

2017亚马逊新春见面会暨 雨果网中国跨境好卖家&好工厂

全国巡演 苏州站



主办：  雨果网
跨境电商新媒体

 丝路互联 silulink.com

协办：  amazon

合作伙伴：  SF EXPRESS
顺丰速运

 Yiji 易极付

 DHL

 SHOPYY

 收款易
SKYEE

amazonbusiness

掘金跨境新蓝海



1

Amazon Business 介绍及买家优势

2

Amazon Business 卖家计划介绍

3

Amazon Business 招商品类及优质卖家标准

Amazon Business 介绍及买家优势

商业趋势的变化

- 2015年，全球零售总额超过22万亿美金，其中北美市场突破5万亿美金
 - 2015年全球电商零售总额超过1.5万亿美金
 - 全球各地的电商零售增长显著
- ✓ **北美3650亿美金**
 - ✓ **欧洲3150亿美金**
 - ✓ **日本900亿美金**



B2C的世界很大， B2B的世界更大！

B2C

2015年北美市场达到
3650亿美金

2020年北美市场将超过
5320亿美金

B2B

2020年北美市场超过
1.13万亿美金

Amazon Business上线
第一年销售10亿美金



机会如何把握？

商业模式的变化



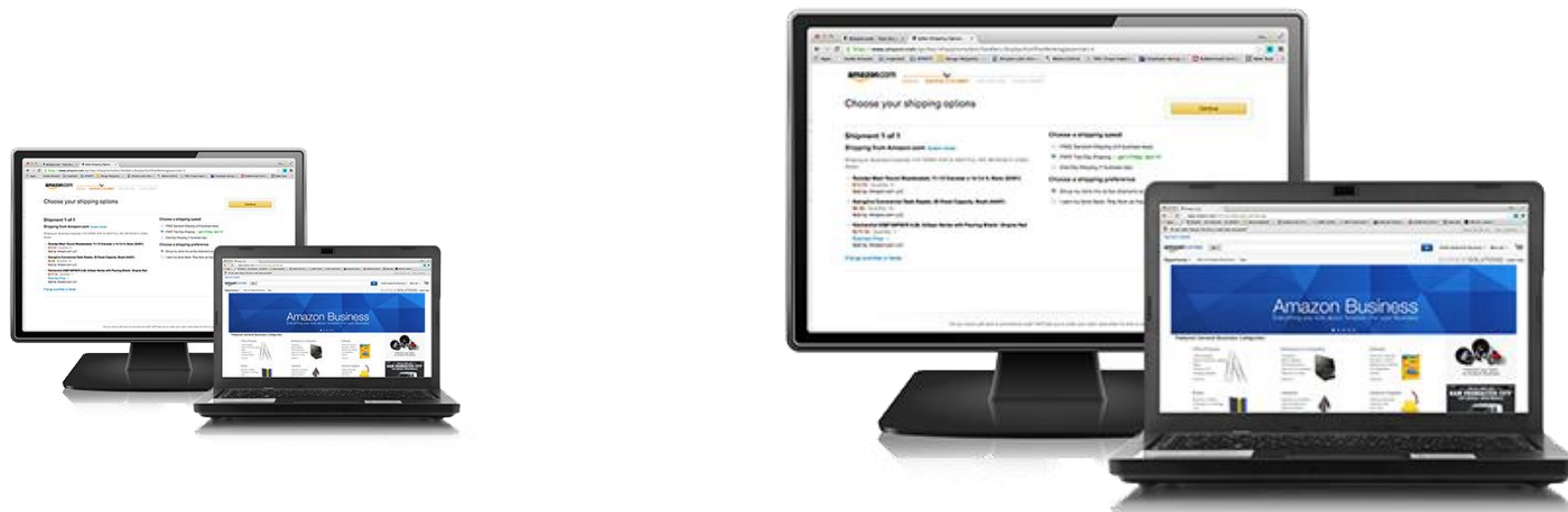
AMAZON BUSINESS是什么?

企业对企业的一站式商业采购站点

所有企业，无论是小企业还是世界500强企业，都可以免费注册成为亚马逊企业卖家

拥有数百万的海量品项，超过3万家企业卖家

各种工具和系统帮助企业管理在线的购买费用



AMAZON BUSINESS的顾客是谁?



医疗 · 制造业 · 大学 · 政府 · 快速消费品
高科技 · 学校 · 银行 · 能源 · 咨询保健 · 餐饮 · 娱乐 · 通讯

TOP5 企业客户类型

制造类企业



Industrial
Manufacturing

科技类企业



Technology

科教类企业



Education

商业服务类企业



Business
Services

医疗保健类企业



Healthcare
Services

amazonbusiness
1st ANNIVERSARY

Celebrate with us.



上线后第一年销售额：10亿美元

销售每月增长20%

40万企业注册账号

B2B买家的优势



Business price savings
更优惠的批量采购价格



Fast, reliable shipping
更快更准时的物流



Business products
专注企业采购选品



Account management
更便捷的企业采购帐户管理



Payment solutions
多种支付方式

Amazon Business 卖家计划

贸易在于连接客户与产品，而互联网实现了贸易的全球化
Amazon Business连接了机构买家和供应商



Amazon Business-卖家计划介绍

Amazon Business 卖家计划给卖家提供专属优惠和特色服务, 助力增长卖家企业客户的销售业绩 (一个卖家账号 , 同时管理亚马逊平台上C端和B端业务)

