



2.

LIST PRODUCTS

You can upload your listings on Amazon in the following ways:

1. Use [Amazon Marketplace Web Service](#)
2. List **manually**
3. Or use the Amazon [Inventory File Template](#) to list products



! Guideline on listing products: [Style guide](#) and [classification assistant](#)
For products without EAN/UPC: [Request exemption](#)

If you are a brand owner, you can register your brand through [Amazon Brand Registry](#)

Accurate brand representation

Powerful search tools

Proactive brand protection



3.

ACCOUNT SETTINGS

Complete the most important settings for your account:

1. [VAT/GST Registration Numbers](#) »
2. [Legal Notice](#) »
3. [Right of Withdrawal](#) »
4. [Delivery Settings](#)
»
5. [Return Information](#)
»
6. [Seller Logo](#)

Fulfilment by Amazon (FBA)

You store your products in Amazon's fulfillment centers, and we pick, pack, ship, and provide customer service for these products.

- > [Fulfilment by Amazon Revenue Calculator \(Beta\)](#)
- > [EU VAT Calculation Services Methodology](#)



4.

GO LIVE

Now that your registration is complete and your product listings are online, you can start to sell on Amazon.



5.

MARKETING + ANALYSIS

Increase your sales with the help of the following methods:

1. [Extend Selection](#)
2. [International Expansion](#)
3. [Enhanced Brand Content](#)
4. [Automate Pricing](#)



Make sure you constantly track your selling performance: [Sales Dashboard](#)
[Account Health Dashboard](#)



6.

CUSTOMER SERVICE

Provide customer service in the local language of the marketplace. With Fulfilment by Amazon (FBA), Amazon takes care of the customer service.

Click here for more information on [Customer Support on International Sales](#).

For additional help please contact our [Selling Partner Support](#)



New to Selling on Amazon?

Start your journey to successful selling across Europe now. Use this guide as a tool for setting up your Amazon Seller Central account, and as a first step for achieving seller success.

Follow a simple 4-step process, making getting started on Amazon easy!

Step 1: [Register Your Seller Central Account](#)

- 1.1. [Business and Contact Information](#)
- 1.2. [Selling Partner Information](#)
- 1.3. [Specify a Charge Method](#)
- 1.4. [Set up Your Store Name](#)
- 1.5. [Two-Step Verification](#)
- 1.6. [Additional Information Required](#)

Step 2: [List Your Products](#)

- 2.1. [Add a Product](#)
- 2.2. [Add Products via Upload](#)
- 2.3. [Products Requiring Approval](#)
- 2.4. [Request a GTIN Exemption](#)
- 2.5. [Brand Registry Programme](#)

Step 3: [Modify Your Account Settings](#)

- 3.1. [Add a Bank Account](#)
- 3.2. [Display Your Store Details](#)
- 3.3. [Change Your Selling Plan](#)
- 3.4. [Define Your Shipping Settings](#)

Step 4: [Fulfilment by Amazon \(FBA\)](#)

- 4.1. [Convert Your Listings to FBA](#)
- 4.2. [Create an Inbound Shipment](#)
- 4.3. [FBA Inventory Removals](#)
- 4.4. [EU FBA Programmes](#)

Appendix A: [Selling in Europe](#)

- ❖ [European Tax \(VAT\)](#)
- ❖ [EU Regulatory Considerations](#)
- ❖ [Build International Listings \(BIL\)](#)
- ❖ [Translate Your Products \(TYP\)](#)

Appendix B: [Tips for Success](#)

- ❖ [Create Quality Listings](#)
- ❖ [Price Competitively](#)
- ❖ [Promote Your Products](#)
- ❖ [Dispatch Your Orders Promptly](#)
- ❖ [Monitor Your Performance](#)

Appendix C: [Learning Resources](#)

- ❖ [Seller Central Help](#)
- ❖ [Seller University](#)
- ❖ [Seller Forums](#)
- ❖ [Seller Support](#)

Step 1: Register Your Seller Central Account

To create a new Amazon seller account, enter a **first and last** name, email address and password you would like to use. Then select "Next".

IMPORTANT: do not use an e-mail address you have previously used for an Amazon Account. Also, you are not allowed to own more than one seller account.



Skapa konto

Ditt namn

E-post

Lösenord

i Lösenordet måste vara minst 6 tecken.

Ange lösenord igen

Nästa

Har du redan ett konto? [Nästa >](#)

Make sure to write both
your first and last name

You will then be asked to verify your e-mail address. Open the e-mail you received from Amazon and copy the code. Now fill in this code.

amazon seller central

Verifiera e-postadress

För att verifiera email, har vi skickat ett engångslösenord (OTP) till

[Redacted] [Ändra](#)

Ange kod

Skapa ett Amazon-konto

Genom att skapa ett konto godkänner du Amazon användarvillkor. Vänligen läs vårt sekretessmeddelande [vårt Meddelande om cookies](#) och vårt [Meddelande om intressebaserade annonser](#).

[Skicka koden igen](#)



Wed 12/16/2020 9:17 AM

Amazon <account-update@amazon.com>

Verifiera ditt nya Amazon-konto

To

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Verifiera ditt nya Amazon-konto

För att verifiera din e-postadress, använd följande engångslösenord (OTP):

807923

Dela inte denna OTP med någon. Amazon tar din kontosäkerhet på största allvar. Amazons kundtjänst kommer aldrig att be dig att avslöja eller verifiera ditt Amazon-lösenord, OTP, kreditkorts- eller bankkontonummer. Om du får ett misstänkt e-postmeddelande med en länk för att uppdatera din kontoinformation ska du inte klicka på länken. Rapportera istället e-postmeddelandet till Amazon för utredning.

Tack för att du handlar med oss! Vi hoppas att vi snart ses igen!

1.1 Business and Contact Information

Then you will be asked to select the country of establishment of your business and your company's legal name. Make sure that the company's legal name matches the name on your legal documents. You will also be asked to carefully read and review the Amazon agreements and policies listed below.

Innan du börjar, se till att du har följande till hands
Vi kan kräva ytterligare information eller dokument senare



Företags- och kontaktadress



Mobil- eller telefonnummer




Kreditkort som kan debiteras




Uppgifter om identitet

Företagets plats

Sverige 

Om du inte har ett företag, ange ditt hemland.
Ett felaktigt val kan påverka statusen för ditt konto.

Typ av företag

Privatägd verksamhet 

Företagsnamn, som används för att registrera dig hos din delstat eller federala regering

Företagsnamn som det visas på företagsregistreringsdokumentet

Jag bekräftar att mitt företags position och typ är korrekt, och jag förstår att denna information inte kan ändras senare.

Genom att klicka på "Godkänn och fortsätt" godkänner du avtalet om affärlösningar för Amazon Services Europa, användaravtalet för Amazon Payments Europa och användaravtalet för Amazon Payments Storbritannien. Mer information om hur vi hanterar dina personuppgifter finns i [Amazon Services Europa_sekretesspolicy](#), [Amazon Payments Europa_sekretesspolicy](#), [Amazon Payments Storbritannien_sekretesspolicy](#), [vår cookiepolicy](#) och [vårt meddelande om intressebaserade annonser](#).

När du klickar på "Godkänn och fortsätt" använder vi den information du anger under kontoregistreringen för att skapa försäljningskonton i Amazons butiker i Nordamerika, Europa, Australien och Japan och du tillhandahåller denna registreringsinformation till Amazon.com Services LLC och vissa av dess närstående bolag i dessa länder. Mer information om hur vi hanterar dina personuppgifter finns i [vår sekretesspolicy](#).

Om du använder de försäljningstjänster som erbjuds i Amazons butiker utanför EU och Storbritannien, godkänner du också vart och ett av de ytterligare villkoren nedan avseende din användning av dessa tjänster:

- Nordamerika (Kanada, Förenta staterna, Mexiko): Avtal om affärlösningar för [Nordamerika](#) och Amazons sekretesspolicyer för [Kanada](#), [Mexiko](#) och [USA](#).
- Japan: Avtal om affärlösningar för [Japan](#) och [Amazon.co.jp sekretesspolicy](#).
- Australien: Avtal om affärlösningar för [Australien](#) och [Amazon.com.au sekretesspolicy](#).

