



Amazon – The Opportunity & Maximising your sales

Simon Grant – Seller Dynamics

11am – 12 noon

7th December 2016

Amazon – The Opportunity, & making the most of it.....

- 1. Amazon – Introduction, Sales & The Opportunity**
- 2. Amazon Fees, costs and calculating profitable minimum selling price**
- 3. Creating listings**
 - Amazon Catalogue items
 - New listings
- 4. Amazon Search – How does it work**
- 5. The Buy Box**
- 6. Listing Optimisation**
- 7. Amazon Metrics**
- 8. Amazon Prime**
- 9. FBA**
- 10. Seller Fulfilled Prime**
- 11. Amazon Product Review**
- 12. Repricing and Margin Control**
- 13. PPC / Sponsored Products**
- 14. Amazon EU accounts**
- 15. Research / Inventory Analysis**
- 16. Pitfalls to Avoid**
- 17. Summary**

Marketplaces a ready customer base



304mn active buyers with 11 country sites.
\$120Bn Per Annum
Over 50% via 3rd Party Sellers

52% member level in USA with annual spend of \$1200 rather than \$500.

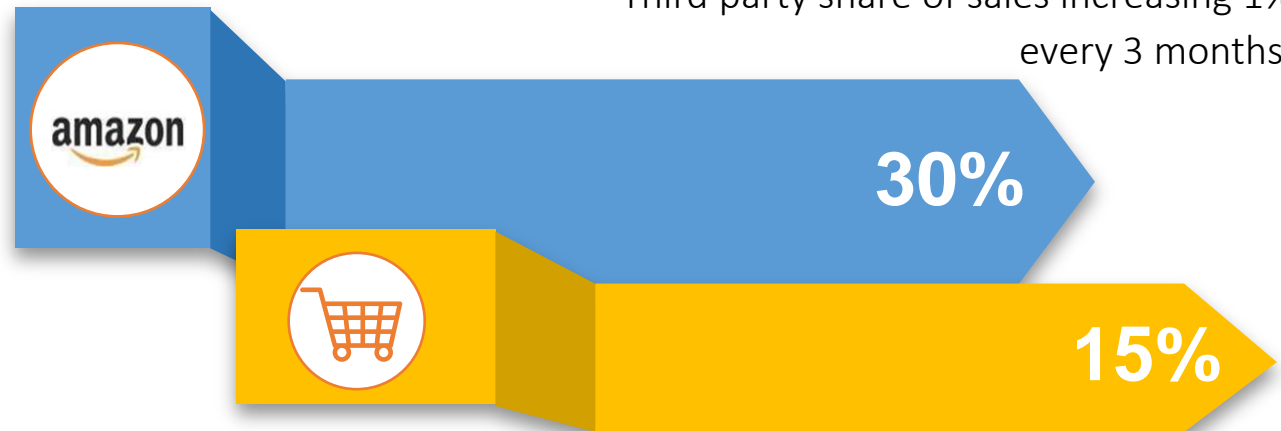


Amazon's annual growth is faster than ecommerce generally.

Third party share of sales increasing 1% every 3 months.

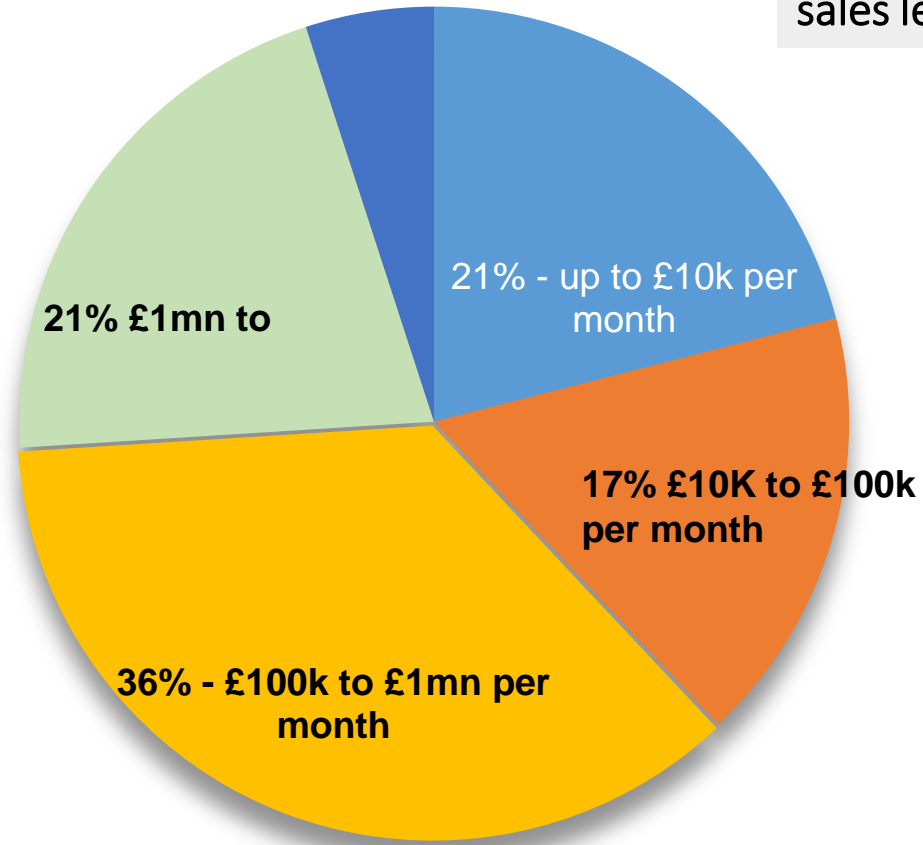
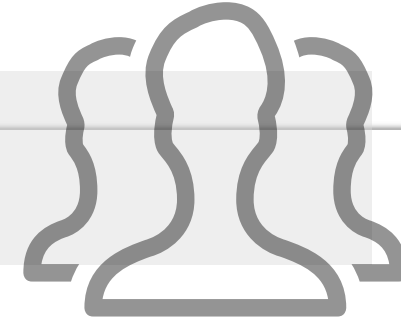


\$80Bn Per annum with over 1Bn listings, 21 sites and 165mn active buyers.



