

# A Guide To Exporting Online Via Amazon.com

## About Amazon:

- › World's largest online retailer with US\$74 billion in revenues in 2013.
- › Over 240 million active customer accounts globally, 165 million unique monthly visitors.
- › North America sales grew 28 per cent in 2013.
- › Amazon can pay revenues in Australian dollars directly into Australian bank accounts (recent update).

## Steps for selling products on Amazon

1. Register an Amazon seller account ([register](#)).
2. Upload your inventory to Amazon (some categories require Amazon pre-approval).
3. Customer purchases products from Amazon website.
4. You ship the products directly to the customer.
5. Receive payment from Amazon bi-weekly.

## Fulfilment by Amazon (FBA)

An optional service where:

- › You can store your products in Amazon's fulfilment centres.
- › Amazon picks, packs, ships and provides customer service for the products (fulfilment fees apply).
- › Amazon makes your products eligible for 'Super Saver Shipping' and 'Amazon Prime'.

## Steps for using fulfilment by Amazon

1. Register an Amazon seller account ([register](#)).
2. Send product to Amazon warehouse.
3. Upload your inventory to Amazon (some categories require Amazon pre-approval).
4. Customer purchases products from Amazon website.



5. Amazon picks and packs your products, ships your products and manages any returns.
6. Receive payment from Amazon bi-weekly .

## Fees and pricing

Amazon's general pricing rule: You must ensure that the item price and total price of an item you list on Amazon are at or below the item price and total price at which you offer and/or sell the item via any other online sales channel.

- › Referral fee: sellers pay a referral fee on each item sold - a referral fee percentage or per-item minimum referral fee (e.g. 15 per cent referral fee for beauty products).
- › Variable closing fees: (for media items i.e. books, music) per-item fee or per-item plus per-weight fee
- › Selling plan: (individual or professional plan) per-item selling fee (US\$0.99) or flat-rate subscription fee (US\$40).
- › Optional Fulfilment by Amazon (FBA): additional fees apply.



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- › Note the above prices are subject to change. To view the latest pricing and for more information on fees and pricing visit:  
[Selling on Amazon](#)  
[Amazon selling fees](#)

## Key ways to drive traffic to your Amazon storefront/listing

- › List widest possible product range to be more discoverable and to get feedback (minimum 40 SKUs).
- › Show images and describe products clearly to avoid confusion.
- › Optimize your seller scorecard; respond to customers within 24 hours, deliver shipments on time, receive good reviews and feedback, minimize stock-outs.
- › Display links on social media (e.g. Facebook, Twitter) to direct customers to your storefront.

## Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

- › SEO: the process of raising the visibility of a website in search results by using non-paid/organic techniques to increase its relevance and ability to be indexed by search engines.
- › Best practices include: keyword analysis, social media linking, content improvement, link building.
- › SEM: marketing that involves the promotion of websites via optimization (SEO) and paid advertising. It may use social media marketing, pay-per-click advertising, SEO or sponsored listings.
- › Examples include: pay-per-click advertising, paid listings, banner advertising.

## Other things to consider

- › Free shipping: customers will often differentiate products via shipping price or expect free shipping.
- › Promotional discounts: limited-time discounts drive urgency.
- › Product Advertising: pay-per-click advertising to promote items.

## Potential pitfalls of online selling internationally

- › Difference in seasons: Northern and Southern Hemisphere clothing needs/trends are different.
- › Storage temperatures: can your product withstand variations in storage temperature?
- › Weight - will shipping costs be prohibitive?
- › Tariffs and restrictions: can your product meet US Food and Drug Administration (FDA) or other regulatory approvals? [www.fda.gov](http://www.fda.gov)
- › Exchange rates: do you need to adjust pricing periodically?

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