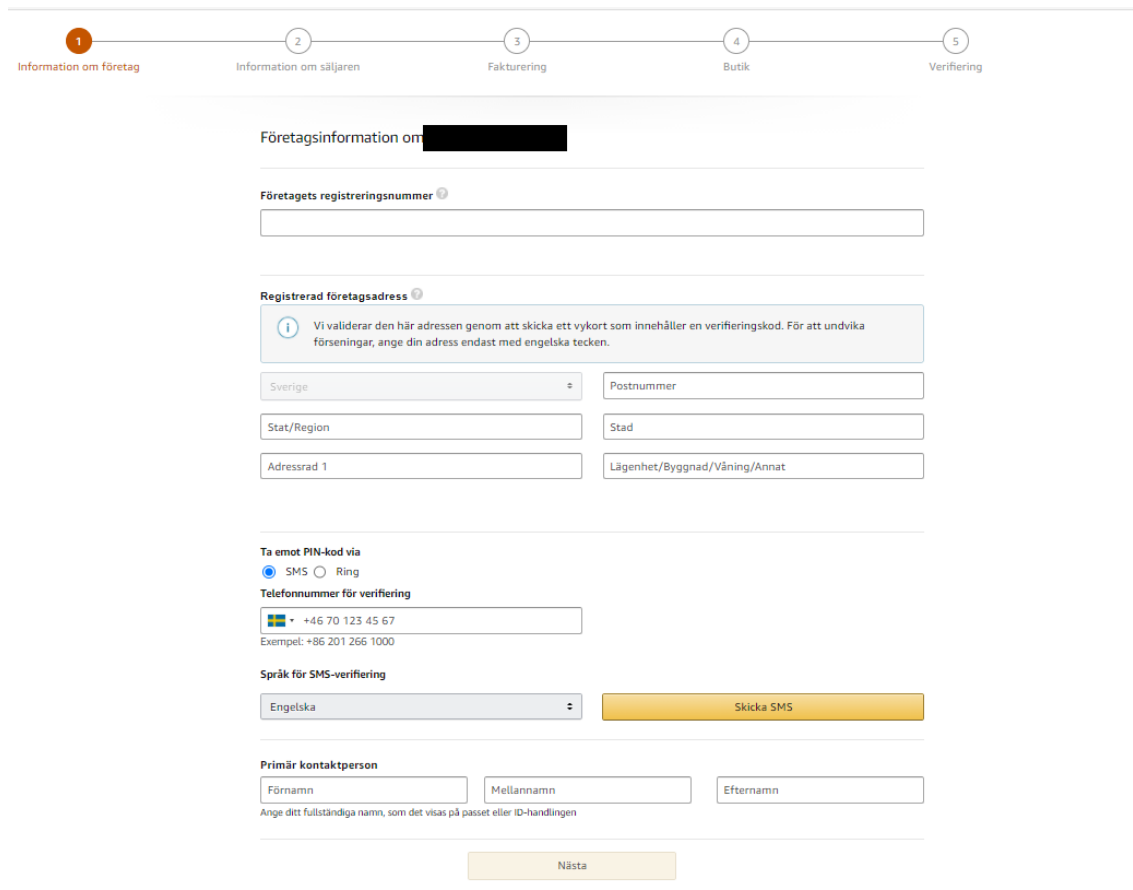
Godkänn och fortsätt

After clicking on “Agree and Continue”, you will be asked to provide your business address and phone number (verified via text or call), company registration number, and primary contact person. If you are registering as an individual, then you will be asked for seller information (see next section). After you have inserted all the information, click on “Save and Continue”.

When entering the phone number for the Primary Contact Person, you will be asked to verify it. Here, you will have the option to receive an automated call or text from Amazon that includes a 6-digit PIN to authenticate your account.

Start by choosing the country of your phone operator from the drop down menu, and then enter a valid telephone number, excluding the country code. You will then have the option to select the language in which you would like to receive the call or text. Choose your preference and then select “Call Me Now” for a call and “Text Me Now” for a text message. Depending on your preference, you will receive a call or text from Amazon within a few seconds following your request that includes your one-time PIN. Enter this number and click on the “Verify” button. Once you enter your PIN successfully, you will receive confirmation that the verification was successfully completed.

NOTE: Enter the name of the contact person as it would appear on your national id or passport (including order of first and middle names).



The screenshot shows the registration process in Swedish. At the top, a progress bar indicates five steps: 1. Information om företag (highlighted), 2. Information om säljaren, 3. Fakturering, 4. Butik, and 5. Verifiering.

The main form area is titled "Företagsinformation om [redacted]". It contains the following sections:

- Företags registreringsnummer**: A text input field.
- Registrerad företagsadress**: A section with a warning icon and text: "Vi validerar den här adressen genom att skicka ett vykort som innehåller en verifieringskod. För att undvika förseningar, ange din adress endast med engelska tecken." Below this are input fields for:
 - Sverige (country dropdown)
 - Postnummer
 - Stat/Region
 - Stad
 - Adressrad 1
 - Lägenhet/Byggnad/Våning/Annat
- Ta emot PIN-kod via**: Radio buttons for "SMS" (selected) and "Ring".
- Telefonnummer för verifiering**: A text input field with a dropdown for country code (Sweden selected) and the number "+46 70 123 45 67". Below it, "Exempel: +86 201 266 1000".
- Språk för SMS-verifiering**: A dropdown menu set to "Engelska" and a yellow button labeled "Skicka SMS".
- Primär kontaktperson**: Three text input fields for "Förnamn", "Mellannamn", and "Efternamn". Below them, the instruction: "Ange ditt fullständiga namn, som det visas på passet eller ID-handlingen".
- A yellow button labeled "Nästa" at the bottom.

1.2. Seller Information

1.2.1. Primary Contact Person

In this screen, you will need to provide information for a Primary Contact Person. The Primary Contact Person is the person who has access to the Selling on Amazon payment account, provides the registration information on behalf of the account holder (the registered seller) and initiates transactions such as disbursements and refunds. Actions taken by the primary point of contact are deemed to be taken by the account holder.

Information om företag 2 Information om säljaren 3 Fakturering 4 Butik 5 Verifiering

Personlig information för [REDACTED]

Medborgarskapland
Välj land ▾

Födelseland **Födelsedatum**
Välj land ▾ Dag ▾ Månad ▾ År ▾

Bostadsadress
 SE, [REDACTED]
[+ Lägg till en annan adress](#)

Mobilnummer
 [REDACTED]
[+ Lägg till ett nytt mobilnummer](#)

Jerome Morrow
 är verksamhetens kvalificerade ägare
 är en juridisk företrädare för verksamheten

Jag har lagt till alla kvalificerade ägare av företaget.
 Ja Nej

Föregående Spara

At this point, you will also have the opportunity to specify if the Primary Contact Person is a beneficial owner of the business and/or a legal representative of the business.

1.2.2. Beneficial Owner Information

After that, you will have the option to specify beneficial owner information. Beneficial owners are natural persons who own or control the business through direct or indirect ownership over 25% or more of the shares or voting rights of the business or any natural person who otherwise exercises control of the management of the business.

In case beneficial owner information does not correspond with that of the Primary Contact Person, later in the process, you will need to provide details for each of the beneficiary owners of the company. Once you have entered all the information required, you will need to tick the box at the bottom of the page confirming that you have added all the beneficial owners of the business in order to be able to click on “Save and Continue”.

Jag har lagt till alla kvalificerade ägare av företaget.

Ja

Nej

1.3. Specify a Charge Method

The charge method links a primary Amazon payment method to your account. Here, you will be required to add a valid credit card. You will not be charged automatically by providing your credit card details. Amazon will first validate your credit card and will then charge your subscription fee if you are registering as a Professional Seller and any additional calculated fees at the end of your billing cycle. After filling in the required information, select "Save and Continue" to move to the next screen.

Note: You are able to change or add another bank account for billing purposes after the registration process.
Note: For the first 6 months your monthly fee will be 410 SEK. From the seventh month however, you will be debited a global monthly fee which in combination with all marketplaces will not surpass 39,99 USD regardless of where you sell.

1
Information om företag

2
Information om säljaren


3
Faktureringsinformation

4
Butik

5
Verifiering

Faktureringsinformation

Kreditkortsuppgifter

 **Global säljavgift**
För professionell försäljning kommer du att debiteras en månadsavgift på 410 SEK för de första sex månaderna. Från och med den sjunde månaden kommer du att debiteras en global månadsavgift för professionell försäljning som, i kombination med alla marknadsplatser, inte överstiger en totalsumma på 39,99 USD, oavsett var du säljer. Mer information hittar du på [den här sidan](#)

Kreditkortsnummer **Förfaller den**

1

-

2020

-

Kortinnehavarens namn

Faktureringsadress

SE, 111 22, Stockholm, Stockholm, Kungsgatan 49

[Visa alla sparade adresser](#)

[+ Lägg till en ny adress](#)

Föregående

Nästa

1.4. Set up Your Store Name and Information

In this page, you will be asked to enter a name for your Amazon store. This does not have to match your legal business name entered at the start of registration. This is the name that will be displayed to Amazon customers who purchase your products. After completing this information, select “Start listing your products” to complete the registration process. Note: if your store name is already in use, you will be asked to provide another one.

You will also have the option to indicate whether your products have UPCs and whether you are a brand owner/representative.



Butiksinformation

Lagringsnamn och produktinformation

Butikens namn

Ange ett namn för din butik

Har du universella produktkoder (UPC) för alla dina produkter?

- Ja
 Nej

Är du tillverkare eller varumärkesägare (eller ombud eller representant för varumärket) för någon av de produkter du vill sälja på Amazon?

- Ja
 Nej
 Några av dem

Föregående

Nästa

Har du universella produktkoder (UPC) för alla dina produkter?

- Ja
 Nej

Är du tillverkare eller varumärkesägare (eller ombud eller representant för varumärket) för någon av de produkter du vill sälja på Amazon?

- Ja
 Nej
 Några av dem

Äger du statligt registrerat varumärke för de märkesvaror du vill sälja på Amazon?

- Ja
 Nej
 Några av dem

1.5. Two-Step Verification

Two-Step Verification is your best protection against unauthorized access to your seller account, even if your password is stolen, and especially if you use the same password across multiple sites. Once you enable Two-Step Verification, you will be prompted to enter a security code after you enter your Seller Central user name and password to access your account. This code will be sent via text message to your SMS-enabled phone, received through a voice call, or obtained from an authenticator app which does not require cell service.

If you would like to change your preferred method, you can do so by selecting a new or an existing device. This device should be available whenever you sign in to your Amazon account and must be able to receive SMS messages.

Phone number Use your phone as a 2SV authenticator

Tell us a phone number you'd like to use for 2SV authentication challenges.

Where should we send the One Time Password (OTP)?

SE +46 ▾

Receive One Time Password (OTP) by:

Text message (SMS)

Voice delivery (you will receive an automated phone call)

Message and data rates may apply.

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

Steg 2 av 2

Nästan klar ...