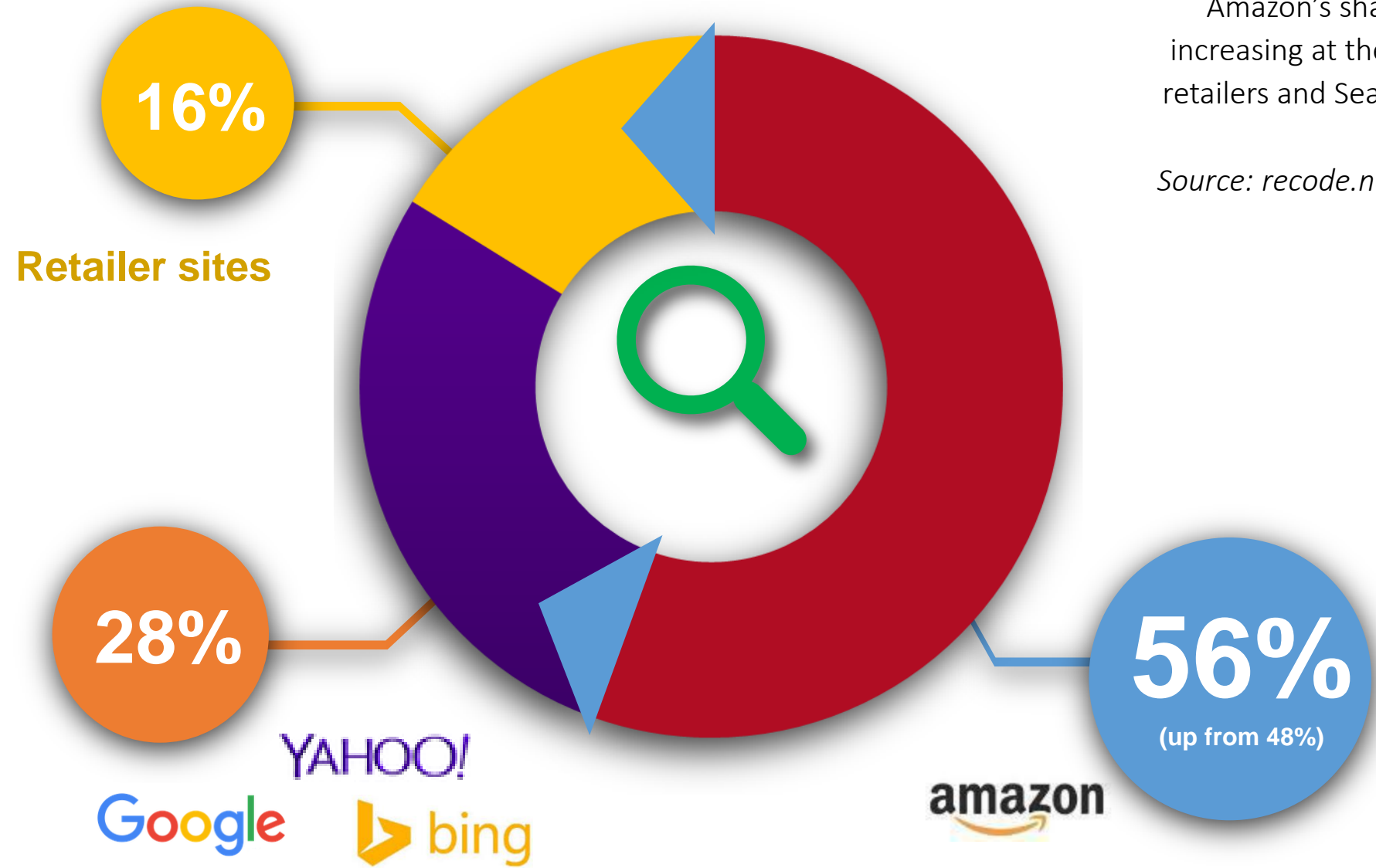
Amazon for large and small sellers

Amazon's 49,000 UK Sellers by monthly sales level



- 21% Selling up to £10K pm
- 17% £10k to £100k pm
- 36% £100k to £1mn pm
- 21% £1mn to £10mn pm
- 5% Over £10mn pm

Where product searches start.....



Amazon's share of search increasing at the expense of retailers and Search engines.

Source: recode.net Sept 2016

Fees, costs & calculating *Profitable* Amazon Retails....

Selling Fees

- £25 a month fixed fee
- No listings fees just % on successful sales
- No fee on returned items
- 12 – 15% on most categories (14.4% - 18% due to VAT)
- No Fraud

