



WIGH

雨果论坛 NO.10

跨境电商疯狂的旺季!

主办：雨果网

协办单位：福建汇源信息科技有限公司 | 福州市网络贸易商会

指定服务商：



支持单位：永鑫龙达电商学院 | 板凳 | 活动行

How to Sell Successfully in Amazon

Chris 20151128

Fuzhou

Know the Customer-what do
they care about

Managing demand

- Leverage the Selling Coach

Selling Coach ^{BETA} [Tell us what you think of this feature](#)

[Selling Coach Reports](#) [Preferences](#) [Communication](#) [Search Recommendations](#) [Refined Opportunities](#) [Inventory In Stock Report](#) **Email Settings**

View your settings below. Use the 'Edit' buttons to change any of the fields.

Language [Edit](#)

Recommendations are displayed in this language. Use the 'Edit' button to change your language preference.

English

Email [Edit](#)

Notifications listed below are currently sent to this email address. Use the 'Edit' button to change the email address.

...

Notifications [Edit](#)

<input checked="" type="checkbox"/> Alert: ASIN merge notification	<input type="checkbox"/> Alert: Replenishment projections
<input type="checkbox"/> Fulfillment: Category items for FBA	<input type="checkbox"/> Fulfillment: Activate FBA internationally
<input type="checkbox"/> Fulfillment: Stock with Amazon	<input checked="" type="checkbox"/> Opportunity: Few FBA offers
<input type="checkbox"/> Alert: Out-of-stock FBA inventory	<input checked="" type="checkbox"/> Opportunity: Fulfillment rebate
<input type="checkbox"/> Opportunity: FBA fee rebate	<input type="checkbox"/> Fulfillment: International delivery
<input type="checkbox"/> Opportunity: Prime customer Wish List items	<input type="checkbox"/> Opportunity: Zero FBA fees
<input checked="" type="checkbox"/> Alert: Listing error	<input type="checkbox"/> Fulfillment: Sell to other EU countries
<input checked="" type="checkbox"/> default	<input type="checkbox"/> Pricing: Available below your asking price
<input type="checkbox"/> Alert: Inventory running low	<input checked="" type="checkbox"/> Alert: Inventory out of stock
<input type="checkbox"/> Pricing: Lower price recommendation	<input checked="" type="checkbox"/> Recommendation: Promote these items
<input checked="" type="checkbox"/> Opportunity: Add more from brands you sell	<input checked="" type="checkbox"/> Opportunity: Popular items out of stock
<input type="checkbox"/> Opportunity: Prime-eligible inventory	<input type="checkbox"/> Recommendation: Advertise with Sponsored Products
<input checked="" type="checkbox"/> Alert: Product ads disabled	<input type="checkbox"/> Pricing: Competitive price recommendation

Managing demand

- Leverage the Selling Coach
- Use the preferences to manually improve the recommendations
- Trigger alerts on Low / Out of Stock items
- Uncover high-potential products based on actual customer behaviour

Managing demand

New Feature: Recommended FBA Inbound Quantities report

You can run the Recommended FBA Inbound Quantities report, predictive, data-rich resource, from the [Amazon Selling Coach](#).

It combines your historical sales data, current pricing, seasonality, and other variables to recommend inbound item quantities for the next eight (8) weeks. Just remember that the report is only an estimate: a wide range of variables can affect your actual inventory needs.

amazon seller central europe INVENTORY PRICING **new** ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE [www.amazon.co.uk](#) Search Messages | Help | Settings

Colanders FBA (Switch)

Selling Coach ^{BETA}

Tell us what you think of this feature

Selling Coach Reports Preferences Communication Search Recommendations Refined Opportunities Inventory In Stock Report Email Settings

Recommended FBA Inbound Quantities [learn more](#)

To help prevent stock-outs on your products, Amazon recommends that you replenish your FBA inventory regularly. Based on your historical sales, current pricing and other variables, we have created a recommended inbound quantity for the next 8 weeks as shown below. When making your inventory decisions, please consider that the recommended quantity is an estimate and a wide range of variables can affect your actual inventory needs.

Search 377 results Download Preferences: 0 columns hidden

SKU	Image	Item Name ASIN	Brand Name	Category	Report Generation Date	Current Fulfillable Quantity	Current Inbound Quantity	Recommended Inbound Quantity - Week 1	Recommended Inbound Quantity - Week 2	Recommended Inbound Quantity - Week 3	Recommended Inbound Quantity - Week 4	Recommended Inbound Quantity - Week 5	Recommended Inbound Quantity - Week 6	Recommended Inbound Quantity - Week 7	Recommended Inbound Quantity - Week 8	Is this relevant?	
				Home	15-SEP-14	0	0	7	7	7	7	7	7	7	8	8	Relevant
				Home	15-SEP-14	1	0	5	6	6	6	6	6	7	8	8	Relevant
				Home	15-SEP-14	0	0	5	6	6	5	6	7	8	9	9	Relevant
				Grocery	15-SEP-14	0	0	5	5	5	5	5	0	0	7	7	Relevant
				Home	15-SEP-14	0	0	5	5	5	5	5	5	0	7	0	Relevant
				Home	15-SEP-14	0	0	5	5	5	5	5	5	6	7	7	Relevant
				Home	15-SEP-14	0	0	4	4	4	4	4	4	4	7	7	Relevant

Managing demand

Best Practice tip:

Prioritize investment using the ABC model

A products

- Many Sellers experience a “Pareto” effect, meaning roughly 20% of their items are responsible for 80% of their sales. Whatever your percentages, your “A” items are top sellers and worth significant investment to avoid going out of stock.

B products

- Items that sell frequently but don’t represent a majority of your revenue.

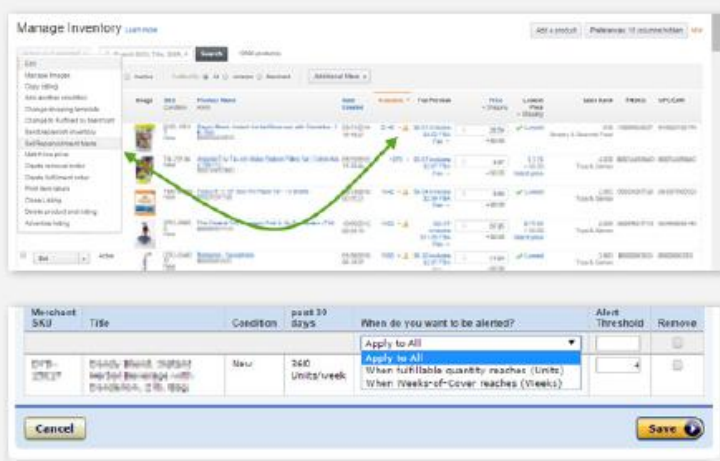
C products

- Low-selling items.

Restocking

Replenishment Alerts

Manage your inventory without monitoring each listing with [Replenishment Alerts](#) in Seller Central. Just set the alert quantity for individual items or groups of items and get an email when the fulfillable quantity reaches your chosen threshold. You can set your threshold based on number of units, or on weeks of cover based on the last 30 days of sales.