Bara två viktiga saker till som du bör känna till:

1. Annan inloggningsmetod

En del enheter kan inte visa en andra skärm som kräver att du skriver in en säkerhetskod, men tvästegsverifiering kommer fortfarande att krävas. Så här fungerar det:

1. Logga in med ditt lösenord. Ett felmeddelande kommer att visas.
2. En säkerhetskod skickas till din föredragna mobil. Du kan också använda en verifieringsapp.
3. Lägg till säkerhetskoden direkt efter ditt lösenord, och klicka på "Logga in" igen.



Du loggas sedan in på ditt Amazon-konto.

2. Hoppa över koder vid inloggning

Du kan välja att pålitliga enheter som du använder ofta inte kräver koder, exempelvis din personliga dator. (Obs: du aktiverar den här inställningen separat för varje webbläsare som du använder.)

Kräv inte koder i den här webbläsaren

Uppfattat. Aktivera tvästegsverifiering

1.6. Additional Information Required

In accordance with EU regulations, Amazon Payments Europe requires sellers to provide information about themselves and their business so that they can begin to sell on Amazon and receive the proceeds of their transactions on Amazon EU marketplaces. This means that Amazon may require to verify the information you provide during the account registration process by requesting specific documentation such as personal identification documents, business license and/or bank statements as proof of ownership. You will receive notification when this verification is needed.

IMPORTANT: make sure the information you provide exactly matches your legal documents. Make sure to not cover your BSN number on your identification document.



Information om företag



Information om säljaren



Fakturerering



Butik



Verifiering

Verifiering av identitet

[Hjälp](#)

Jag är ensam ägare eller kontaktperson för det här kontot

Ladda upp dokument

Namn	Jerome Morrow , Kontaktperson
Födelsedatum	24 Apr 1997
Födelseland	Sverige
Medborgarskapsland	Sverige
Identitetsuppgifter	Nationellt ID # : 9704248877 Utgångsdatum : 24 Aug 2023 Utfärdandeland : SE

Identitetshandling	Ladda upp framsidan
	Ladda upp baksidan

Ladda upp baksidan, även om den är tom

Bostadsadress	SE, 111 22, Stockholm, Stockholm, Kungsgatan 49
---------------	---

Ytterligare dokument	Välj en dokumenttyp i listrutan
	Bankkontoutdrag

Ladda upp Ytterligare dokument

Företagsadress	SE, 111 22, Stockholm, Stockholm, Kungsgatan 49
----------------	---

Företagsnamn	Avshi Camera Test
Företagets registreringsnummer	2122323-5686

Föregående

Skicka in

1.6.1 Verification Instructions

When verifying your account, you will need to submit 2 documents: an **ID-Document** (Passport/National ID/Driver's License) and an **Additional document** (Bank account statement/Credit Card statement). To get through verification smoothly it's very important that that you only upload the correct document types. Below is a list of requirements and instructions to help guide you through the process.

Identity document

Identity document should be uploaded for the person who registers the account and acts "Primary Contact". Regardless of the type of document selected the following requirements apply:

- Document must still be valid (not expired/closed/revoked)
- Display matching information (such as your ID number or name) that you use to register to sell on Amazon.
- It is also important that the entire document is visible, meaning that all 4 corners are included in the provided image/scanned document.
- the submitted document should be high-quality, in color, and unobstructed (not angled, blurry, or cropped)

Approved documents (SE):

- **Passport**
 - Entered as Passport
 - ID number is "Pass Nr./Passport No."
- **National ID Card**
 - Entered as National ID
 - ID number is "Kortnummer / Card No."
- **Driving license**
 - Entered as National ID
 - ID number is in field "5" on the driver's license (personnummer)

Additional document

The additional document can either be a **bank statement** or a **credit card statement** and should belong to the company or person that is registered.

Approved documents:

- **Bank account statement or credit card statements**
 - May only be a bank/loan/savings account statement with transaction activity for the company/person registering the account (an extract of transactions for a set period of time) or a credit card statement with transaction activity. No other types of documents (eg. bank letter/account information page/picture of credit card) will be accepted.
 - If the bank account is in the name of your business, the bank account name on the document must be the name of your business. However, if you have a sole proprietorship, the bank account name on the document must be the sole proprietor's name
 - Must match the name of the business or point of contact provided during registration
 - Bank logo, bank account number and business name or point of contact (name of person to contact on behalf of the business) must be clearly visible.
 - Must show transaction activity, but you can cover individual transactions. When doing so, you should only cover individual numbers. If you cover larger areas or the transactions section as a whole, the document will be considered illegible.
 - The document must not be a screenshot. Please download the statement as a PDF, scan a physical copy of the statement or take a photo of a physical copy of the statement.
 - Must be dated within 180 days.
 - Must be in color (black and white not accepted)
 - Approved languages for the documents are: Swedish, Dutch, Polish, Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish.

FAQ

ID-Document

1. Q: What should I do if my ID-document has expired?

A: If the ID-document you planned on submitting is out of date, please consider one of the alternative types of ID-document. I.e. if your passport has expired, please consider uploading a Driver's license or National ID instead. If you do not have a valid ID-document at hand, you will need to apply for one and continue the verification process once receiving it.

2. Q: My passport has been rejected because it does not match the information that I registered on Amazon, but I can't find the discrepancy

A: First ensure that you have submitted the document in the correct slot, ie. a passport in the passport slot or a Driver's license in the Driver's license slot. If you haven't, simply upload the same document again and change to the correct slot. Another common pitfall is that the names are not in the exact same order/format as in the ID-document. Also ensure that the ID-number given in Seller Central matches the uploaded ID-document ("**Pass Nr./Passport No.**" / "**Kortnummer / Card No.**"/5. for passport/national id-card/driver's license.)

Additional Documents

1. Q: What should I do if I can't find a bank/credit card statement which matches all the requirements?

A: All banks should be able to provide an acceptable bank account statement. If you have Handelsbanken/Swedbank/Nordea then please refer to our instructions on how to extract a compliant bank account statement from your online portal. If you are unable to extract the statement yourself, please contact your bank and ask to be sent a physical copy of a regular bank statement with transactions (kontoutdrag)

2. Q: What constitutes a bank statement or credit card statement?

A: The bank/loans/savings or credit card statement should be an extract of transactions for a set period of time. Letters from the bank staff/account information pages/certifications and other documents do not qualify as bank statements.

3. Q: Are there any alternative documents I can upload instead of a bank statement or credit card statement?

A: No. The only types of documents that will be accepted are bank statements or credit card statements. Uploading bank letters/certification/pictures of credit ´ cards or any other type of document like that will not be approved.

4. Q: Why is my bank statement/credit card statement being rejected for being a screenshot even though I downloaded it as a PDF/printed it.

A: This can be caused by the presence of 'digital elements' on the extract. Examples of digital elements are drop-down menus or buttons or calendars. If you do not have the opportunity to download or print an extract without digital elements, we recommend that you order a statement in a physical format from your bank.

5. Q: I am not able to extract a bank statement or credit card statement in any of the approved languages, what should I do?

A: In this case you have the option to submit a notarized (have the signature on a document attested to by a notary)_translation of the document in one of the supported languages.

Bank Account Statement Guide (Handelsbanken/Swedbank/Nordea/SEB)

As of August 2021.

If the below instructions do not work, please search on your bank's website for instructions or call your counselor.

Swedbank:

1. Go to 'Accounts'
2. Choose your personal or business account
3. Filter by date (eg 01/06 - 30/06)
4. Click on 'search'
5. Click on 'export'
6. Select PDF
7. Save the PDF file and upload to the Amazon registration under Additional Document in Seller Central.

Handelsbanken:

1. Go to 'Inbox'
2. Select Inbox and Mail
3. Select an Account Statement for 'Account Name XXX XXX XXX First Name Last Name' Example: "Allkonto 456 876 306 Bertil Nilsson"
4. Click on the hyperlink at the bottom of the message under "Link to bank statement:"
5. The account statement should be downloaded in PDF format
6. Upload the PDF file under Additional Document in Seller Central.

Nordea:

1. Log in to the Internet bank and select "Accounts & account events" under the tab "Finance".
2. Select the account from which you want to print your bank statement and click "Print".
3. Choose to print as PDF and print / save.
4. Upload the PDF or scan the printed excerpt and upload under Additional Document in Seller Central.

SEB:

1. Log into your internet bank and choose "Account and cards – account summary)

2. Choose the account you want to extract a statement for and select it
3. Select Kontoutdrag for your selected account
4. Save it as a PDF
5. Upload PDF under Additional Document in Seller Central.

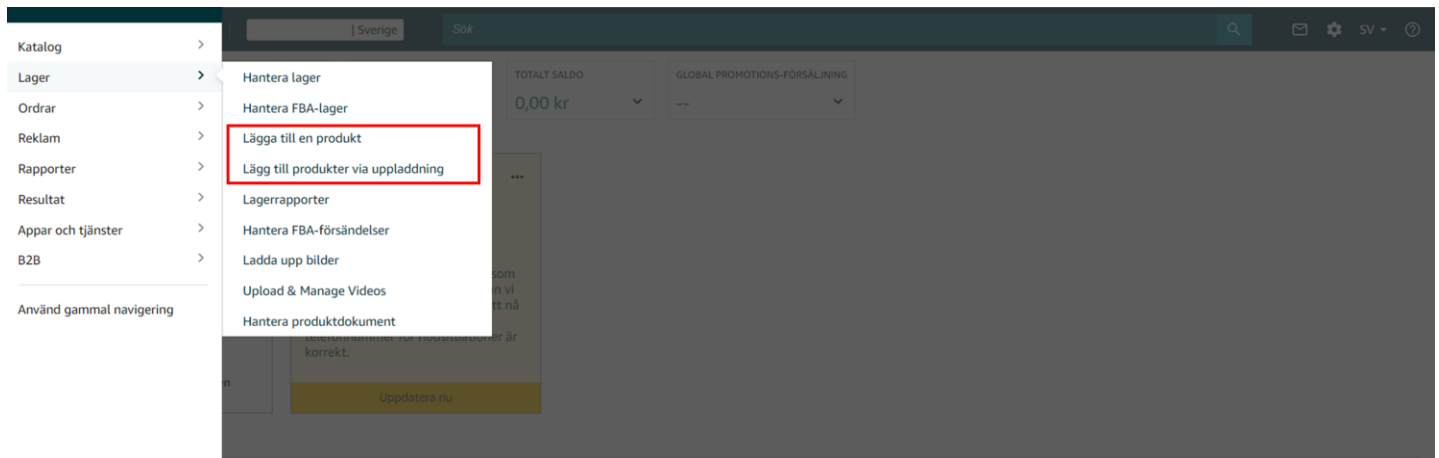
1.7 Welcome to Amazon

Congratulations! You have now set up your Amazon Seller Central Account. Please proceed to the next step to start selling on Amazon.