Other Costs

- Shipping
- Packaging
- Returns
- Cost of goods
- Contribution to fixed costs

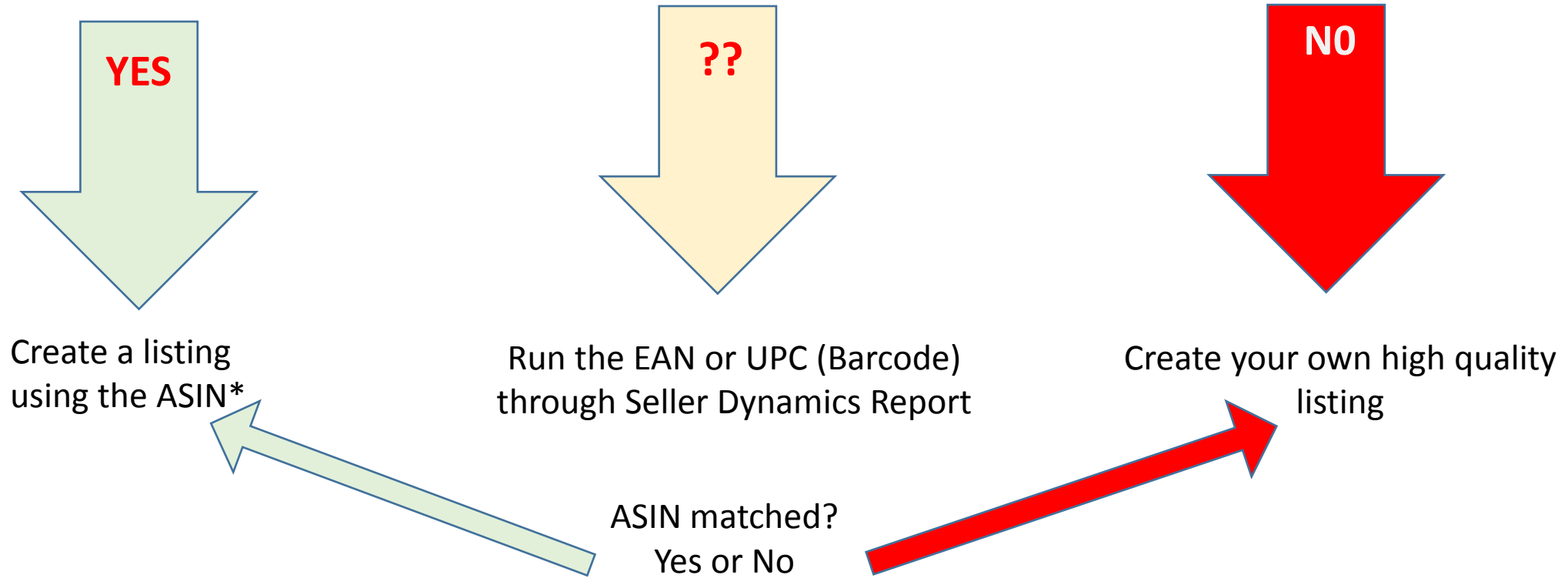
Category	Referral Fee on amazon.co.uk
Additive Manufacturing	12%
Amazon Device Accessories	45%
Books, Videos, DVDs	15%
Business, Industrial & Scientific Supplies	15%
Car & Motorbike	15%
Computers	7%
Computer Accessories ¹	12% *
Consumer Electronics	7%
DIY & Tools	12%
Electronic Accessories ¹	12% *
Food Service	15%
Industrial Electrical Supplies	12%
Industrial Tools & Instruments	12%
Large Appliances ²	7%
Material Handling	12%
Metalworking	12%
Musical Instruments & DJ	12%
Software	15%
Sports & Outdoors	15%
Tyres	10%
Video Games Consoles	8%
Everything else	15%

Profitable Amazon Listing Pricing....

Listing Price (Gross)	£ 24.99
Postage Charged	£ -
Total Income	£ 24.99
<i>Amazon Commision</i>	£ 3.75
<i>Net of Amazon Comission</i>	£ 21.24
<i>Net of VAT</i>	£ 20.83
<i>Vat</i>	£ 4.17
Net of VAT & Comms	£ 17.08
<i>Cost price</i>	£ 11.00
<i>Postage out</i>	£ 2.60
<i>Packaging Out</i>	£ 0.25
<i>Other Cost</i>	£ 0.50
Net Profit	£ 2.98
<i>Listing Fees (%)</i>	15%

Creating Listings

Is the item already on Amazon's Catalogue?



- ✓ Very quick to create
- ✓ No Images needed
- ✓ If ASIN quality high, strong £ opp.
- ✗ If ASIN poor, limited content optimisation

- ✗ Slower to create
- ✗ Images needed
- ✗ No Sales history / review history
- ✓✓✓✓ Optimisation fully in your control

Amazon Search – How does it work?

Amazon currently has:-

- Over 304 million active users
- 49,000 active business sellers in UK alone
- 300 million live UK listings It's now very hard to stand out

By “optimising” your listings, the listings get more traffic and higher conversions

But what does Optimising mean?

- Making your listings more “findable” to a larger number of “relevant” searches (customers)
- And by ensuring Amazons BUY BOX algorithm promotes your products.....
- This in turns means increased sales

Amazon Prime Members

- Key buyers to target

BUT what you can influence for Amazon Catalogue items v Listings you create is different.....



The Buy Box

“The Buy Box on Amazon is one of the most fiercely fought over pieces of ecommerce real estate on the planet. Winning it, and winning it regularly will increase your sales significantly”

But what are the characteristics you’ll need to have to make winning it possible?

- Basically the seller with the best chance of hitting the most customer satisfaction tick boxes...
 - Price
 - Product matching expectations
 - Delivery time
 - Customer service levels
 - Inventory levels (?)
 - Visibility (for new listings and old listings)

How can you optimise your listings to give you the best chance...

Spectre [DVD] [2015]
Daniel Craig (Actor), Christoph Waltz (Actor), Sam Mendes (Director) | Rated: Suitable for 12 years and over | Format: DVD
★★★★☆ 2,759 customer reviews

Price: £6.99

Promotion Message Buy three for £20 on selected DVD and Blu-ray when dispatched from and sold by Am... 1 Promotion(s)

In stock.

Want it delivered by tomorrow, 7 Dec.? Order within 7 hrs 40 mins and choose Express Delivery at checkout. [Details](#)

Dispatched from and sold by Amazon. Gift-wrap available.