The screenshot shows the 'Manage Inventory' page in Seller Central. A table lists various inventory items with columns for 'SKU', 'Title', 'Condition', 'Days to Ship', 'Alert Threshold', and 'Remove'. A green arrow points from a row in the table to a modal window titled 'When do you want to be alerted?'. The modal window has a dropdown menu with 'Apply to All' selected, and two radio button options: 'When fulfillable quantity reaches (Units)' and 'When Weeks-of-Cover reaches (Weeks)'. The 'Units' option is selected. There are 'Cancel' and 'Save' buttons at the bottom of the modal.

Merchant SKU	Title	Condition	Days to Ship	Alert Threshold	Remove
DPB-23827	BRAND: BUNN, MODEL: 10000, COLOR: BLACK, 2.0L, 880g	New	2-3	Units/week	

Setting Replenishment Alerts makes monitoring your business-critical inventory easy.

Best Practice Tips:

- Replenish Often
- Use your storage limit
- Book your pallets in early
- Stay ahead of competition, keep FBA in-stock
- Consider the options you have for last minute replenishments

Manage pricing

New Feature: the Pricing Dashboard

View Pricing Dashboard | Manage Pricing | Fix price alerts (11)

Pricing Dashboard BETA

Buy Box Percentage

4%

Price competitiveness

82%



How frequently are you winning the Buy Box?

The Buy Box percentage provides the average proportion of time your listings with customer views were featured in the Buy Box. The Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts.

How can you increase your chances of winning the Buy Box?

A way to increase your chances of winning the Buy Box is to price your item competitively. Below is a list of products priced close to (within 5%) the Buy Box price, and ranked by estimated sales potential. To improve your Buy Box percentage, consider discounting these items. Lowering your price will help in winning the Buy Box, but winning the Buy Box also requires meeting very high standards in areas like inventory availability, fulfillment, and customer service.

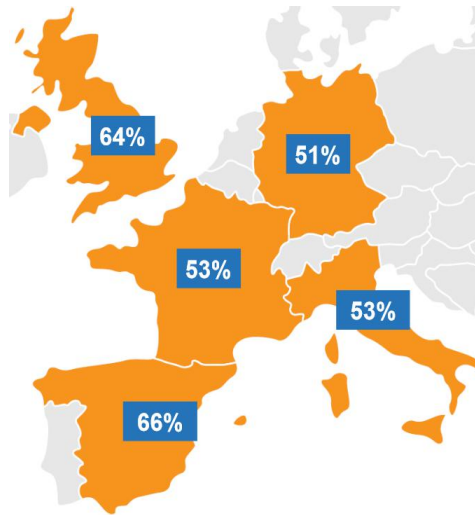
Listings that are priced not more than 5% above the Buy Box, ranked by estimated sales potential.

Image	Product Name <small>SKU</small>	Your Price <small>(Price + Shipping)</small>	Offers	Buy Box Price <small>(Price + Shipping)</small>	Actions
	Pioneer TST15 3/4" Soft Dome Tweeter TS-T15	\$37.32 <small>(\$32.33 + \$4.99)</small>	47	\$35.79 <small>(\$35.79 + \$0.00)</small>	Update Match Skip
	Pioneer TST15 3/4" Soft Dome Tweeter TS-T15	\$37.32 <small>(\$32.33 + \$4.99)</small>	47	\$35.79 <small>(\$35.79 + \$0.00)</small>	Update Match Skip
	BOSS Audio BVAMS Video Signal Amplifier 4 RCA Outputs BV-AMS	\$11.27 <small>(\$0.28 + \$4.99)</small>	34	\$11.00 <small>(\$11.00 + \$0.00)</small>	Update Match Skip
	Audiovox FM100A FM Modulator with IST2 Isolation Transformer (Grey) <small>(Discontinued by Manufacturer)</small> FMM100A	\$41.37 <small>(\$35.80 + \$5.49)</small>	13	\$40.79 <small>(\$40.79 + \$0.00)</small>	Update Match Skip

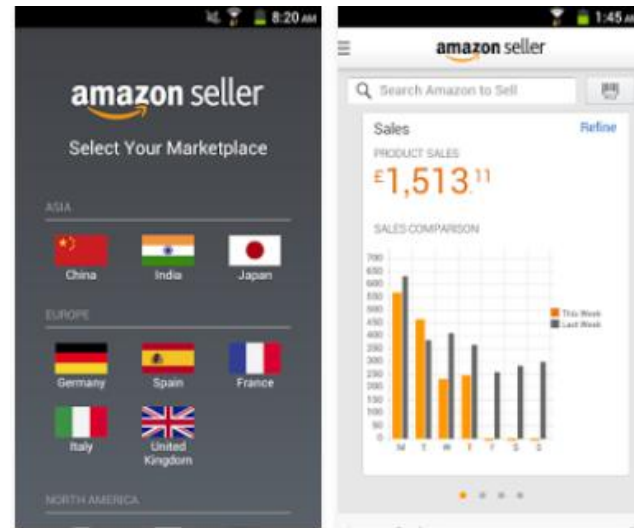
Importance of Mobile

EU online shopping is increasingly shifting towards Mobile.

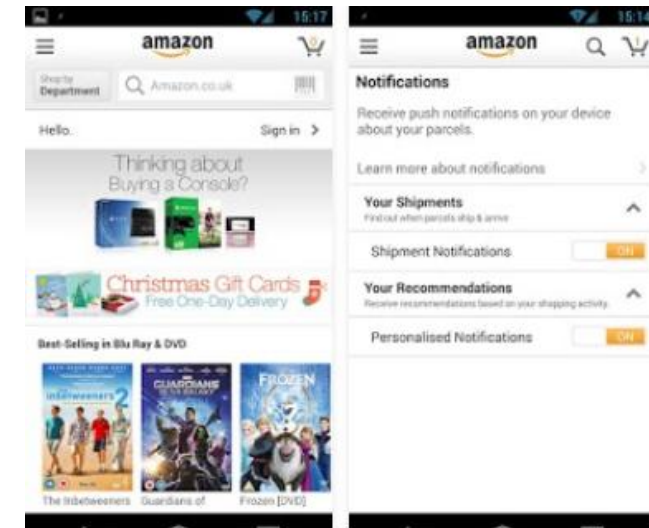
Smartphone Penetration in EU 5³



Amazon Seller App



Amazon Shopping App



Online retail sales on mobile and tablet devices will grow 52% in 2015¹

84% of users accessing retail content on their mobile devices monthly are Amazon mobile shoppers²

6.9MM Amazon mobile users purchase goods/services on their mobile devices monthly².

Source: 1. Forrester Research EU Forecast, March 2014; 2. comScore – United Kingdom, April 2015

Importance of Prime

We are continuing to build our Prime proposition.



Unlimited One-Day Delivery



Kindle Books

Borrow one Kindle Book per month from over 500,000 titles for free.