The screenshot displays the Amazon Seller Central dashboard for a user in Sweden. At the top, there is a navigation bar with the Amazon Seller Central logo, a search bar, and a 'Sök' button. Below the navigation bar, there are five summary cards: 'MARKETPLACES' with 11 items, 'ÖPPNA BESTÄLLNINGAR' with 0 items, 'KÖPARENS MEDDELANDEN' with 0 items, 'TOTALT SALDO' at 0,00 kr, and 'GLOBAL PROMOTIONS-FÖRSÄLJNING' at --. The main content area is divided into two columns. The left column, titled 'News', contains three news items: 'Uppdatering av program för betaltjänstleverantörer' (dated Jul 5, 2021), 'Meddelande om nya produkttyper och attribut' (dated Jul 1, 2021), and 'Momstjänster på Amazon är nu tillgängliga i Nederländerna, Polen' (dated Jun 30, 2021). The right column, titled 'Åtgärd krävs' (Action required), features a yellow warning box with a red exclamation mark icon. The text in the box reads: 'Kontrollera ditt kontaktnummer för nödsituationer' (Check your emergency contact number). Below this, it explains: 'Om en kritisk händelse inträffar som påverkar din förmåga att sälja kan vi försöka kontakta dig. Hjälp oss att nå dig genom att se till att ditt telefonnummer för nödsituationer är korrekt.' (If a critical event occurs that affects your ability to sell, we may try to contact you. Help us reach you by ensuring your emergency contact number is correct.) At the bottom of the warning box is a yellow button labeled 'Uppdatera nu' (Update now).

Step 2: List Your Products

Amazon offers different options for creating listings and adding your offers. Start by clicking on the menu button in the top left corner of the Seller Central homepage. Select the Inventory tab, then select the “Add a Product”, or “Add Products via Upload” if you have a Professional selling plan.

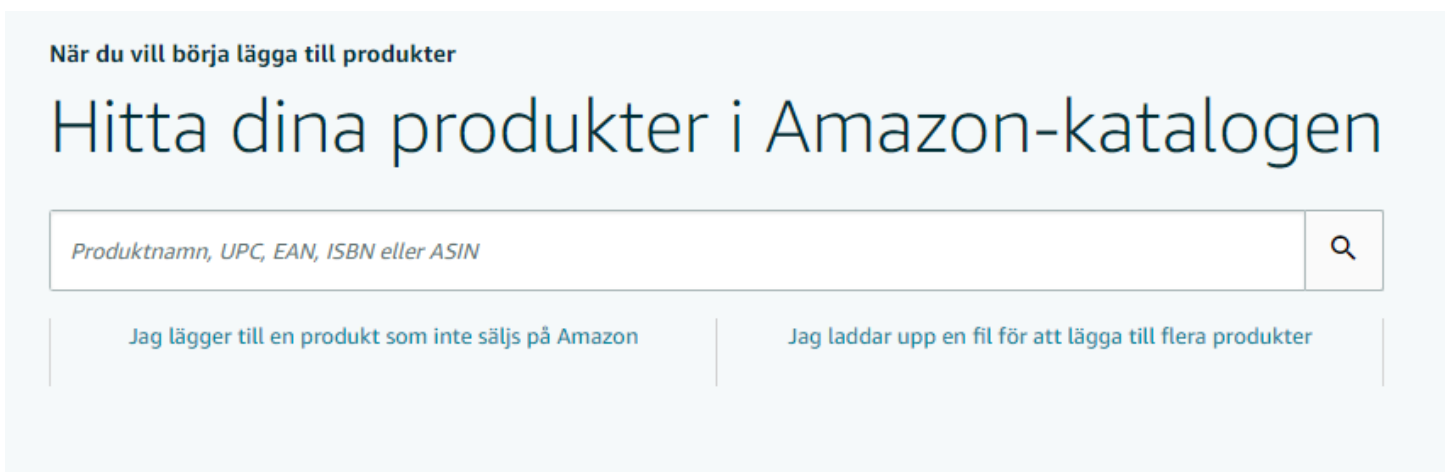


2.1. Add a Product

This is a feature that walks you step-by-step through the process of adding and maintaining your inventory. This is a very easy way to create a few listings or product pages. However, you cannot use this option to create multiple listings at the same time.

2.1.1. Listing an Existing Product in Amazon's Catalogue

Start by searching in Amazon's catalogue for the product you want to add. You can search using the product name or the external product identifier also known as UPC, EAN, ISBN or other. After entering your search criteria, e.g. Sony Camera, click on the “Search” button. If the product is already in Amazon's catalogue, the item you have searched will appear on the page after it refreshes.



Locate the item that matches that of the item you want to sell, then select the “Sell yours” for that listing. Double check the product details to make sure that your item is an exact match. An incorrect match could result in poor customer experience and negative feedback.

Hitta dina produkter i Amazon-katalogen

B076JLJXQ5

Visar resultat 1-1 av 1

Oral-B Pro elektrisk tandborste, uppladdningsbar Sensi Ultra Thin + etui Norme andra EAN: 4210201179214

Försäljningsrangordning: 3
Erbjudanden: 2. Begagnade och nya

Ny

Sälj denna produkt

Visa begränsningar

Sida 1 av 1 Gå < 1 >

Next, you will be taken to the “Offer” page in order to complete the listing of your product. You will be asked to add a few details such as your seller SKU (unique identifier), your price, quantity and condition. After completing these fields, scroll to the bottom and select “Save and Finish” to add your listing. You will then be able to locate and edit your listing offer by going to the “Manage Inventory” page in the “Inventory” tab of your Seller Central account.

2.1.2. Listing a New Product in Amazon’s Catalogue

If you are adding an own-brand product or an article that is not yet in Amazon’s catalogue, you will need to click on “Create a new product listing”.

När du vill börja lägga till produkter

Hitta dina produkter i Amazon-katalogen

Produktnamn, UPC, EAN, ISBN eller ASIN

Jag lägger till en produkt som inte säljs på Amazon

Jag laddar upp en fil för att lägga till flera produkter

Next, you will need to classify your product category using the navigation filters. Once you have located your item, click “Select”. Supply all the necessary information to complete your product listing. Product information is organized by tabs at the top of the page. Fields marked with a red asterisk are required. Products with rich information such as properly formatted titles, high quality images on white backgrounds, detailed product descriptions and bullet points will help customers and make your offers attractive to them.

Failure to supply the correct product data could result in quality alerts and your products being suppressed from Amazon’s catalogue.

2.1.3. Product Variations

If you have a product that varies in size or colour, you do not need to add each of these variations separately. You can select the “Variation Theme” option, choosing how your product varies. We also call these “parent/child” variations.

Let’s use the example of one style of t-shirt that comes in four different sizes. In this case, you would select the variation theme of “SizeName”. The parent item is the t-shirt, and there are 4 child items to add: one for each size option (S, M, L and XL). Next, you can update each child item with your offer information including seller SKU, product ID, condition, price and quantity. The product information that you fill out on the other tabs will be copied to each child.

When adding variations by colour, be sure to provide an image for each child listing. In our t-shirt example, you would need to provide an image for each colour option (e.g. white and black).

Once you have finished providing your product information, click “Save and finish” to create your offer. Please allow few minutes for your offer to go live on Amazon’s website.

The screenshot shows the Amazon Seller Central interface for adding variations to a product listing. The top navigation bar includes 'Viktig information', 'Variations', 'Erbjudande', and 'Bilder'. The 'Variations' tab is active, showing a breadcrumb trail: 'Mode > Herr > Kläder > Skjortor, t-shirts & linnen > Skjortor'. A message states: 'När flera säljare säljer samma produkt via en enkel informationssida kombinerar och presenterar vi den bästa produktinformationen för att säkerställa att kunderna får den bästa upplevelsen.' Below this, the 'Variations Theme' is set to 'Storlek'. A section titled 'Lista alla dina variationstermer för nedanstående teman.' provides instructions on how to list variations. A 'Storlek' input field is present, with an example: 'Example: 2T, 6X, 12, Liten, Extrastor, 18 månader, 14 Lång, 28Wx32L'. A 'Lägg till variationer' button is at the bottom of this section.