Note: This item is eligible for click and collect. [Details](#)

36 new from £5.90 6 used from £4.84 2 collectible from £8.00

amazon instant video
Watch Spectre instantly from £9.99 with Amazon Instant Video

Also available to rent on DVD from LOVEFILM By Post

DISNEY
Join Dory On Her Epic Undersea Adventure
> [Shop now](#)

Quantity: 1

Add to Basket

Turn on 1-Click ordering

Dispatch to:
Simon Grant- Warminster - BA12

Add to List

Other Sellers on Amazon

£7.99 Add to Basket
Sold by: rightpricediscs

£7.99 Add to Basket
Sold by: Direct Entertainment Supplies

£9.95 Add to Basket
Sold by: Its New 2 You

44 used & new from £4.84

Getting found – the basics (Creating listings)

TITLE	DESCRIPTION	BULLET POINTS	IMAGES	CATEGORY	PRICE
<p>Use name, colour, size, material, brand, part no.</p> <p>Seldom needs punctuation.</p>	<p>Compelling copy to sell the item BUT it's below the page fold....</p> <p>Included sizes, dimensions, specification.</p>	<p>Compelling copy to sell the item BUT it's below the page fold....</p> <p>Sizes, dimensions, specification.</p>	<p>At least 500px wide. White background. Use several, 1000px plus to allow zoom.</p> <p>Plus a Size Chart</p>	<p>Pick correct category, (browse nodes) check with similar items.</p> <p>Drill down to sub categories.</p>	<p>Marketplaces are VERY competitive.</p> <p>You will need automatic repricing.</p>



- Use all 250 Amazon Title Characters.
- Use all 3 search term fields
- Don't repeat words.
- Don't keyword spam or abuse brand names



Getting Found – New Items (cont)



Roll over image to zoom in

TOMY 3-in-1 Booster Seat

by TOMY

★★★★☆ 78 customer reviews

RRP: £26.99

Price: **£21.95** ✓Prime

You Save: **£5.04 (19%)**

Note: Available at a lower price without Prime delivery from [other sellers](#).

In stock.

Want it delivered by tomorrow, 7 Dec.? Order within **3 hrs 18 mins** and choose **One-Day Delivery** at checkout. [Details](#)

Dispatched and sold by Amazon in certified [Frustration-Free Packaging](#). Gift-wrap available.

Note: This item is eligible for **click and collect**. [Details](#)

17 new from **£19.75**

- Multi-function three-in-one booster seat with feeding and changing features
- Stylish bag with bottle and nappy storage and cushioned changing mat
- Flexible strap allows the seat to be safely attached to any kind of chair
- Simple bag to seat transformation makes it easy and convenient to use
- Wipe-clean booster seat and changing mat are ideal when on the move

› [See more product details](#)

This item's packaging will indicate what is inside. To cover it, select **Dispatch in Amazon box** on the checkout page.



20% Off nappy subscriptions

Prime Members save 20% when they subscribe to nappies, compliments of Amazon Family. [Learn more](#)

Share

Quantity: 1

Add to Basket

[Turn on 1-Click ordering](#)

Dispatch to:

Simon Grant- Warminster - BA12

Add to List

Add to Baby Wish List

Other Sellers on Amazon

£20.44

+ FREE UK delivery

Sold by: eTwist

£20.45

+ FREE UK delivery

Sold by: BestBuyUK

17 new from **£19.75**

Have one to sell?

Amending Existing Amazon Catalogue Items ..

- It is possible to add / amend existing items
- Amazon will add new / additional info

“The product page you see on Amazon.co.uk may reflect details you provide as well as those of others who contribute to that product's information. Your contributions, as shown in the editing page view within your seller account, may not always appear or buyers.”

- But look at Buy Box Price – who are your improvements going to benefit...

TOMY 3-in-1 Booster Seat (View amazon detail page)



Vital Info
Variations
Offer
Images
Description
Keywords
More Details

Product Description ⓘ

Product Attributes Bullet Points ⓘ

Add More Remove Last

Cancel
Save and finish

Summary **Account Health** Customer Feedback Reports ▾

Account Health

You can check this page for information that indicates how you are doing with resp

Merchant Fulfilled Fulfilled by Amazon

Performance Checklist

Order Defect Rate



0%

(Short Term)
Target < 1%

✔ Return Dissatisfaction Rate (Beta)

✔ Contact Response Time

Order Defect Rate [?] [?]

Order Defect Rate	0%
- Negative Feedback Rate [?]	0
- Filed A-to-z Claim Rate [?]	0
- Service Chargeback Rate [?]	0

Recent Customer Metrics Data

	7 days (23 Nov 2016 to 30 Nov 2016) Orders: 0
Pre-fulfilment Cancel Rate [?]	0% (0)
Late Dispatch Rate NEW [?]	0% (0)

[Show Old Late Dispatch Rate](#)

On-Time Delivery Score (NEW) (seller-fulfilled orders only) [Learn more](#)

	7 days (13 Nov 2016 to 20 Nov 2016)	30 days (21 Oct 2016 to 20 Nov 2016)	90 days (22 Aug 2016 to 20 Nov 2016)	Target
Delivered on time [?]	0% (0)	N/A (0)	N/A (0)	> 97%
Parcels with tracking info [?]	0% (0)	100% (1)	100% (2)	> 98%

[Let us know](#) what you think of this new feature.

[Request Report](#) [Download Past Reports](#)

Buyer-Seller Contact Response Time

	7 days (28 Nov 2016 to 5 Dec 2016)	30 days	90 days
Response times under 24 hours [?]	N/A (0)		
Late responses [?]	N/A (0)		
No response for more than 24 hours [?]	0		
Response times over 24 hours [?]	0		
Average response time [?]	N/A		

You have [0 messages](#) that you have not responded to in the past 7 days.

Return Dissatisfaction Rate (Beta) [Learn more](#)

	7 days (23 Nov 2016 to 30 Nov 2016)
Return Dissatisfaction Rate [?]	N/A
- Negative Return Feedback Rate [?]	N/A
- Late Response Rate [?]	N/A
- Invalid Rejection Rate [?]	N/A

[Request Report](#) [Download Past Reports](#)

Performance Targets

All Amazon sellers should be working towards achieving and maintaining a level of customer negative standing, but failure to improve may negatively affect your account. Sellers should

- Order defect rate: < 1%
- Pre-fulfilment cancel rate: < 2.5%
- Late shipment rate: < 4%
- Valid tracking rate – all categories: > 95%

These are baseline goals. Sellers with exemplary performance have the opportunity to distinguish themselves to buyers through the feedback rating that appears next to each of their listings. Most sellers are exceeding these

Metrics to manage....