Prime Early Access

30-minute early access to Lightning Deals on Amazon



Prime Photos - NEW

Unlimited photo storage in Amazon Cloud Drive.
[Start Now](#)

Worldwide paid membership to Prime grew 53% last year.

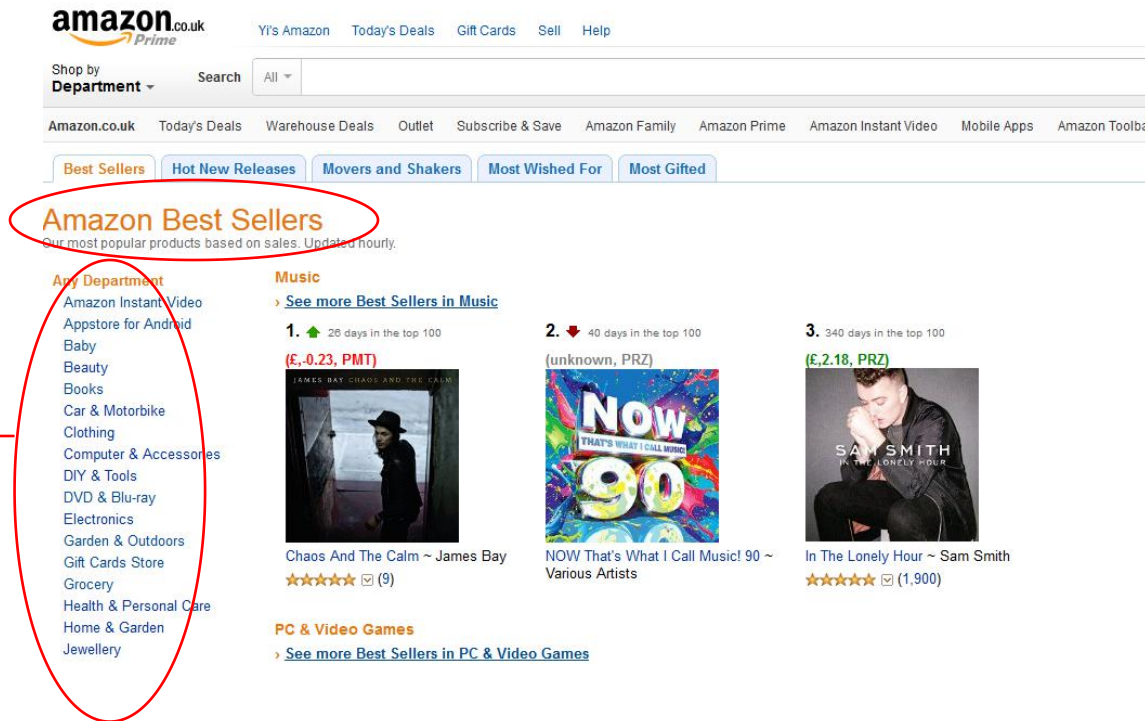
如何在AMAZON页面查看Best Sellers

How to search for best sellers on Amazon



- 您可以自己查看某个产品类别里做畅销的产品
搜索站点网址+/[bestsellers](#) 例如www.amazon.co.uk/bestsellers

在左边选择
您感兴趣的
品类



Key 2015 FBA Holiday Selling Dates

Event	Description	DE	UK	FR	IT	ES
Halloween		31.10.15				
Inbound	Recommend date for latest FBA inbound to participate in black Friday & cyber monday	17.11.15	17.11.15	17.11.15	17.11.15	17.11.15
Black Friday & Cyber Monday	Focus on any kind of electronics, but also anything else, high demand for and awareness of discounted prices	27.11.15				
Cyber Monday	Focus on any kind of electronics, but also anything else, high demand for and awareness of discounted prices	30.11.15				
Inbound	Receive inventory for customer orders during Peak weeks	08.12.15	04.12.15	08.12.15	08.12.15	08.12.15
Estimated Amazon Peak week	Expected Week for maximum outbound volume	51	50/51	51	51	51
Outbound	Standard Shipping customer order cut-off date	22.12.15	21.12.15	21.12.15	TBD	20.12.15
Outbound	One-Day Shipping customer order cut-off date (TBC)	23.12.15	23.12.15	23.12.15	TBD	23.12.15
Outbound	Same-Day Delivery customer order cut-off date (TBC)	24.12.15	24.12.15	24.12.15	TBD	24.12.15
New Year's Evening		31.12.15				
Inbound	Receive inventory to realize after peak sales	04.01.16	04.01.16	04.01.16	04.01.16	04.01.16

**Date recommendations are based on estimates and are subject to change.*

Seasonality—key holidays

春

Happy
Easter

Happy
Valentine's
Day

夏

prime day



秋



Back to School



冬



BLACK
FRIDAY Deals

CYBER
MONDAY

sale

Sell in All Locales

Amazon operates websites in 11 countries across the globe and is present in five EU locales

» Expand your global reach with Amazon

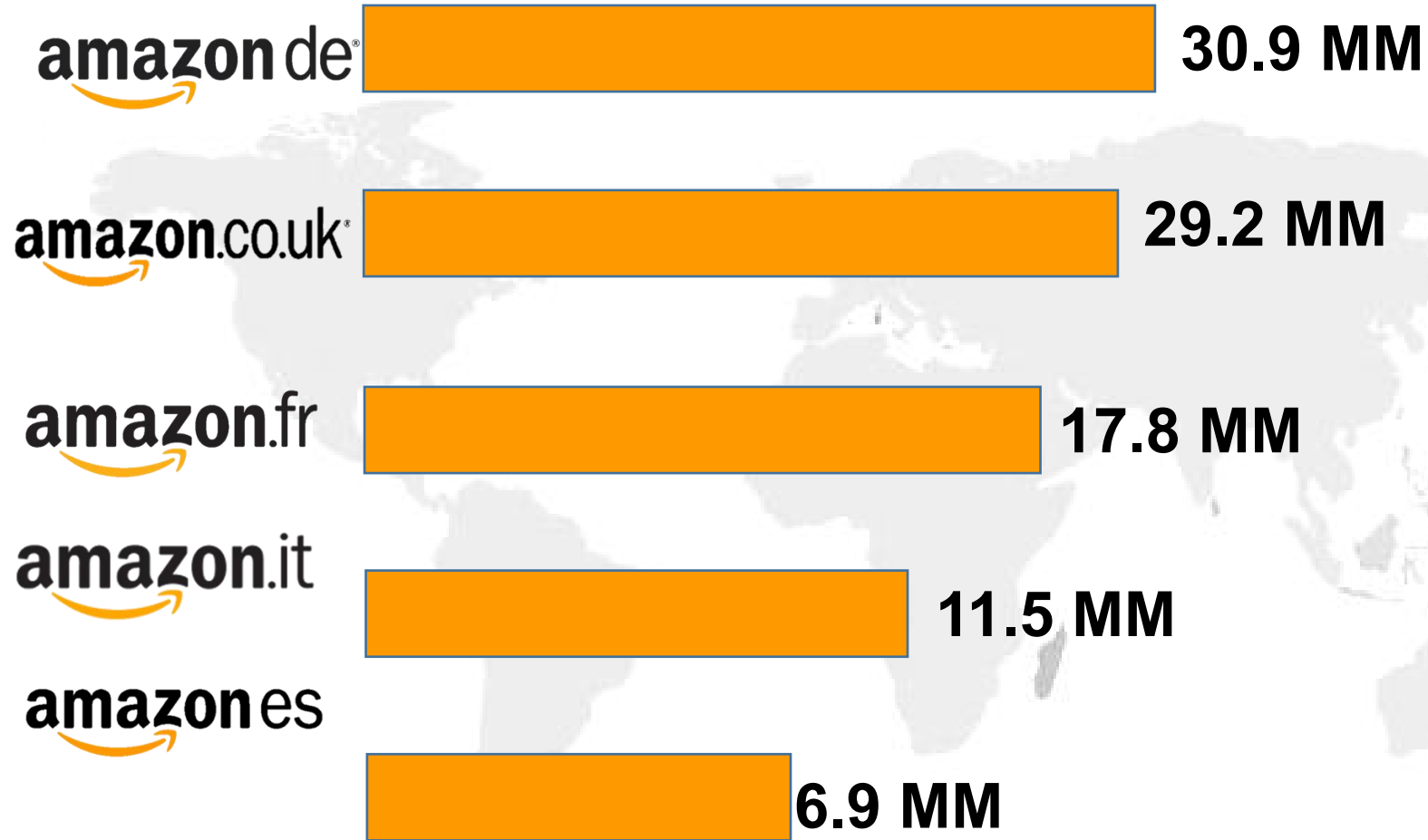
Monthly Unique Users	Monthly Page Views	Avg. visits per User per month
300 million	13.5 billion	5