Below the main form, a message states: 'Dina underordnade ASIN-varianter har skapats. För att slutföra dina produktposter letar du upp de olika underordnade produktposterna i ditt lager och väljer "Redigera" för att lägga till en bild för varje underordnad variation. Observera att varje underordnad variant måste ha en aktiv bild på Amazons webbplats.' Below this is a table for managing variations:

* Storlek	* Kartstorlek	Säljarens SKU	* Produkt-ID	* Typ av produkt-ID	* Villkor	* Ditt pris	* Kvantitet
<input type="checkbox"/>					-Välj-	kr	
<input type="checkbox"/>	S			-Välj-	-Välj-	kr	
<input type="checkbox"/>	M			-Välj-	-Välj-	kr	
<input type="checkbox"/>	L			-Välj-	-Välj-	kr	
<input type="checkbox"/>	XL			-Välj-	-Välj-	kr	

At the bottom right of the interface are buttons for 'Avbryt' and 'Spara och avsluta'.

2.2. Add Products via Upload

You can find this tool in Seller Central located underneath “Add a Product” in the “Inventory” tab of your main navigation menu. You will then be presented with two main options for listing products in bulk.

2.2.1. Already Have a Product File?

If you have your own e-commerce website or use another system to manage product information, you can export your product details into a file (excel, text or csv format), and use this tool to create your listings on Amazon by simply converting your file into an Amazon listing file. Once your catalogue file is ready, follow the instructions below to upload it and generate the listings for the products you intent to sell.

Lägg till produkter via uppladdning [Läs mer](#) [Seller University](#) [Status för försäljningsansökan](#)

Ladda ner en lagerfil **Kontrollera och ladda upp din inventeringsfil** Övervaka uppladdningsstatus

Ladda upp fil

Filtyp Lagerladdningsfil ▾

Lagerladdningsfilen kan användas för att skapa nya produktposter genom att matcha med produkter som redan finns i Amazon-katalogen. Den kan inte användas för att lägga till nya produkter i Amazon-katalogen. [Läs mer](#)

Filuppladdning No file chosen

E-postvarning Skicka en e-postavisering när min uppladdning är stutförd.

RENSA OCH BYT UT DITT LAGER ▾

2.2.2. Need to Create a Product File?

With this option, you will be downloading an Amazon Inventory template, filling it in with your all your product details, and uploading it back when you are done with all the information required to list and sell your products. Amazon’s Inventory File Templates are tab-delimited text files that allow you to upload listings in bulk to Seller Central.

Since each type of product has different detail information, we provide a unique template for each product category. You can use the Variation Wizard to help you navigate through the appropriate product category in order to download the adequate template for the type of products you want to sell. You will also be able to select the type of file (Advanced or Custom) you wish to use.

Once you have located and generated the inventory template you need, and you have filled it in, you can upload it via “Upload your Inventory File” and monitor its upload status through “Monitor Upload Status” tab. If your processing report shows errors, you must modify your inventory file and upload it again.

Steg 1: Välj vilka typer av produkter som du vill sälja

Produktklassificerare: Variationsguide
 Kontorsprodukter > Kuvert & brevmaterial

Hobby & hantverk	Kontorselektronik	Brevfack & staplingsstöd	Välj
Husdjurstillbehör	Kontorsmaterial	Brevöppnare	Välj
Hälsa, vård & hushåll	Kuvert & brevmaterial	Förpackningsmaterial	>
Industriella verktyg & produkter	Möbler & belysning	Kuvert	Välj
Kontorsprodukter	Pappersprodukter för kontor	Postfack	Välj
Leksaker	Pennor & skrivmaterial	Postmaterial	Välj
Mode	Planeringskalendrar & agendor	Other (Kuvert & brevmaterial)	Välj
Musikinstrument	Skolsk. & läromedel		

Steg 2: Välj malltyp

Välj ett läge.

Alternativet Avancerat innehåller alla attributgrupper som är associerade med ovanstående valda produkter. Alternativet innehåller attributgrupperna "Krävs", "Föredraget" och "Valfritt".

[FEEDBACK](#)

Lägg till produkter via uppladdning [Läs mer](#) [Seller University](#) [Status för försäljningsansökan](#)

[Ladda ner en lagerfil](#) [Kontrollera och ladda upp din inventeringsfil](#)

Övervaka uppladdningsstatus

Visa status för din senaste 6 lagerfiluppladdningar. Om bearbetningsrapporten visar fel ändrar du lagerfilen och laddar upp den igen. [Läs mer](#)

Datum/tid för uppladdning	Batch-ID	Ladda upp status	Åtgärder
December 2, 2020 10:47:19 AM CET	██████████	Ladda upp status Klar! Totalt antal skickade poster: 73 Poster som kräver ytterligare åtgärd från dig sparas som utkast Ladda upp status Klar!	Kompleta utkast Beta Ladda ner din bearbetningsrapport. Kompleta utkast Beta

2.3. Products Requiring Approval

We want customers to be able to shop with confidence on Amazon. The products you offer for sale on Amazon must comply with your seller agreements, including all applicable Amazon policies, and all applicable laws and regulations. The sale of illegal, unsafe or other restricted products listed on Amazon pages, including products available only on prescription, is strictly prohibited. Before listing products on Amazon, please ensure that you understand what is and is not allowed by reading your seller agreements and a more extensive list of related policies in your Seller Central account.

For certain products and categories, sellers are required to obtain approval from Amazon before listing. To check if a product has restrictions, click on "Request approval" to go to the Selling applications tool. You will be then required to submit specific documentation.

Hitta dina produkter i Amazon-katalogen

B00YFI1A66



Visar resultat 1-1 av 1



SanDisk SDCZ48-256G-U46 Ultra USB-minne, 256 GB, USB 3.0, Upp till 130 MB/s äsning, Svart

UPC: 793187955415
EAN: 7195003036446

Försäljningsrangordning: 3
Erbjudanden: 6 Begagnade och nya

[Ansök om att sälja](#)

Dölj begränsningar ^

- Du måste godkännas för att lista det här varumärket.
- **Samlarobjekt, Renoverad, Begagnad villkor:** Denna produkt har andra försäljningsbegränsningar. [Mer information](#)

Sida 1 av 1 [Gå](#)



Please note that you may be asked to submit officially translated documents if they are not in any of the following languages: Swedish, Dutch, English, German, French, Spanish or Italian. This will be notified to you by our verification team. To check the status of an application, click the Selling application status link.

2.4. Request a GTIN Exemption

You must have Global Trade Item Numbers (GTIN) such as UPC, EAN, JAN or ISBN for products that you want to list on Amazon. If your products do not have a GTIN, you can submit a request for GTIN exemption. There is specific criteria you will need to meet in order to obtain approval. The below Seller Central form enables you to request a GTIN exemption and check its status.

Ansök om GTIN-undantag

Du måste dela streckodsnumret (GTIN/UPC/EAN/JAN/ISBN) för de produkter som du vill sälja på Amazon. Om din produkt inte har någon streckkod, ansök om undantag nedan.

Obs! Undantag ges för varumärke och kategori och du behöver inte ansöka om undantag för varje produkt. Du kommer att kunna lägga till många av dina produkter på Amazon utan att ansöka om undantag igen för varumärket och kategorin.

Produktkategori *

Ex. Konsumentelektronik

Välj ut

+ Lägg till fler kategorier

Varumärke/Utgivare *

För föremål eller paket utan varumärke, ange "Generisk" ⓘ

För föremål eller paket utan varumärke, ange "Generisk" ✕

För föremål eller paket utan varumärke, ange "Generisk" ✕

+ Lägg till fler varumärken/förlag

Kontrollera om det är berättigat

2.5. Brand Registry Programme

You can protect your registered trademarks through Amazon Brand Registry, creating a more accurate and trusted experience for customers. Amazon Brand Registry gives you access to powerful brand-management tools, including proprietary text and image search, predictive automation based on your reports of suspected intellectual property rights violations, and increased authority over product listings with your brand name. You can learn more about it [here](#).

amazon brand registry

Build and protect your brand

Enrolling in Amazon Brand Registry unlocks a suite of tools designed to help you build and protect your brand, creating a better experience for customers.

Get started

Step 3: Modify Your Account Settings

You can manage your account information in Seller Central “Settings”. Click “Settings” in the upper-right corner, and then click “Account Info” to see details about your selling plan, your charge and deposit methods, your business and personal information, and your shipping configuration.

The screenshot shows the Amazon Seller Central dashboard for a user in Sweden. The top navigation bar includes the Amazon Seller Central logo, a search bar, and a settings gear icon. The 'Kontoinfo' menu item is highlighted in red. Below the navigation bar, there are several summary cards: 'MARKETPLACES' (11), 'ÖPPNA BESTÄLLNINGAR' (0), 'KÖPARENS MEDDELANDEN' (0), 'TOTALT SALDO' (0,00 kr), and 'GLOBAL PROMOTIONS-FÖRSÄLJNING' (--). The main content area features a 'News' section with three articles and a yellow alert box titled 'Åtgärd krävs' (Action required) with a warning icon and the text 'Kontrollera ditt kontaktnummer för nödsituationer' (Check your contact number for emergency situations). The 'Kontoinfo' menu on the right lists various settings: 'Inställningar för aviseringar', 'Inloggningsinställningar', 'Titta nu', 'Returinställningar', 'Leveransinställningar', 'Skatteinställningar', 'Användarbehörigheter', 'Historik för användarbehörighet', 'Din information och policyer', 'Fraktas från Amazon', and 'Logga ut'.

3.1. Add a Bank Account

In case you did not specify a deposit method during the registration process, you will then need to add your bank account details in order for Amazon to deposit money into your bank account when you sell. Amazon uses electronic transfers to pay your sales proceeds to you. Payments cannot be made to a credit card or online payment system such as PayPal.

To add a bank account, go to “Payment Information” section and click on “Bank Account Information”. From this page, you will be able to add your bank account or multiple bank accounts to each individual European marketplace where you intent to sell.