Negative feedback (service related)

A to Z Claims

Service chargebacks

Pre-fulfilment cancel rates

Dispatch rates..

Delivered on Time

Parcels with tracking

Response times under 24 hours

Late response

Returns Dissatisfaction Rate

Metrics - The real secret to visibility....



Amazon Prime Members

Why are they important?

Prime members pay an annual fee for unlimited free next day deliveries (plus free Video, TV, streaming & Photo Storage)

In UK Prime Members spend on average £1,200 pa v the £400 Amazon customer average (UK & EU similar)

There are 3 – 4M estimated Prime Buyers in UK (60M world wide – up 35%)

“Available via Prime” – is a search selection on Amazon to filter relevant products

Pro-buyers that you want sell to...50% of US amazon accounts are Prime (perhaps accounting for 75% of sales?)

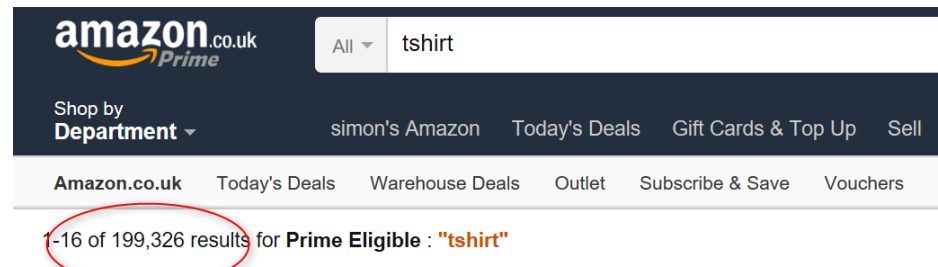


Amazon Prime Members

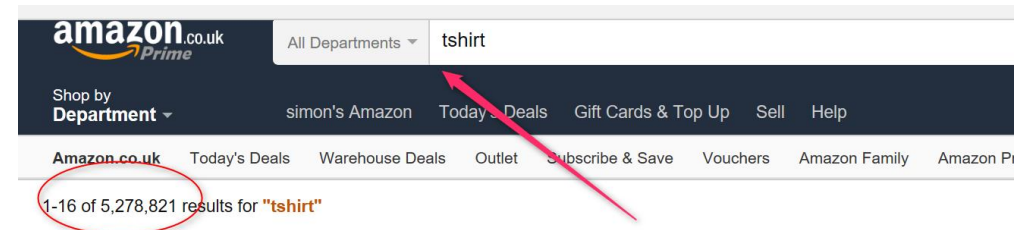
Search Tshirt on Amazon.co.uk – 5,278,821 results

Tick “Prime” to refine the search....

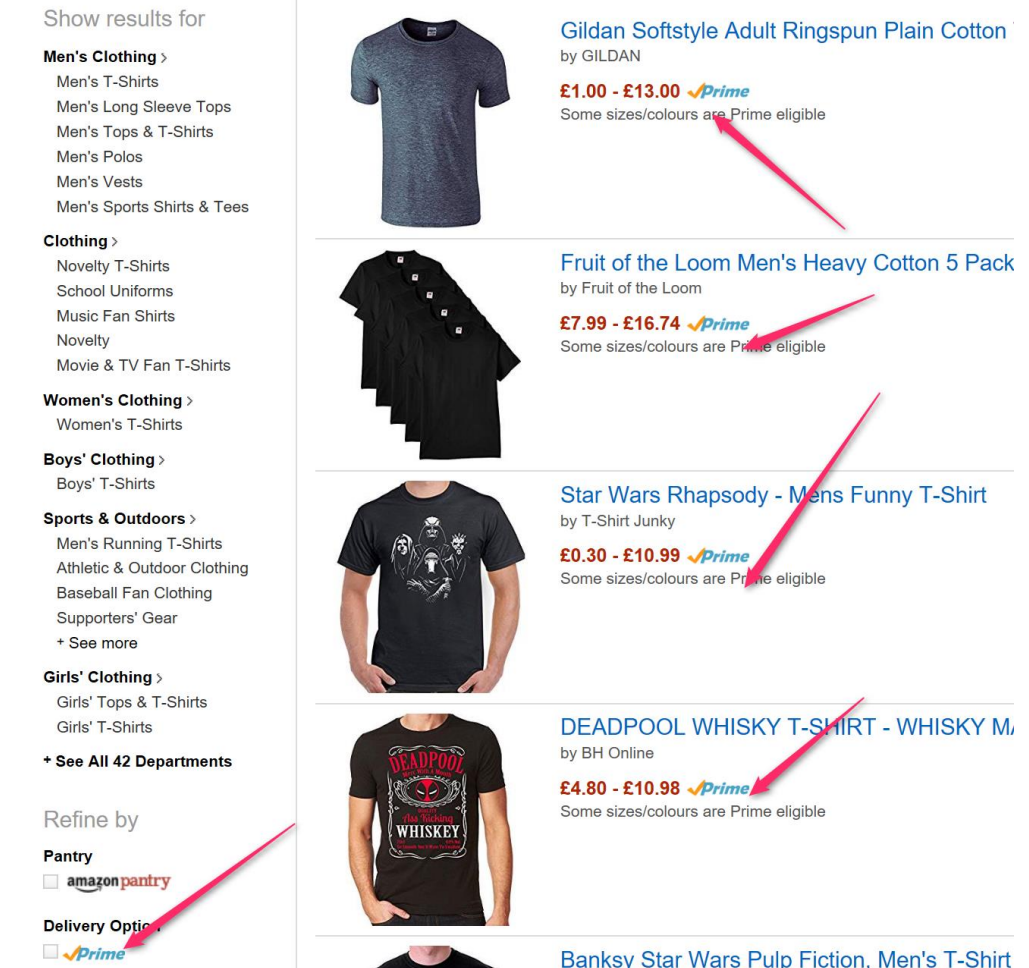
But how can Sellers (you) get access to prime...