Source: Comscore (2014)

UK - Introduction

Amazon UK is one of the largest EU Marketplaces in terms of monthly unique visitors.



Source: Comscore data December 2014; Global Results Amazon Q4 2014.

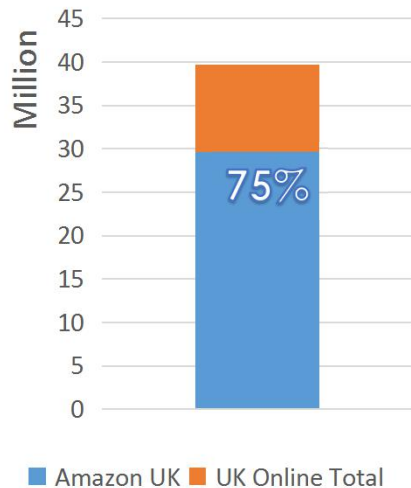
UK - Introduction

Amazon UK has a large and active audience.

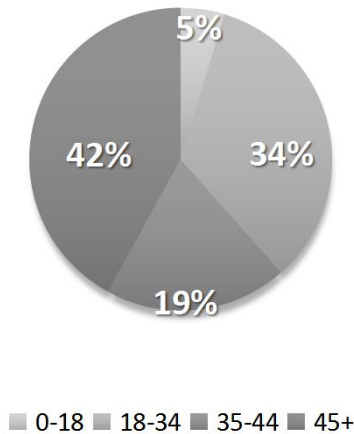
UK Audience Reach: ³

66%

UK Online Shoppers buying on Amazon¹



Age Composition of Amazon Unique Visitors²



Household Income of Amazon Unique Visitors⁴

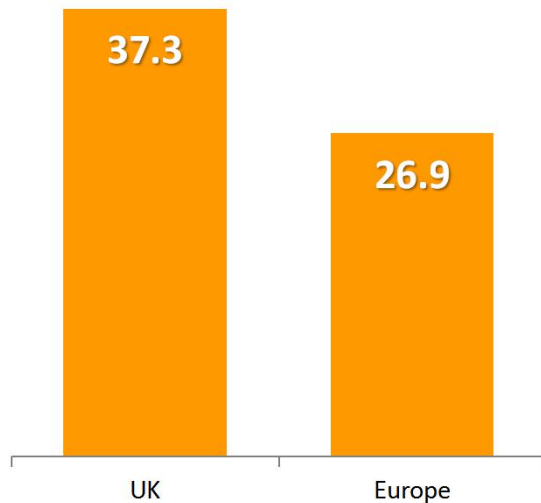


Source: 1. comScore: UK Digital Future in Focus 2013; 2. comScore MediaMetrics (MMX) Multi-Platform (total digital audience across all devices), April 2015, Audience 13yrs + 3. comScore MediaMetrix (MMX) Multi-Platform, March 2015; 4. comScore MediaMetrix (MMX) Desktop only, March 2015

UK - Introduction

The UK has a large and growing online retail market.

Average number of hours online per person¹



- ❖ The UK online retail market is the largest and most mature in Europe. In 2014, online retail sales broke through the £100 billion barrier⁴
- ❖ UK shoppers love to buy online and they research ratings, reviews and peer opinion when making a purchase²
- ❖ UK shoppers spend more time online compared to the EU average¹
- ❖ Online retail sales in 2015 are predicted to grow 2x faster compared to traditional retail in the UK³

Selection – Bestsellers



DE 德国市场

- Amazon at a Glance

Monthly Unique Visitors ¹ | Monthly Page Views ¹ | Ø Visits per User per Month¹










300 Mio. | **13,5 Mrd.** | **5**

	amazon.com	amazon.de	amazon.co.uk	amazon.co.jp	amazon.ca	amazon.fr	amazon.it	amazon.es	amazon.cn	amazon.in	amazon.com.br
											
Total UV	102,215	32,005	23,855	40,364	6,488	20,222	8,829	6,182	56,573	6,777	318
Mobile UV	86,992	11,718	11,684	7,968		3,628	5,839	3,074			
Reach includes		Austria Belgium Holland ...	Ireland Sweden Norway ...								

