



Growing Your International Sales With Fulfilment by Amazon

- Opportunities and challenges of international selling
- International selling with Fulfilment by Amazon (FBA)
 - FBA Export to EU
 - European Fulfilment Network (EFN)
 - Multi-Country Inventory (MCI)
- Summary of international selling opportunities with FBA

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- *The opportunities for international expansion are proving hard to resist for retailers looking for growth and new customer bases.*
Internet Retailing, Sept 2013
- *Over the next decade, online retail will become increasingly international. This represents a great opportunity for British retailers, by providing new ways to grow and expand. At the same time, international expansion poses many challenges and will require retailers to master new capabilities and complexities.*
Media Week, Jan 2014

- Manage shipping to abroad destinations
 - Manage international inventory
 - Customer support in local language
 - Handling returns in other countries
 - Internal resources for expansion
-
- Fulfilment by Amazon (FBA) might help with all these topics

Fulfilment by Amazon (FBA) Basics

fulfilment by **amazon**

1



Send your inventory to Amazon

2



Amazon stores your products

3



FBA helps your offers to become more visible and competitive on Amazon

4



Amazon picks, packs and ships your products

5



Amazon provides customer service in EU languages and handles returns

(Excluding customer queries about the products and invoicing)



Price: **£44.95** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

2

Only 5 left in stock.

Sold by [mcr ltd](#) and [Fulfilled by Amazon](#) Gift-wrap available.

3

Want it tomorrow, 22 Oct.? Order it within **1 hr 21 mins** and choose **One-Day Delivery** at checkout. [Details](#)

- Increase your sales
 - Better visibility with Prime customers
 - Eligibility for FREE Super Saver Delivery
 - Better chances for the buy box
- Save time and money ([Fees](#) and [FBA calculator](#))
 - Pay-per-use, no minimum inventory
 - partnered carriers for inbound shipment
- Increase customer satisfaction
 - Excellent service, no extra cost to you
- Fulfil orders from other channels ([Multi-Channel](#))



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Start selling to out-of-country customers today

- Expand your reach to customers with a non-UK delivery address
- Easy-to enable and no additional fee for Sellers
- No need to create listings on other marketplaces



Quick solution to expand to some new international customers

1. Go to FBA Export Options via [FBA Inventory](#) or click 
2. Choose between exporting to 9 countries, 26 countries, or 26 countries and media world-wide
3. Accept the terms & conditions, submit form and start selling
 - Non-FBA items: Ensure you can ship abroad & enable new regions in your [shipping settings](#)



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5 marketplaces - 1 account

- Amazon has over 237 million active¹ customer accounts worldwide
- 39% of Amazon paid units are sold through Marketplace²
- Reach millions of new customers from five marketplaces via one account ([Account FAQs](#)):
 - amazon.co.uk
 - amazon.de
 - amazon.fr
 - amazon.it
 - amazon.es

¹ defined as accounts that have purchased in the past 12 months)

² Amazon Investor Relations "Q4 2013 Amazon.com Earnings Conference Call"

European Fulfilment Network (EFN) fulfilment by

Serve customers from all EU marketplaces with one local inventory pool

- Access millions of customers on Amazon's EU marketplaces
- Manage international orders from a single account & leverage your local inventory
- Amazon takes care of customer service and returns



Fast expansion to new marketplaces fulfilment by **amazon**

1. Auto-list in new marketplaces using their catalogue data



2. The European Fulfilment Network will automatically be used for all your FBA listings to fulfil orders from other marketplaces
 3. Amazon fulfils these orders with inventory from your home marketplace
- A fee will be charged per unit shipped via EFN, Details from page 8 of our [rate card \(pdf\)](#)



European Fulfilment Network Fees fulfilment by **amazon**

- All fees of the Amazon site on which the item is purchased
eg amazon.de FBA fees for an item purchased on Amazon.de
- Fees for an item fulfilled via the European Fulfilment Network
 1. Sell on Amazon fees
 2. Fulfilment by Amazon fees (View [all FBA rates](#))
 3. EFN fees, if fulfilled from the UK:

	<small>amazon</small> .de	<small>amazon</small> .fr	<small>amazon</small> .it	<small>amazon</small> .es
 Media	€ 1.60	€ 1.35	€ 1.35	€ 1.05
 Non-media	€ 2.10	€ 1.55	€ 1.50	€ 2.25
 Oversized	€ 2.65	€ 1.65	€ 1.70	€ 2.45

*As of 2nd January 2014

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Get popular inventory to international customers faster by storing it in the country corresponding to the marketplace

- Faster delivery at lower cost (usually no EFN fee)
- Improve your sales conversion with accelerated shipping, free local shipping options and higher buy box probability
- Amazon takes care of customer service and returns
- Note: Please check with your tax advisor about potential additional VAT requirements



Increase visibility for popular items fulfilment by **amazon**

1. Enable Multi-Country Inventory in FBA settings

Enable Multi-Country Inventory 

2. [Create a shipment in Seller Central](#) and ship inventory to a Fulfilment Centre in another marketplace
3. Amazon fulfils orders with local inventory where possible



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Combine it for your business

fulfilment by **amazon**

- The European Fulfilment Network (EFN) delivers your FBA products from your local inventory pool to customers ordering on other Amazon EU marketplaces
- Multi-Country Inventory (MCI) will make your best-selling items even more successful
- FBA Export will deliver to out-of-country addresses



Overview of different options

	FBA EU Export	European Fulfilment Network (EFN)	Multi-Country Inventory (MCI)
Description	Ship-to-countries other than the marketplace country	Fulfilling orders from other EU marketplaces with home inventory	Fulfilling orders from other EU marketplaces with "local" inventory
Benefits	Reach out-of-country buyers, no additional cost	Reach buyers on more marketplaces with little effort and one inventory	Offer fast track on more marketplaces, Cheaper fulfilment for high-volume item
Fees	Buyer bears shipping cost, no additional seller fee	EFN fee, local marketplace fee and local FBA fee	Local marketplace fee and local FBA fee
Set up	Activate per marketplace	Sync FBA listings to EU marketplaces	Sync FBA listings, activate MCI, ship inventory to EU FCs

Enable FBA Export ▶

Build International Listings ▶

Enable Multi-Country Inventory ▶

Thanks for listening!

fulfilment by **amazon**

Useful references

Please note that this presentation is an overview. If you have further questions, need additional information, or would like to check that the information presented is still up to date, we recommend for you to [contact Seller Support](#).

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- [Cross-border sales info \(PDF\)](#)
- [Sending inventory to Amazon – videos](#)
- [Fulfilment by Amazon – settings](#)
- [FBA revenue calculator](#)
- [FBA features & fees – help page](#)

Enable FBA Export



[FBA info on Export/EFN/MCI](#)

[FBA Export – help page](#)

Build International Listings



[FBA EFN – help page](#)

[Build international listings – help](#)

[International selling webinar](#)

Enable Multi-Country Inventory



[FBA MCI – help page](#)