amazon.co.uk Prime
Shop by Department
Amazon.co.uk Today's Deals Warehouse Deals Outlet Subscribe & Save Vouchers
1-16 of 199,326 results for Prime Eligible : "tshirt"



amazon.co.uk Prime
Shop by Department
Amazon.co.uk Today's Deals Warehouse Deals Outlet Subscribe & Save Vouchers Amazon Family Amazon Pi
1-16 of 5,278,821 results for "tshirt"



Show results for

- Men's Clothing >
 - Men's T-Shirts
 - Men's Long Sleeve Tops
 - Men's Tops & T-Shirts
 - Men's Polos
 - Men's Vests
 - Men's Sports Shirts & Tees
- Clothing >
 - Novelty T-Shirts
 - School Uniforms
 - Music Fan Shirts
 - Novelty
 - Movie & TV Fan T-Shirts
- Women's Clothing >
 - Women's T-Shirts
- Boys' Clothing >
 - Boys' T-Shirts
- Sports & Outdoors >
 - Men's Running T-Shirts
 - Athletic & Outdoor Clothing
 - Baseball Fan Clothing
 - Supporters' Gear
 - + See more
- Girls' Clothing >
 - Girls' Tops & T-Shirts
 - Girls' T-Shirts

+ See All 42 Departments

Refine by

Pantry
 amazon pantry

Delivery Option
 Prime

- Gildan Softstyle Adult Ringspun Plain Cotton by GILDAN
£1.00 - £13.00 Prime
Some sizes/colours are Prime eligible
- Fruit of the Loom Men's Heavy Cotton 5 Pack by Fruit of the Loom
£7.99 - £16.74 Prime
Some sizes/colours are Prime eligible
- Star Wars Rhapsody - Mens Funny T-Shirt by T-Shirt Junky
£0.30 - £10.99 Prime
Some sizes/colours are Prime eligible
- DEADPOOL WHISKEY T-SHIRT - WHISKEY M by BH Online
£4.80 - £10.98 Prime
Some sizes/colours are Prime eligible
- Banksy Star Wars Pulp Fiction, Men's T-Shirt

Amazon FBA

What is FBA?

“Fulfilment by Amazon” – your inventory stored at Amazon’s warehouses. Amazon manages pick, pack, despatch & customer service

What are the benefits?

- Eligible for Prime Customers
- “State of the art” logistics
- Pay as you go model
- Localised customer service
- No negative metrics
- Buy Box Benefits

Price examples....

T-Shirt (185g)

£1.70 to UK

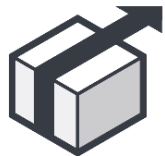
£3.39 to EU

(Postage, Picking & packaging)



How does it work...

1



Send your inventory to Amazon

2



Amazon stores your products (from a single unit to your entire inventory)

3



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

4



Amazon picks, packs and ships your products to customers in the UK and across the EU

5



Amazon provides customer service in the local language and handles returns

What is Seller Fulfilled Prime?

- New Service from Amazon
- Seller Use Amazon's delivery logistics
- Gain access to the most valuable Amazon customers – Prime Member (previously only accessible via FBA)



3 – 4 million prime members in UK with high spend

Pros	Cons
- Access to Amazon Prime Customers	- 50 orders a day (palletised)
- Enhance Buy Box win %	- Increased Costs
- Reduced Costs	- Inflexible pricing weight bands
- Increased Sales (40 – 60%)	- Loss of control / flexibility
- Access to “high quality” logistics	- Not supported by all Marketplace Software
- Improved metrics	

Why are they important?

They increase sales (positive reviews of course...)

Why do they increase sales?

- Customers love them
- Customers trust amazon reviews
- The number of positive reviews impacts your search position
- Use product reviews as new product research tool

Showing the results in **Home & Kitchen**. Show instead the results in **All Departments**.

Best Seller



ANSIO® Latte Coffee Glass Cups - 235ml (8oz) - Gift Box of 6 Latte Glasses - Perfect Gift for this Christmas

by ANSIO

£5.59 ~~£12.00~~ Prime

Get it by **Tomorrow, Dec 7**

★★★★★ ▾ 255

Best Seller



Maxwell & Williams 260 ml Glass Blend Latte Glass in Gift Box, Set of 2, Transparent

by Maxwell Williams

£6.95 Prime

Get it by **Tomorrow, Dec 7**

More buying choices
£5.76 new (6 offers)
£10.99 used (1 offer)
★★★★★ ▾ 24



Rink Drink Latte Coffee Glasses - 250ml (8.8oz) - Gift Box of 6

by Rink Drink

£5.99 ~~£14.99~~

★★★★★ ▾ 2,406



Express Trading © SET OF 6 LATTE GLASSES TEA COFFEE CAPPUCCINO GLASS CUPS HOT DRINK MUGS FREE SPOONS

by Express trading

£8.15 Prime

Get it by **Tomorrow, Dec 7**

More buying choices
£6.90 new (13 offers)
★★★★★ ▾ 142



UnoWall 6x Conic Latte Coffee Glasses - 250ml (8.8Oz) (Gift Box of 6)

by Unowall

£5.95 ~~£11.95~~

★★★★★ ▾ 68



Bodum Double Wall Glasses - Transparent, Pack of 4

by Bodum

£12.99 ~~£35.00~~ Prime

Exclusively for Prime Members

Get it by **Tomorrow, Dec 7**

More buying choices
£12.99 new (2 offers)
★★★★★ ▾ 18

Repricing in the correct manner is “priceless” with the potential to increase sales from 50 – 145%

- Automatically Reprice v Competitors
- Hold the buy box as much as possible (86% of sales are from Buy Box)
- Set a min price based on min acceptable margin
- Use a re-pricer that pushes up
- Set a max price close to RRP
- Worry about what price works for you
- FBA / New / Used Options



Click to open expanded view

Santa Suit (Super Deluxe) - Adult Costume Men. STANDARD

by Wicked Wicked

★★★★☆ 114 customer reviews | 5 answered questions

RRP: ~~£36.99~~

Price: **£22.40** & FREE UK delivery

You Save: **£14.59 (39%)**

Note: Not eligible for Amazon Prime. Offers with Prime delivery available from [other sellers on Amazon](#).