¹Source: comScore, December 2013

DE Amazon.de – 领先德国电商平台 leading German e-commerce Platform

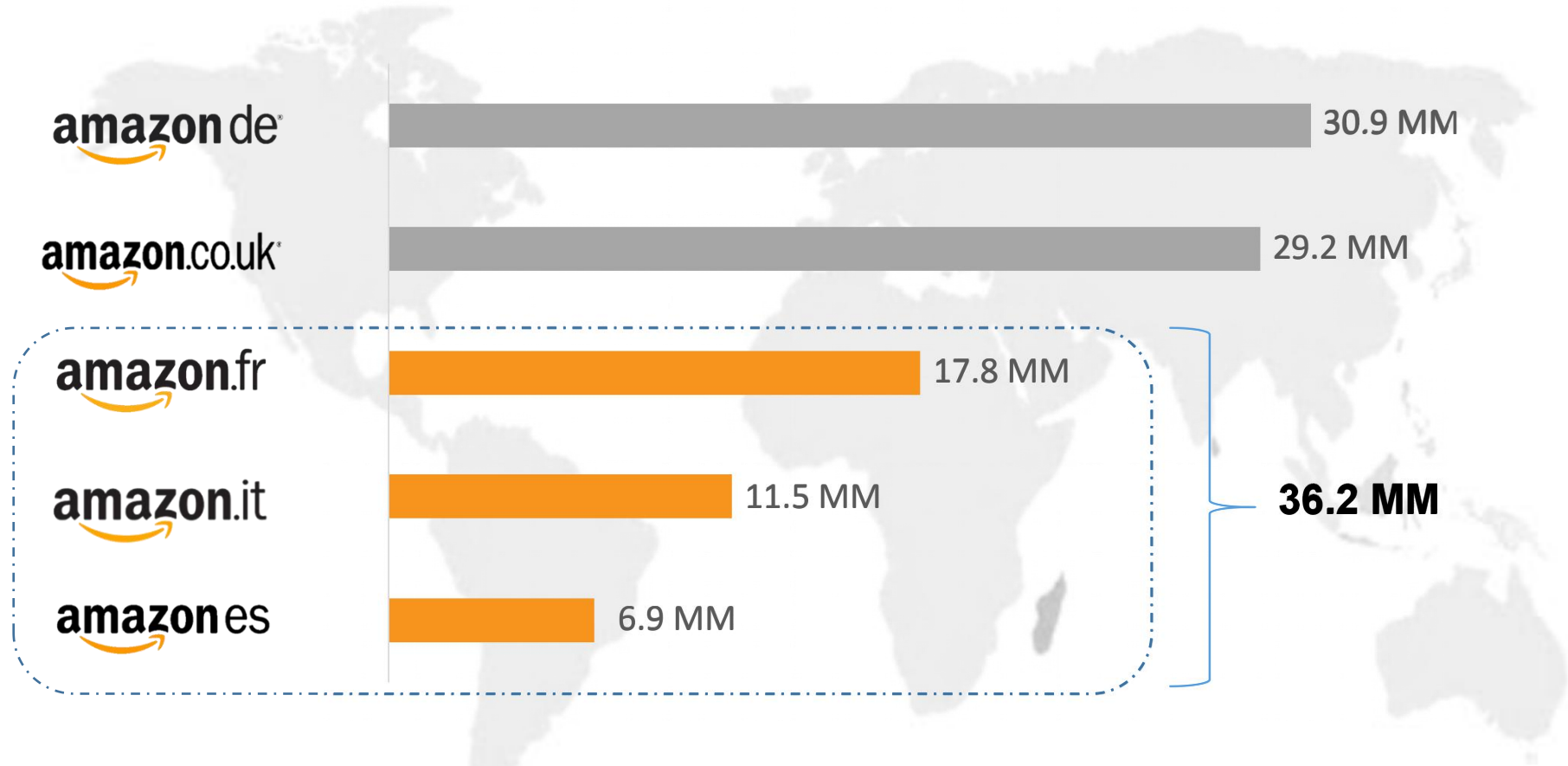
- With Amazon.de you get access to Germany's biggest online customer base

	Top e-Commerce Domains	Total Unique Visitors	% Reach
1		22.148.000	40,42
2		20.287.000	37,03
3		4.492.000	8,20
4		4.155.000	7,24
5		3.486.000	6,36
6		3.234.000	5,90
7		2.969.000	5,42
8		2.547.000	4,65
9		2.215.000	4,04
10		2.143.000	3,91

Source: Nielsen Netview (March 2014)

Amazon's Customers Accross Europe

» Unique visitors per website



Source: Comscore (December 2014); Global Results Amazon (Q4 2014)

France - Introduction

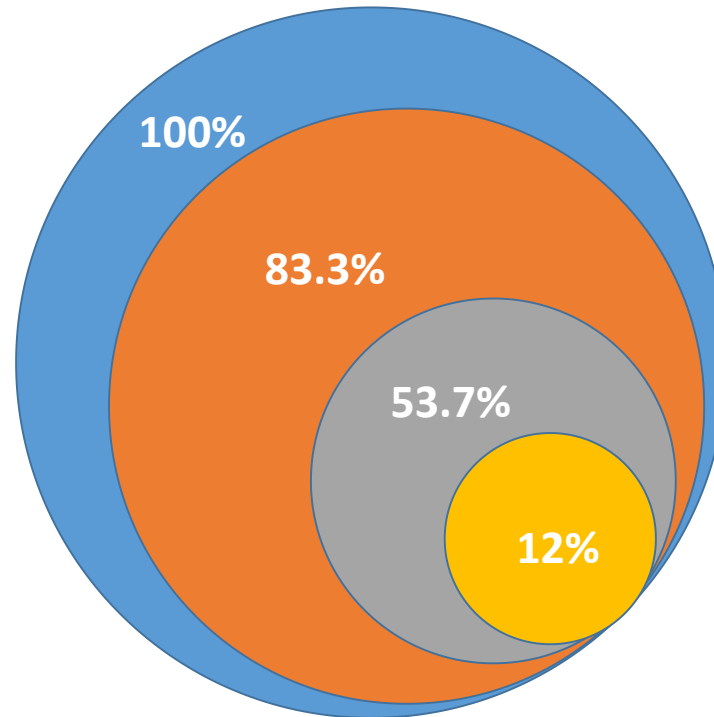
- **Facts & Figures**

- » *Inhabitants: 66 MM*

- » *Internet Users: 55 MM*

- » *Online Shoppers: 35.5 MM*

- » *Mobile Shoppers: 7.9 MM*



Source: eCommerce Europe

France - Introduction

» Christmas 2014: key metrics

For the site Amazon.fr:

- **80%** of Internet users visited at least once Amazon.fr
- **21 MM** of unique visitors per month between November and December
- **2 record days** > 2 MM orders shipped

On one of the two record days (22nd of December 2014) :