Please note that disbursements can only be made in the local currency of the country where the bank account is located. For example, if your bank account is located in the UK, then disbursements can only be made in GBP even if your bank account is capable of accepting deposits in both GBP and EUR currencies.

The below table specifies the European countries and currencies supported by Amazon for direct disbursement. Disbursements in European currencies marked as (*) or other supported countries and currencies not quoted on the table are facilitated by Hyperwallet, a third-party payment service provider offering currency conversion services. This service requires a separate [Hyperwallet account](#).

Country	Currency
Eurozone: Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, the Netherlands, Portugal, San Marino, Slovakia, Slovenia and Spain	EUR
United Kingdom	GBP
Albania*	ALL
Bulgaria	BGN
Switzerland and Lichtenstein	CHF
Czech Republic	CZK
Denmark (including Greenland and the Faroe Islands)	DKK
Croatia	HRK
Hungary	HUF
Norway	NOK
Poland	PLN
Romania	RON
Russia*	RUB
Sweden*	SEK
Turkey*	TRY

3.2. Display Your Store Details

From the Account Info page, Business Information section, you can click on “Display name” to configure your store name and logo, and customer service details to buyers. You also have the opportunity to customize these details per EU marketplace.

3.3. Change Your Selling Plan

You have the option to modify your selling plan at any time after completing registration. To switch your selling plan, locate "Your Services" at the bottom left of the Account Info page and select "Manage". You will then see your current Sell on Amazon selling plan (Professional or Individual) and can decide whether to upgrade or downgrade. After having reviewed the information explaining the implications this will have for your account, click "Proceed" if you still want to go forward with modifying your selling plan. Otherwise, select "Go back" to return to your Seller Central main page.

In Your Services page, you will also be able to see other Amazon Services you have signed up for, and configure the subscription to these services.

Mina tjänster

Du är registrerad för

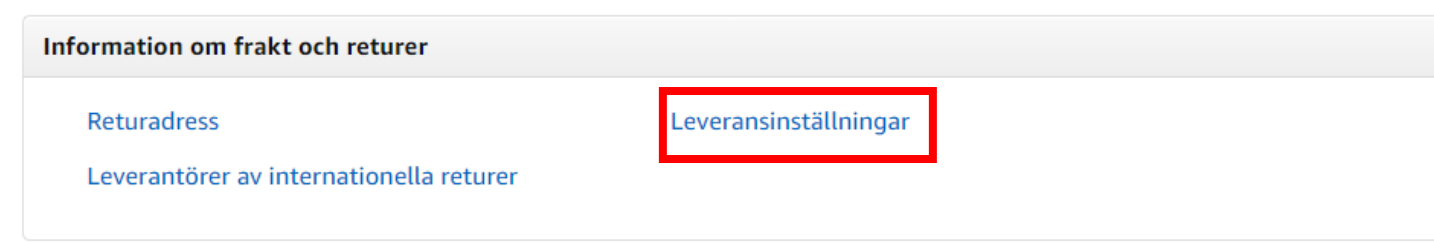
Sälj på Amazon	Professional (Amazon.co.uk , Amazon.de , Amazon.es , Amazon.fr , Amazon.nl , Amazon.it , Amazon.se , Amazon.pl) Ändringar i din säljplan kommer att återspeglas i nästa faktureringsperiod Nedgradering
Fraktas från Amazon	Registrerat (Amazon.co.uk , Amazon.de , Amazon.es , Amazon.fr , Amazon.nl , Amazon.it , Amazon.se)
Amazon Business	Registrerad (Amazon.co.uk , Amazon.de , Amazon.es , Amazon.fr , Amazon.it) Amazon Business är gratis med ett professionellt försäljningskonto. Det ger exklusiv tillgång till funktioner som gör att du kan nå miljontals företagskunder. Läs mer om Amazon Business.

3.4. Define Your Shipping Settings

If you choose to fulfil customer orders yourself, you are responsible for the delivery, customer service and returns experience you provide to Amazon customers. Your service should include prompt delivery, customer support in the language of each marketplaces where you decide to sell, and return policies that are at least as favourable as Amazon return policies. These variables will affect your seller performance ratings and your ability to continue selling on Amazon successfully. It is therefore important to configure your shipping and returns settings in your Seller Central account after registration.

3.4.1 Shipping Settings

Go to the Shipping and Returns Information section in the Account Info page and click on “Shipping Settings”. You can also access this section through “Settings” at the top right corner of your Seller Central account.



The next step is to set up your shipping templates which define your preferences in terms of the geographical regions you wish to ship to, the shipping times you offer for each of those, and your respective shipping rates. Start by clicking “Create New Shipping Template” and specifying a template name. Then choose your rate model that can be Per item / weight-based, or Price banded. Next select the regions you will ship to. You can create shipping rules by region (national and international) according to your shipping options (standard delivery, express delivery, etc.). You can also edit a region, adding or removing specific geographic areas.

Namn på leveransmall: ✓ Godkänt för användning.

Prismodell: Per artikel/viktbaserat
Fraktprierna är per artikel eller per kilo plus en fast avgift per försändelse.
[Learn more](#)

Med prisintervall
Fraktpriset avgörs av det totala beloppet för ordern.

Leveransalternativ, regioner och priser: [Learn more](#)

Inrikes leverans

Standardleverans handling_time_tips

Regioner	Typ av adress	Transiteringstid <small>exklusive hanteringstid</small>	Prisintervall	Fraktpris	Åtgärd
Center & South	Redigera <input type="checkbox"/> Gata <input checked="" type="checkbox"/> Postbox	2 - 3 Arbetsd...	kr 0,00 till kr ovan	kr 0,00	Radera
North of Sweden	Redigera <input type="checkbox"/> Gata <input checked="" type="checkbox"/> Postbox	3 - 5 Arbetsd...	kr 0,00 till kr ovan	kr 0,00	Radera

[+ Lägg till ny leveransregel](#)

Once you are done with your preferences, you can “Save” your template. You can then go to “Manage Inventory” in the Inventory tab of your Seller Central navigation menu, and apply your new shipping template to your products. Unless you assign products to another template you create, all new listings will be automatically assigned to the default template. You can create up to 20 shipping templates in order to have different shipping settings for groups of SKUs.

3.4.2 Returns Settings

You can access your returns settings through the Shipping and Returns Information section in the Account Info page, or alternatively through the “Settings” section at the top right corner of your Seller Central account. You can then define your customer returns preferences for authorizing requests and generating postage labels. You can also configure a return address for each European marketplace in your “Return Address Settings” tab.

Providing a trouble-free returns experience is essential for maintaining customer trust. Note that your Shipping and Returns Information section in the Account Info page also provides a list of international return providers in Europe who can offer money-saving services such as returns consolidation, set up of addresses in marketplace countries as well as parcel forwarding.

Step 4: Fulfilment by Amazon (FBA)

With FBA, choose which products you want to send to our Fulfilment Centres and we will store your inventory, and pick, pack and ship it across Europe when customers order. FBA provides Amazon's world-class logistics resources, fast and free delivery options for buyers, as well as trusted and acclaimed customer service in the local language. With FBA, there are no minimum quantity requirements, setup charges or subscription fees. You only pay fulfilment and storage fees for the services you use. You can also decide to use a mixture of seller self-fulfilment and FBA for your products.

4.1. Convert Your Listings to FBA

4.1.1. While Creating Listings

You have the option to add Amazon's fulfilment services through the "Add a Product" navigation menu. In the offer tab, you can select "I want Amazon to dispatch and provide customer service for my items if they sell" as Fulfilment Channel when creating your product listing.

Fulfilment Channel

- Jag kommer att leverera denna produkt själv
(Fraktas från säljaren)
- Amazon levererar och erbjuder kundservice
(Fraktas från Amazon)

Then you will be directed to set your FBA label preferences. Review your selection before clicking on "Confirm Selections". After confirming your selection, the item will be converted to FBA and you will have the option to "Send Inventory" right away or select "Done" to send it to an Amazon Fulfilment Centre at a later time.

Välj streckkodstyp

Fraktas från Amazon kräver en skannbar streckkod på varje artikel. För att uppfylla detta krav kan du antingen:

- Använd tillverkarens streckkoder (UPC, EAN, JAN eller ISBN) som redan finns på enheten, när ASIN är berättigat
- Skriv ut Amazon-streckkoder (FNSKU:er) inifrån ditt säljarkonto och placera dem själv

Mer information hittar du i eller på vår video i Seller University.

Vi förvarar lager från olika säljare på separata fysiska platser, även om lager som spåras med streckkoder från tillverkare blandas inom nätverket. Källan till lagret spåras av våra leveranssystem och används om lagerproblem uppstår.