In stock.

Arrives before Christmas.

Get it as soon as 8 - 10 Dec. when you choose **Express Delivery** at checkout. [Details](#)

Dispatched and sold by [Fancy Dress Discount Store](#) in certified [Frustration-Free Packaging](#).

16 new from **£19.99**

- Ideal for any Christmas themed party or adult Father Christmas fancy dress
- Sizes are approximate
- Adult Man Sizes: Standard (Chest 38"-42")
- The adult Super Deluxe 8 Piece Santa Suit includes a red jacket with white cuffs and edge details, red trousers with pockets, luxury black buckle belt, glasses, red hat with white trim and bobble, beard, white gloves & black boot covers with white trim

[See more product details](#)

This item's packaging will indicate what is inside and cannot be hidden.



Up to 50% off Toys and Games

Discover great savings on dolls, board games and more. [Shop Now](#)

£22.40 + FREE UK delivery
In stock. Sold by **Fancy Dress Discount Store**

Quantity: 1

Add to Basket

[Turn on 1-Click ordering](#)

Dispatch to:
Simon Grant- Warminster - BA12

Add to List

Other Sellers on Amazon

£22.40 **Add to Basket**
+ FREE UK delivery
Sold by: XS-Stock Com Ltd

£22.90 **Add to Basket**
+ FREE UK delivery
Sold by: Character Fancy Dress

£19.99 **Add to Basket**
+ £3.99 UK delivery
Sold by: Fancy Dress Magic Limited

Buying visibility – paying for the clicks



Bids operate like
Search Engine
PPC adwords
min/max bid.



Same as the Amazon
PPC – Bids operate on
a pay per click model.



Promoting listings on Amazon can be a good way to get visibility – using either Amazon PPC or Amazon Sponsored products.

They typically appear at the bottom of the page (PPC) or as alternatives on the right side when customers land on competitor listings. You pay each time someone clicks on them.

Produce a better ROI than Search Engine PPC but will eat into margins.

Buying visibility – paying for the clicks

The screenshot shows the Amazon.com search results page for 'bathtub mat'. The search bar at the top contains 'bathtub mat' and shows '1-16 of 15,537 results for "bathtub mat"'. The results are displayed in a grid format with product images, titles, prices, and ratings. A red circle highlights the search results area, and another red circle highlights a sponsored product listing on the right side of the page.

Amazon.com: wall cl x
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Daps&field-keywords=bathtub+mat&rh=i%3Aaps%2Ck%3A bathtub+mat

Discover beautiful things on Amazon, updated daily SHOP

amazon
All Departments ▾ bathtub mat

Shop by Department ▾ Patrick's Amazon.com Today's Deals Gift Cards Sell Help

Hello, Patrick Your Account ▾ Try Prime ▾ Wish List ▾ Cart

1-16 of 15,537 results for "bathtub mat" Choose a Department to sort ▾

Show results for

Home & Kitchen >
Bath Mat
Bath Rugs
Bath Rug Appliques
Bathroom Accessories
+ See more

Baby Products >
Baby No-Slip Bath Mats
Kids' Bathroom Safety Products
Baby Bathing & Skin Care

Industrial & Scientific >
Janitorial & Sanitation Supplies

Tools & Home Improvement >
Lab Ergonomic Supports

Health & Personal Care >
Bath & Shower Safety Mats
Baby Bathing Products
Baby & Child Care Products

Toys & Games >
Bath Mat Toys

+ See All 21 Departments

Refine by

International Shipping
 Ship to Hungary

Amazon Prime
 Prime

Eligible for Free Shipping
Free Shipping by Amazon

Bath Product Material
Cotton
Microfiber

Related Searches: bath mat, bathtub, bathtub mat kids.

Anti-Slip Anti-Bacterial Bath Mat 16" x 28"
by Epica
\$14.95 ~~\$24.95~~ Prime
Get it by **Wednesday, Sep 9**
More Buying Choices
\$14.95 new (2 offers)

★★★★★ 663
#1 Best Seller in Bath Mat
FREE Shipping on orders over \$35
Product Description
... more sanitary. The Epica Bath Mat helps minimize the risk of slips ...
Home & Kitchen: See all 9,682 items

Munchkin Dandy Dots Bath Mat
by Munchkin
\$11.68 Prime
FREE Shipping on orders over \$35

★★★★☆ 312
Product Features
Skid-resistant suction cups hold mat in place
Baby: See all 1,742 items

Extra Long Vinyl Bath Mat - Clear
by Slip-X Solutions
\$14.99 Prime
Get it by **Wednesday, Sep 9**
More Buying Choices
\$13.99 new (4 offers)

★★★★★ 1,100
#1 Best Seller in Baby No-Slip Bath Mats
FREE Shipping on orders over \$35
Product Features
Provides 30% more coverage than the average bath mat
Home & Kitchen: See all 9,682 items

Rubbermaid Commercial Antibacterial Bath Mat, White
by Rubbermaid Commercial Products
\$12.88 - \$97.91 Prime
Some sizes are Prime eligible
More Buying Choices
\$12.88 new (23 offers)

★★★★★ 963
FREE Shipping on orders over \$35
Product Features
White bath mat to help prevent slips in front of bathtub or shower stall

Sponsored

DII 15.75 by 39" Non Slip Transpar...
\$10.99 Prime
★★★★☆ (4)

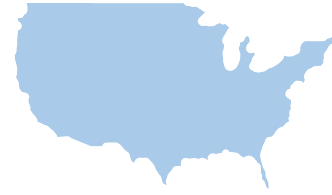
JustNile Non-Slip Bathtub Safety M...
\$17.99 ~~\$23.99~~ Prime
★★★★☆ (19)

CATCH A CLOG Disposable Hair C...
\$5.95
★★★★☆ (111)

Anti-slip Discs - Non Slip Stickers f...