More than 1 MM orders shipped

More than 220,000 toys shipped

1 truck / 2'30 minutes



France - Introduction

» A growing selection: more than 126 MM references



Italy - Introduction

- **Facts & Figures**

- » *Inhabitants: 60 MM*

- » *Internet Users: 38 MM*

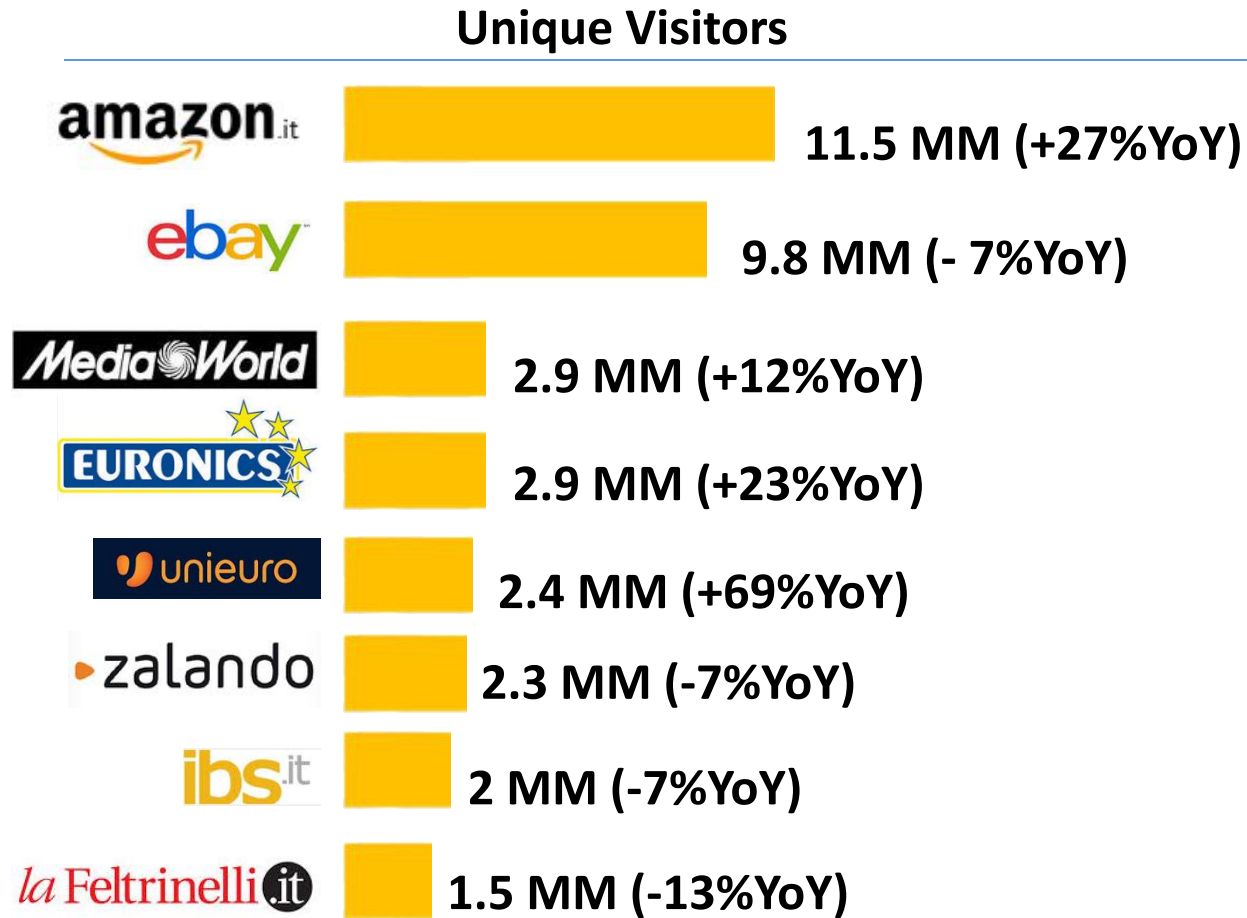
- » *Online Shoppers: 22 MM*

- » *Mobile Shoppers: 51%*



Source: Istat 2014 and At least one online Transaction in their life. Report Netcomm 2015

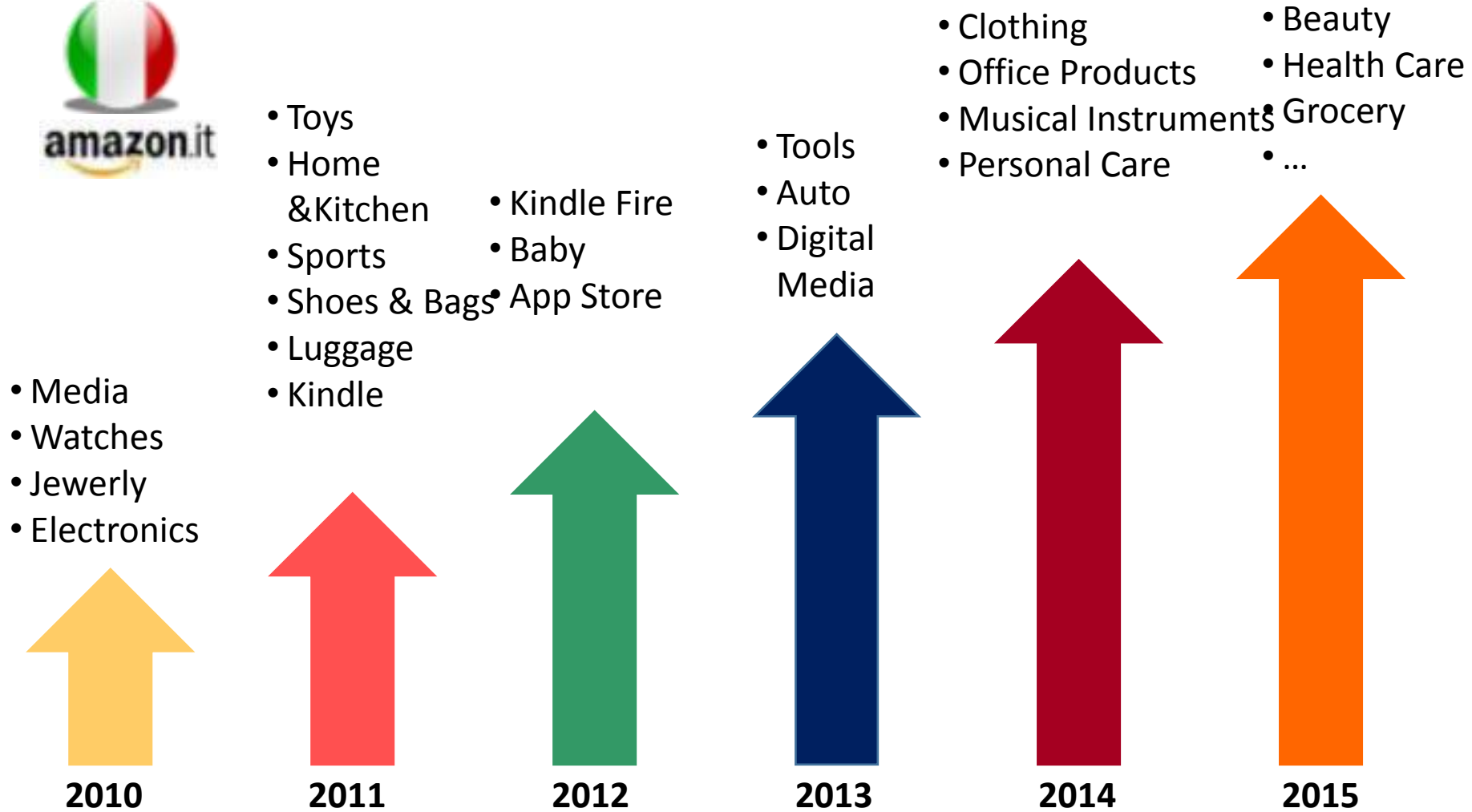
Italy - Introduction



Best online brand*

Source: Comscore (December 2014); * Premio Macchianera 2014

Italy - Introduction



Spain - Introduction

- **Facts & Figures**

- » *Inhabitants: 46 MM*

- » *Internet Users: 27 MM*

- » *Online Shoppers: 16 MM*

- » *Mobile Shoppers: 15%*



Source: INE 2014 and www.statistica.com

Spain - Introduction

- » **Sellers:** more than 25,000 Sellers are currently registered in Amazon.es
- » **Selection:** 30 categories launched with more than 70 millions of products
- » **Black Friday:** December 16th, 2014 was the biggest sales day ever in Amazon.es history with more than 180,000 orders in 24 hours
 - 126 units purchased per minute
 - 1 truck leaving FC each 22 minutes
 - Products shipped to 78 different countries