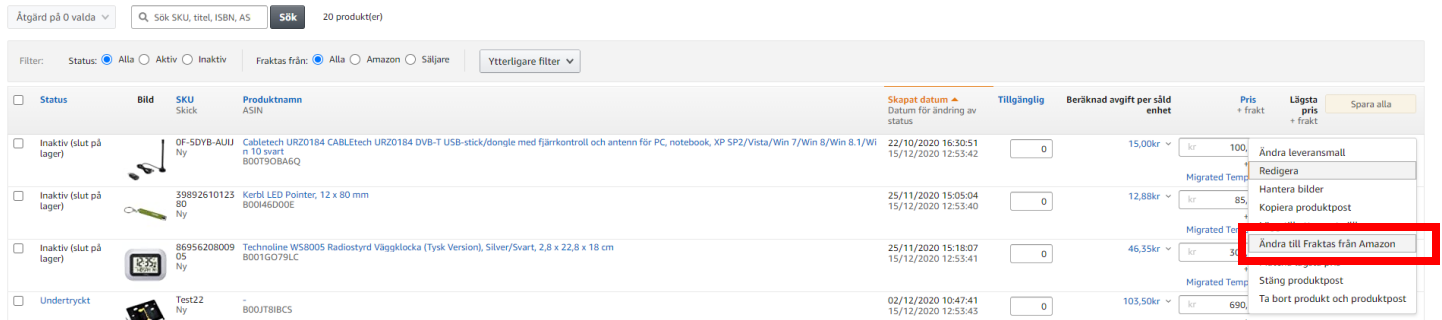
Visar 1 SKU

Säljarens SKU	Titel	Typ av streckkod	Markera för borttagning
tester1234567	Oral-B Vitality 100 Elektrisk Tandborste, Blå	Tillverkarens streckkod	<input type="checkbox"/>

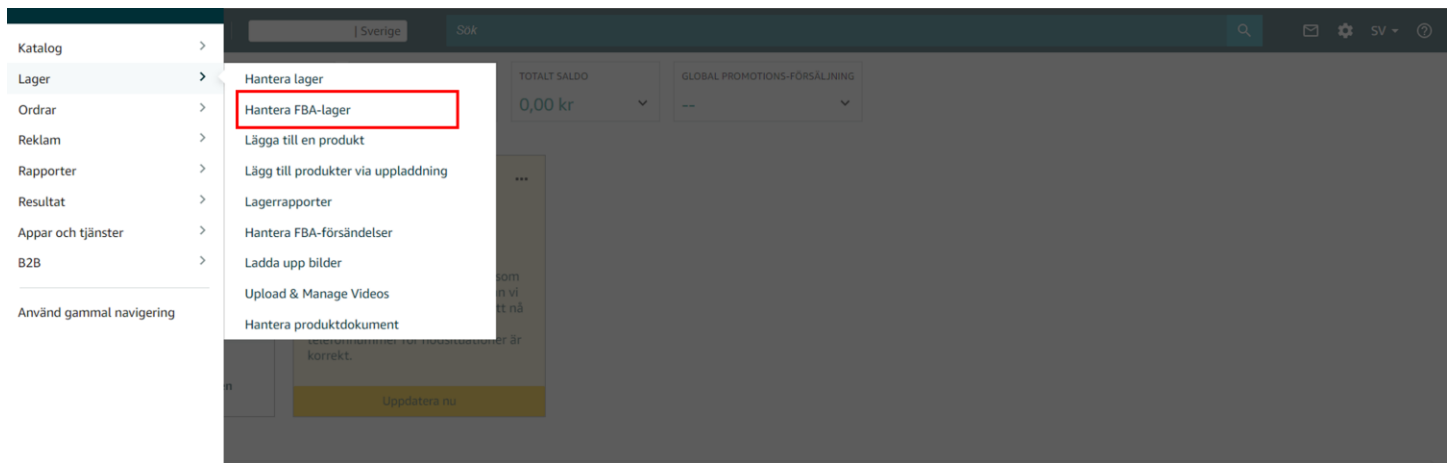
Spara och fortsätt

4.1.2. Once Your Listings Are Created

Alternatively, you may choose to ship any previously listed products using Fulfilment by Amazon. Start by going to your Seller Central homepage, and select "Manage Inventory" from the drop down menu of the "Inventory" tab. From there, go to the product you want to ship using FBA and select "Edit > Convert to Fulfilled by Amazon".

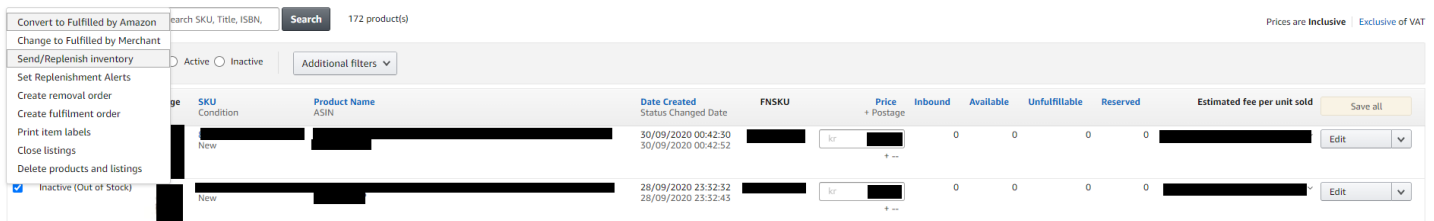


You will be able to manage all your FBA listings through the "Manage FBA Inventory" section of the "Inventory tab" in the main Seller Central navigation menu. Here, you can view and edit all your FBA-converted listings.



4.2. Create an Inbound Shipment

When you are ready to send inventory to Amazon, you begin by creating a delivery plan. On the "Manage FBA Inventory" page, select each product you want to send to Amazon, and then select "Send/Replenish Inventory" from the "Action on X Selected Item(s)" drop-down menu. You can also provide an in-bulk item spreadsheet with details of your delivery plan via Seller Central.



You will then be asked to specify the quantity you want to send of each product, whether you want to prep and label your items yourself or have Amazon do it for you, and the delivery method and carrier details.

4.2.1. Prepare Your Products

FBA has product preparation requirements that must be followed in order for units to be received at Amazon Fulfilment Centres. Please carefully review these requirements in your Seller Central account. If you do not want to perform product prep yourself, Amazon can do it for a fee. For that, you must first enable the FBA Preparation Service in your account settings. For products that we prepare for you, we will provide an estimated fee based on the activities you assign to the product when you create your inbound plan. The actual fees charged will be based on the prep activity that we will provide for each unit as determined by Amazon standards.

4.2.2. Label Your Products

Amazon's systems are barcode-driven. Each product that you send to Amazon Fulfilment Centres requires a barcode so that it can be tracked throughout the fulfilment process. By selecting the "Labelling required" filter on the Label Products page, you can view the products in your shipping plan that require labels. You have several options for printing product labels: through the Label Products page, from the "Amazon-Fulfilled Inventory" page, from the "Manage Inventory page". Otherwise you can use FBA Label Service by selecting "Amazon" in the "Who labels?" column on the Label Products page. Labelling fees will apply to all units that Amazon labels.

4.2.3. Prepare Your Outbound Shipment

The Prepare Shipment page will walk you through the process of creating your outbound shipment(s) to Amazon's Fulfilment Centres. The steps required to complete a shipment may vary depending on what you choose.

Once you have sent your inventory to Amazon, you can track your shipment as it progresses through the fulfilment network via your Seller Central account.

4.3. FBA Inventory Removals

You can request inventory you have stored in Amazon's Fulfilment Centres to be returned to you or disposed of. In that case, you will need to request a removal order (return or disposal) of product units via Seller Central. Removal fees are charged per item removed.

4.4. EU FBA Programmes

4.4.1. FBA Export

This option enables you to fulfil orders of eligible products to customers across all Europe and worldwide who are purchasing from the Amazon marketplace where you have listed your offers (NOTE: not available from Amazon.se yet). For example, a Swedish-based customer can purchase your offer on Amazon.de if you have activated FBA Export on Amazon's German marketplace where you sell. FBA Export settings are Amazon EU marketplace-specific, and there are no extra fees to sellers for enabling FBA export.

Current Export Option 26 countries/regions & Media

FBA can export your products to other European countries/regions and media items to the world. [Learn more](#)

[Change Export Option](#) | [Disable FBA Export](#)

4.4.2. European Fulfilment Network (EFN)

If you are using FBA in one Amazon EU marketplace, you will automatically be able to use the European Fulfilment Network in all the other Amazon European marketplaces via your Unified EU Seller Central account. This happens when your listings have been uploaded to each EU marketplace with the same SKU, and have been converted to FBA in each marketplace. With EFN, you ship your inventory to a Fulfilment Centre in the country of your registration marketplace, and you pay FBA fees for in-country deliveries and EFN fees for cross-border EU marketplace deliveries.

4.4.3. Multi-Country Inventory (MCI)

You can also ship your FBA inventory to Amazon Fulfilment Centres in multiple countries across Europe. Your listings will then qualify for accelerated shipping options including Amazon Prime 1-Day Delivery, FREE Delivery and Next-Day Delivery (where available), and you save on transportation costs when you send inventory in bulk to local Fulfilment Centres rather than dispatching individual orders across borders (NOTE: Prime is not available yet for Amazon.se).

4.4.4. Pan-European Fulfilment by Amazon (Pan-EU FBA)

This programme allows you to fulfil offers on Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.es and Amazon.it for enrolled ASINs from one inventory pool without incurring fulfilment fees for the European Fulfilment Network (EFN). When you participate in this programme, Multi-Country Inventory settings will be enabled for Sweden, UK, France, Italy, Spain, Germany, Poland and Czech Republic.

You can learn more these programmes via your Seller Central account.

Appendix A: Selling in Europe

Selling internationally is a chance to grow your business rapidly, but understanding tax and product regulations while creating effective listings can be complex when expanding business across borders. Amazon makes selling in Europe simple and easy. With your Unified EU account, you can sell across all five Amazon's European marketplaces (Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it and Amazon.es), and to over 340 million online buyers all across Europe, paying no additional subscription fees.

European Tax (VAT)

VAT (Value Added Tax) is a tax on consumer expenditure collected on business transactions, imports and goods that move between EU countries. Whilst each Amazon seller is solely responsible for making sure that they are VAT compliant, Amazon can provide resources such as a list of [third-party tax advisory services](#) in Europe. For more information, you can also visit our [VAT Knowledge Centre](#).

Note it is also important to provide your tax registration number(s) associated with your business, since they will be used to determine the tax to be applied on your seller fees. This can be done via Settings / Account Info / Tax Information in your Seller Central account.