100% 4:14 PM 9/8/2015

Consider Non-UK Amazon marketplaces...



	UK	USA	FRANCE	GERMANY
Sellers	49,000	185,000	22,000	40,000
No of Listings	280 million	545 million	235 million	265 million
From country	77%	85%	51%	75%
UK Sellers	77%	0.75%	17%	10%
FBA Users	18%	30%	27%	18%

Use International Listing Builder in Seller Central

Localise listing

Use FBA or Seller Fulfilled to pick/pack/dispatch

Consider weight & returns rates

Research ASINs – competition & selling price varies across the markets

Analysis of Amazon Catalogue

- Using EAN / UPC or even title
- Bulk analysis of all 11 Amazon Markets
- Buy box price / Qty of Sellers

• Key: 5039036076173

1. Spectre [DVD] [2015]



ASIN: B00QS3NMNA 
 EAN: 5039036076173
 Brand: TCFHE
 Manufacturer: 20th Century Fox Home Entertainment
 38 offer(s) from £5.62

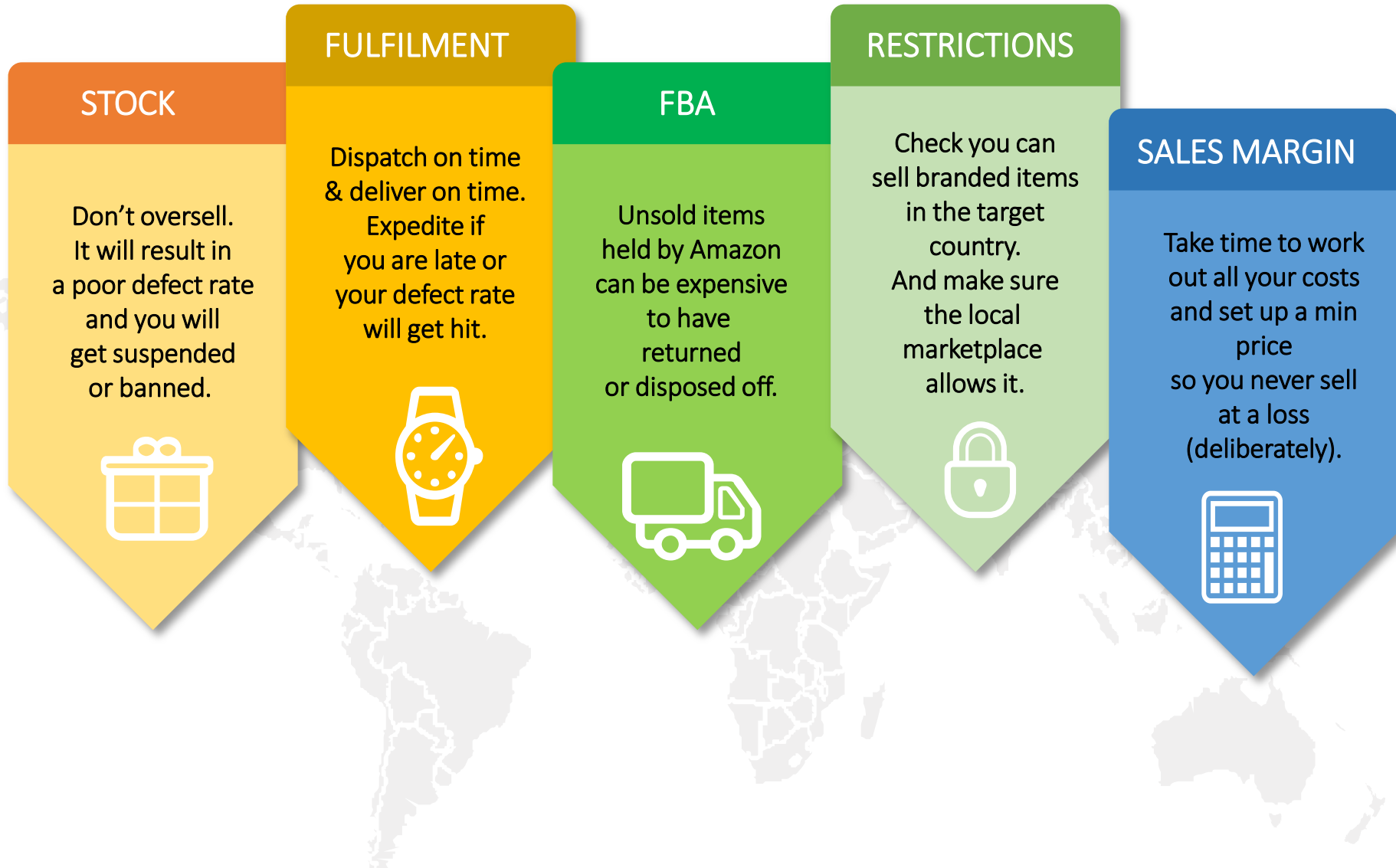
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West Ham United F.C. SoccerStarz Payet	5060385035641	EBAYUK100-30	91545	121	£ 3.50	167%	£ 5.83	B01EWK59T0	47,677	4
Liverpool F.C. Money Tin	5055488213034	EBAYUK250-30	76126	153	£ 2.99	166%	£ 4.97	B00P9RUXGK	12,243	9
Chelsea F.C. Money Tin	5055488213041	EBAYUK250-30	73359	76	£ 2.99	166%	£ 4.97	B00NMOARGS	265,836	8
Manchester City F.C. Socks 1 Pack Junior 12.5	5060284085457	EBAYUKLL100	31785	48	£ 1.50	166%	£ 2.49	B00B9UGJZU		8
Manchester United F.C. Window Sticker RD	5033998201567	EBAYUKLL100	908	274	£ 1.50	163%	£ 2.45	B001AO2GTS	762,567	8

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