Spain - Introduction

» Successful International Brands in Amazon.es



Amazon.co.jp

44 Million

[Monthly Unique Users]

2.5 Billion

[Monthly Page views]

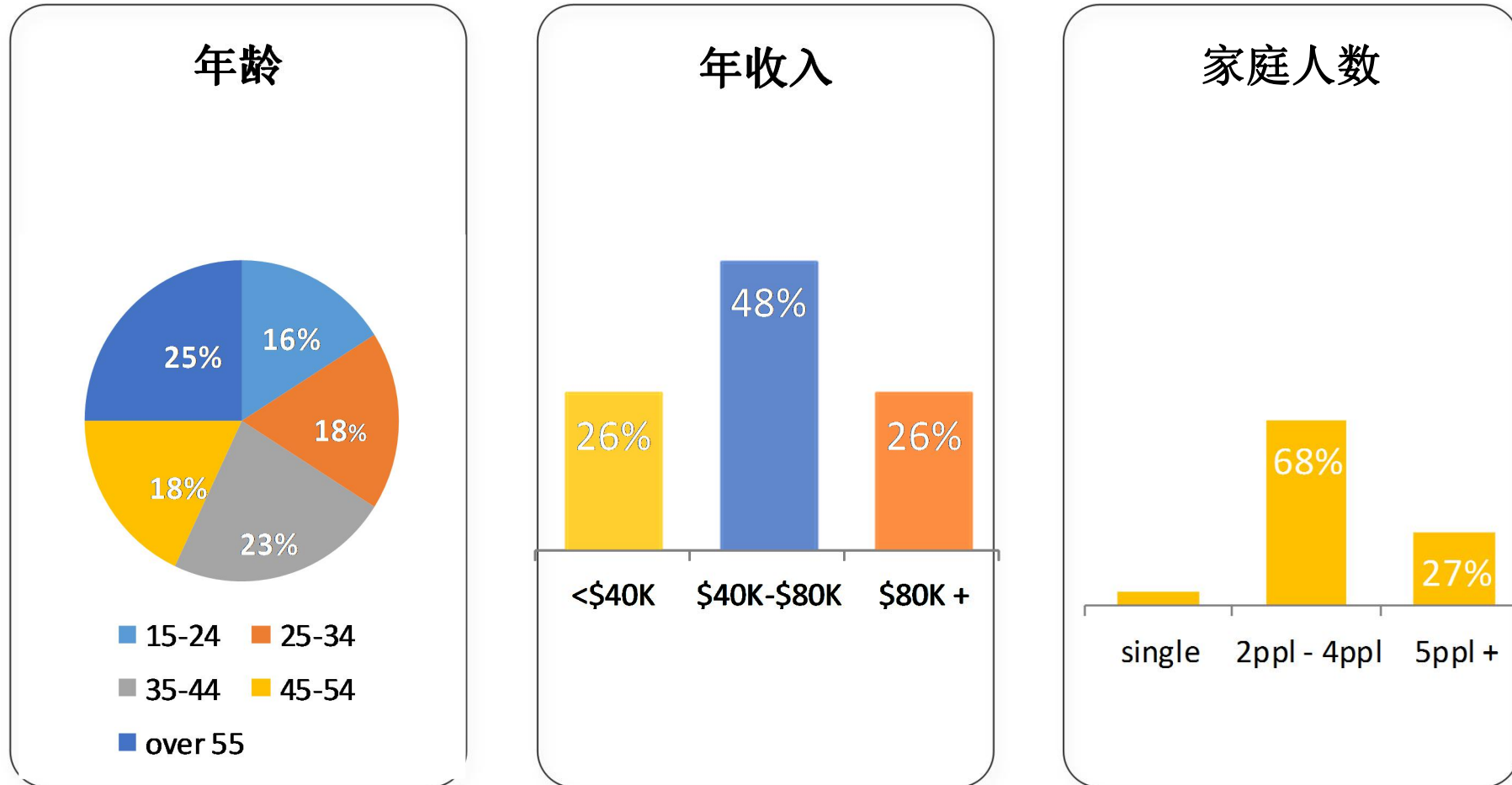


Source: comScore January, 2014

排名	网站	独特用户数 (000)	到达率 (%)
1	YAHOO.CO.JP	62,934	85.4
2	GOOGLE.CO.JP	54,721	74.3
3	FC2.COM	51,650	70.1
4	AMAZON.CO.JP	44,163	60.0
5	YOUTUBE.COM	10,012	54.3
6	LIVEDOOR.COM	37,868	51.4
7	AMEBLO.JP	36,380	49.4
8	WIKIPEDIA.ORG	35,784	48.6
9	RAKUTEN.CO.JP	34,992	47.5
10	NICOVIDEO.JP	32,688	44.4

Source: comScore May, 2013 (3month average)

Amazon.co.jp 用户



Note: Active Customer Accounts are unique email addresses that have placed an order in the last 3 months, as of Q1'13. Source: comScore PlanMetrix June, 2012.

Unified Account (UAEU)

Sellers **only** needs to manage **1 Seller Central account for all EU5: DE FR ES IT UK**

- List your offers on multiple European Amazon Marketplaces without having to open separate accounts locally
- Use a single user interface to manage your European seller account details
- Use Fulfilment by Amazon to ship your products to EU buyers via our European Fulfilment Network (EFN) from a single inventory pool
- Translate Your Products (TYP) on a fee-based, self-serve tool that allows you to request human-quality translations for your products



品类限制与 Restricted Categories & Gating



- 欧洲五个平台所有品类均向卖家开放
- 在list产品前请查看产品限制规则确认您销售的产品没有违规

https://sellercentral-europe.amazon.com/gp/help/help-page.html/ref=ag_201743940_cont_scsearch?ie=UTF8&itemID=201743940&language=en_GB

关于品类Gating:

Apparel & Other Fashion	Consumables & Electronics	Other Hardlines
<ul style="list-style-type: none">• Apparel (Gated)• Jewellery (Gated)• Shoes (soon to be gated)• Watches (Gated)	<ul style="list-style-type: none">• Baby• Beauty (Gated)• Grocery & Alcohol (Gated)• Health & Personal Care (Gated)• Personal Care Appliances (Gated)• Pet Product• Mobile Electronics• Musical Instruments• Office Products• PC• Electronics	<ul style="list-style-type: none">• Automotive• Books• Furniture• Home• Home Improvement / DIY• Kitchen• Lawn & Garden• Music i.e. CDs• Software• Toys (Christmas Gated)• Video DVD• Video Games• Sports

在这些品类中销售必须符合以下要求

- Have images on pure white background
- Have transactional website or online store (eBay)
- Have barcodes (custom made Jewellery exempted)
- Comply with UK Nickel regulations and UK Hallmarking regulations if selling jewellery and watches
- Sell "New" items only in the gated category
- Have pharmacy premise registration number if selling medicine

Amazon Policies – Restricted Listing & categories requiring approval

Restricted and prohibited products: Please consult the prohibited & restricted content list on Amazon to understand what you are allowed to sell on MFN & FBA. These differ between marketplaces.