Skatteuppgifter	
Inställningar för beräkning av moms	Moms-/GST-registreringsnummer
RFC-ID	

EU Regulatory Considerations

Your products, listings and offers must comply with all European laws and regulations. For example, countries in Europe use different types of plugs. In addition, products you import into Europe might work on a different voltage. It is your responsibility to ensure you comply with the regulations on plugs and voltage in any European member state in which you list your products so that your customers are able to safely use your products.

Your Seller Central account provides information on European customs, commercial invoicing, intellectual property rights, parallel imports, CE marking and labels, EU environmental, health and safety regulations including Product Compliance as well as consumer rights in Europe.

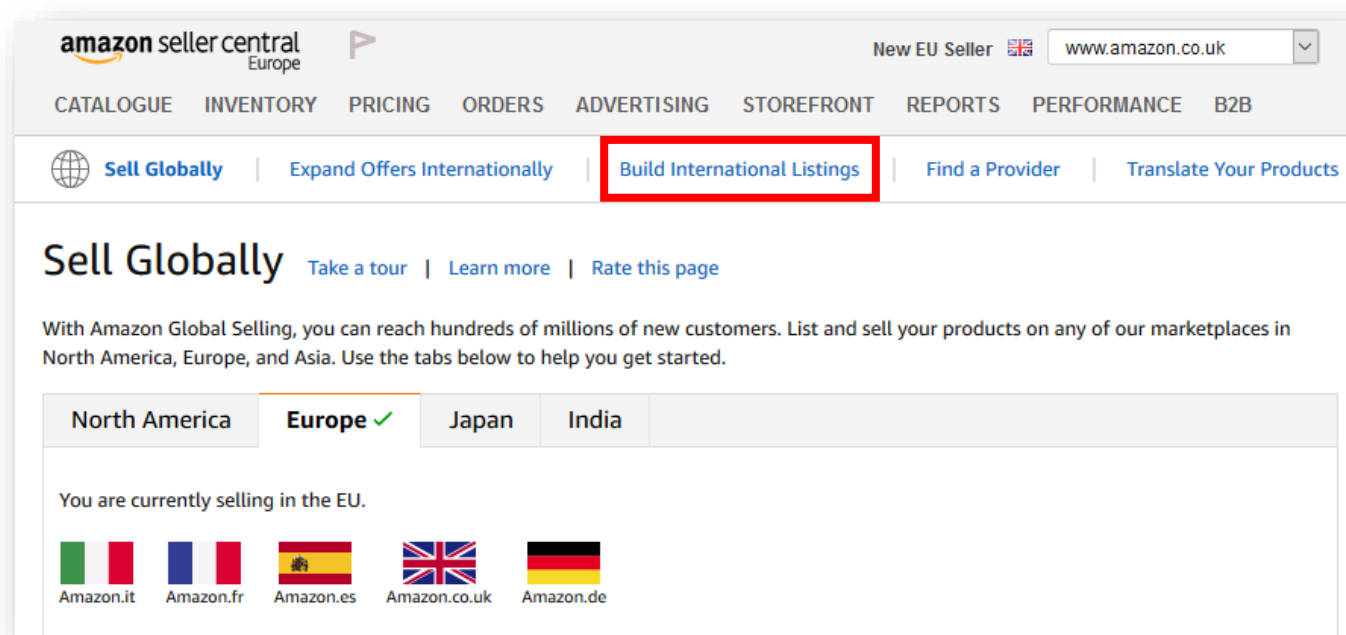
If you have specific questions about your products' compliance or your legal obligations in the EU marketplaces, we can consult one of our [external solution providers](#).

Build International Listings (BIL)

When you register an Amazon EU Seller Central account, you are automatically enabled to sell on all five Amazon's EU marketplaces.

If your ASIN already exists in Amazon EU, you only need to create the listing once to sell in all five EU marketplaces. The Build International Listings tool saves you time creating and managing listings across Amazon's marketplaces in Europe since it will automatically synchronise eligible listings in the remaining four EU marketplaces from your marketplace of origin.

To access BIL, select "Sell Globally" from the Inventory section of your Seller Central navigation menu, and then select "Build International Listings".



Next, you will need to select your source marketplace. If you currently only sell in one marketplace, that will be your source marketplace. If you sell in multiple marketplaces, choose the marketplace where you list the majority of your products to be your source marketplace. To continue, click on "Synchronize listings". Select the marketplaces for which you would like to synchronize your listings to. Choose the offer type and fulfilment method and then click "Save all" to save your connections. Your listings in the source marketplace will be then synchronised to the target marketplace using the pricing rules you have selected.

To remove a connection between a target marketplace and the source marketplace, select the "Remove" link next to the marketplace you want to remove. A pop up will appear to confirm your request. Select "Remove these listings from the target marketplace" and select "I agree" to confirm the de-synchronization of your listings between the pertaining marketplaces. By removing a connection, you current listing will remain in the target marketplace, but their prices will not be synchronised with listings in the source marketplace. You will then need to maintain these listings manually.

Appendix B: Tips for Success

Create Quality Listings

When shopping on Amazon, customers discover and learn about your products from the Product Detail Page. If the Product Detail Page is incomplete or incorrect, it can be difficult for customers to find your product or it can impact your seller feedback and sales. Thus high-quality Detail Pages can help you build and manage your brand image on Amazon. They require good product titles, white-background product-only images – clearly identifying what is being sold, brief descriptive bullet points that summarize specific details of the product, and an extensive and well-structured product description – providing detailed product information. Additionally, make your products easy to find by classifying them accurately when listing them as well as by assigning key Search Keywords to them. You can manage all details of your Product Detail Pages through the Catalogue menu in your Seller Central account.

Price Competitively

The Buy Box is the box on a Product Detail Page where customers begin their purchasing process by adding items to their shopping cart. You have higher chances of becoming eligible to win the Buy Box by pricing your items competitively. Since customers trust that they will find low prices on Amazon, we suggest that you search for other products and offers before deciding on the price. Competitive pricing is one of the key elements that helps you generate more sales. You can manage pricing of your products, fix pricing alerts, automate pricing rules and establish fee discounts through the Pricing view of your Seller Central account.

Promote Your Products

Sponsored Products is a pay-per-click advertising solution for brand owners to promote their products with targeted ads. Sponsored Products helps customers discover your products by giving you the opportunity to display your listings on the first page of search results, helping increasing your sales. Getting started with Sponsored Products is simple. Choose the products to advertise, decide how much to spend, and launch your first campaign within minutes. Sponsored Products campaigns can be set up through the Advertising / Campaign Manager functionality in your Seller Central account (NOTE: Not available on Amazon.se yet).

Dispatch Your Orders Promptly

We recommend you checking for orders daily in Seller Central. Under the Orders tab in your Seller Central account, you can view and manage the self-fulfilled orders you receive while setting up automatic order reports. This account section also enables you to manage customer order returns. Customers who submit orders for products that turn out not to be in stock are likely to leave negative feedback. This is why we recommend you to regularly keep an eye on the quantity of inventory you have in stock, especially if you sell through multiple channels. If you get into the situation of getting a customer order for an item out of stock, the best thing to do is to inform your customer promptly and, if appropriate, offer to compensate them for the inconvenience.

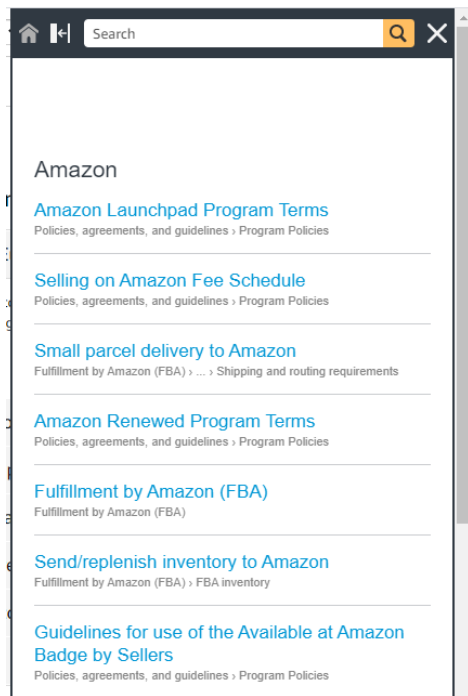
Monitor Your Performance

We strongly encourage you to monitor your performance regularly on the Performance section of your Seller Central account. This section provides data on all of your performance metrics as a seller so you can easily see if you are meeting our customer satisfaction targets. Customers pay close attention to seller ratings and so does Amazon. The A-to-Z Guarantee is designed to handle situations where a customer either never received a product or received a product that differs from what the customer ordered or expected. In order to avoid claims and chargebacks, follow best practices such as describing products accurately, responding promptly to customer emails, shipping with care while confirming dispatches with tracking information for self-fulfilled orders, and refunding customers proactively as needed.

Appendix C: Learning Resources

Seller Central Help

A good place to continue learning more about all the features your Seller Central account offers is the Help section in the upper right corner of the navigation menu. Take time to examine all the content this section provides in order to make optimal use of your Amazon selling account.



Seller University

Seller University helps you gain detailed insight into Selling on Amazon and other Amazon Services such as Fulfillment by Amazon. Simply log into Seller Central with the email address and password associated to your account, and [pick a course](#) to get started (NOTE: Not available on for Seller Central Sweden yet).

Seller Forums

Discuss selling on Amazon with fellow sellers on our [Seller Forums](#). If you are new to the forums, please make sure you review forums guidelines and help content to learn more about participating in discussions.

Seller Support

If you still have questions regarding Selling on Amazon, Fulfillment by Amazon or other inquiries related to your account, you can contact our [Seller Support team](#) via chat, email or phone.