>> Check in Seller Central prohibited products on help pages

Help

[Seller Central Help](#): [Configure Account Settings](#): [Reference](#): [Policies and Agreements](#): [Excluded Products List](#)

Excluded Products List

"Excluded Products" means: (a) alcoholic beverages; (b) cigars, cigarettes, or other tobacco products; (c) guns intended to provide lethal force or other explosives; (d) any drug, medication, vitamin, herbal product or similar substance which can only be sold through a pharmacy; (e) any product except to the extent we make available functionality to list such products; (g) products with pornographic content; (h) loose gemstone products that infringe another party's Intellectual Property Right or any other applicable right (e.g. image right or a person's personality rights); and (i) sale through the Services (including any prohibited items listed in the "Policies and Agreements" section of Seller Central or Your Account respective Product when we inform you so.



Marketing & Promotions – Lightning Deals

UK shoppers spent over £810 million during Black Friday 2014¹!

BLACK FRIDAY

DEALS WEEK

Huge Savings

More deals than ever



amazon
Prime

[Your Amazon.com](#) | [Today's Deals](#) | [See All Departments](#)



COUNTDOWN TO

BLACK FRIDAY

DEALS WEEK

It's never too early for a good deal

[Learn more](#)



Black Friday 2016 – 27th November
Prime Day 2016 - TBC

1: IMRG Capgemini e-Retail Sales Index in partnership with Experian Marketing Services.

Amazon Confidential

为什么要参加限时速卖? Why Lightning Deals?



短期

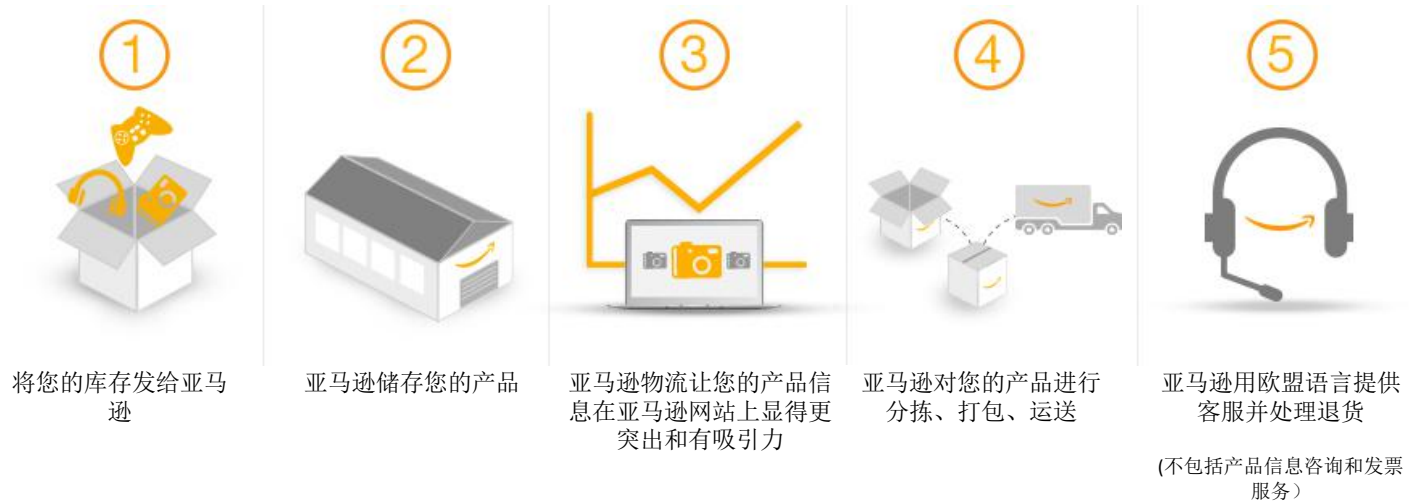
- Increase Sales: Sales-uplifts up to 4 times of daily sales possible 提高销量: 销量可提高 to 平时每日销量的四倍

中-长期

- Push your products on second most frequented site after the landing page 把您的产品推上即首页后第二多流量的页面
- Improve your Sales Rank 提高并巩固您的销售排名
- Generate more visibility of your products 为产品提高可见度

Expand with Amazon Fulfilment Options

亚马逊物流(FBA) 原理



欧洲物流网络(EFN)

仅用本地一处库存仓库为所有欧盟平台的客户提供服务

- 与亚马逊欧盟平台上成百上千万的客户接触
- 仅用一个账户、一个库存仓库来管理国际订单
- 亚马逊将帮您提供客服和处理退货



Solution Provider Network

Global Selling Solution Providers



English



Find a Solution Provider

These third-party companies can help you manage your global expansion into multiple marketplaces.

Marketplace United Kingdom

Find

External Translation Provid

Search

External Tax Advisors

External Translation Providers

Imaging Providers

International Return Providers

Browse services available in United Kingdom



Global Selling Solution Providers: Translation

We also have an internal tool: “Translate Your Products” (TYP).

7 External Translation Providers in United Kingdom

United Kingdom

> External Translation Providers

Sort by : Name ▼

Source language

- Chinese 7
- English (UK) 6
- English (US) 6
- French 6
- German 6
- Italian 6
- Japanese 5



**InterCultural
Elements**

Price per word : \$0.10 - \$0.11

JONCKERS

Jonckers

Price per word : \$0.10 - \$0.30



Lionbridge

Price per word : \$0.04 - \$0.11

MORAVIA

Moravia

Price per word : \$0.13 - \$0.21

Global Selling Solution Providers: Tax





6 External Tax Advisors in United Kingdom

United Kingdom > External Tax Advisors

Sort by : Name ▼

Customer-service language

- English 6
- French 5
- German 5
- Italian 4
- Spanish 5
- Japanese 1
- Chinese 3
- Russian 1

 Accordance VAT returns-filing fee : €250 VAT registration fee : €1100	 AVASK VAT returns-filing fee : €250 VAT registration fee : €350
 Crowe Horwath VAT returns-filing fee : €375 VAT registration fee : €500	 Global VAT Compliance VAT returns-filing fee : €150 VAT registration fee : €400



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