+ See All 29 Departments

Refine by

Amazon Prime

Prime

Eligible for Free Shipping

Free Shipping by Amazon

Seller Type

Clear

Business Seller

Brand

Pyramex Safety

Triple Eight

Safety Works

Simplicity

Honeywell

TR Industrial

Amston Tool Company

Venttex

Gateway Safety

Delta

Lucent Path

Safety Works 818066 Hard Hat, White
by Safety Works
\$13²³
FREE Shipping on eligible orders
More Buying Choices
\$9.03 (13 used & new offers)
★★★★☆ 216

Safety Works 10006318 Full Brim Hard Hat, White
by Safety Works
\$14⁹⁸ Prime
Get it by **Friday, Apr 7**
FREE Shipping on orders over \$49
More Buying Choices
\$10.51 (33 used & new offers)
★★★★☆ 191

Pyramex HP44117 Ridgeline Cap Style Hard Hat, One Size, Gray
by Pyramex Safety
\$20⁸⁰ \$23.36 Prime
Save \$2.56
Get it by **Friday, Apr 7**
FREE Shipping on orders over \$49

TR Industrial

TR Industrial Forestry Safety Helmet and Hearing Protection System
★★★★☆ 290 customer reviews | 16 answered questions

List Price: ~~\$49.99~~
Business Price - \$25.72
You Save: \$24.27 (48%)

Free Two-Day Shipping on orders over \$49. [Details](#)

i Get \$50.00 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. [Learn more](#)

Prime | Try Fast, Free Shipping

In Stock.
Want it Friday, April 7? Order within **40 mins** and choose **Two-Day Shipping** at checkout. [Details](#)
Ships from and sold by Amazon in [easy-to-open packaging](#). Gift-wrap available.

- 5 in 1 safety helmet comes with helmet, adjustable/removable earmuffs, plastic visor, and mesh visor, providing dynamic protection for any job
- Provides the protection you need when using chainsaws, brush cutters, and trimmers, ideal for forestry type work
- Secures firmly on head and convenient dial knob makes it easy to adjust the circumference 20 - 24.5 inches (52-62 centimeters)
- Lightweight, interchangeable mesh and plastic visors provide shielding from debris
- All parts are ANSI and CE approved - Helmet carries a Z89.1-2003 ANSI rating

[See more product details](#)



TR Industrial

TR Industrial Forestry Safety Helmet and Hearing Protection System

★★★★☆ - 290 customer reviews | 16 answered questions

List Price: \$49.99

Business Price - \$25.72 & Free Two-Day Shipping on orders over \$49. [Details](#)

You Save: \$24.27 (48%)

i Get \$50.00 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. [Learn more](#)

✓Prime | Try Fast, Free Shipping ▾

In Stock.

Want it Friday, April 7? Order within **40 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Ships from and sold by Amazon in [easy-to-open packaging](#). Gift-wrap available.

- 5 in 1 safety helmet comes with helmet, adjustable/removable earmuffs, plastic visor, and mesh visor, providing dynamic protection for any job
- Provides the protection you need when using chainsaws, brush cutters, and trimmers, ideal for forestry type work
- Secures firmly on head and convenient dial knob makes it easy to adjust the circumference 20 - 24.5 inches (52-62 centimeters)
- Lightweight, interchangeable mesh and plastic visors provide shielding from debris
- All parts are ANSI and CE approved - Helmet carries a Z89.1-2003 ANSI rating

› [See more product details](#)

B2B卖家的优势



Business Pricing & Quantity Discounts

企业采购价&批量折扣价



Tiered Referral Fees

阶梯佣金



Enhanced Product Content

产品细节展示



Display Quality and Diversity Certifications

认证展示



Profile Editor

企业介绍



Business-Only Offers

专供企业产品

B2B卖家的优势



企业采购价格

BUSINESS PRICING

Reach your specific customer base through targeted listings.



★★★★★ 222 customer reviews | 27 answered questions

Business Price ▾ \$45.80 (\$11.45 / count) & Free Two-Day Shipping on orders over \$49. [Details](#)

In Stock.

Want it tomorrow, March 24? Order within **3 hrs 33 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Business Seller ▾ Sold by _____ and Fulfilled by Amazon.

Size: **4-Pack**

1-Pack **4-Pack**



批量折扣

QUANTITY DISCOUNTS

Encourage large orders with a tiered discount structure.



Condition ([Learn More](#))

New

1 - 1 units	\$157.50 ea	eed!
2 - 3 units	\$152.78 ea	
4 + units	\$148.05 ea	

Quantity Discounts provided by
My office innovations

B2B卖家的优势



企业介绍
PROFILE EDITOR
Showcase your logo and tell your company's story.



认证展示
CREDENTIALS
Differentiate your business with 18 different quality and diversity credentials.



amazonbusiness All

Departments Today's Deals Sell on Amazon Business Help Website Feedback

IT Source Distribution
Business Seller -
Orlando, FL
Established 2011
★★★★★ 98% positive in the last 12 months (111 ratings)

Have a question for IT Source Distribution?
Ask a question
Customer Service Phone: 754-307-7776

IT Source Distribution customer service can be reached by phone: (754)-307-7776
Monday - Friday: 9AM - 6PM Eastern Standard Time.

We Are A Procurement Powerhouse - A Global Supplier of Computer Equipment

IT Source Distribution specializes in networking equipment and our specialty are HP Procurve. We also deal in servers, HDD's, memory, controllers and storage units as well as pre-built systems and options & peripherals. Major brands carried include Cisco, Juniper, IBM, Intel, HP, Brocade and S...
Read more

Quality & Diversity Credentials [Minority-Owned Business \(sba.gov\)](#)
For additional information, see [Amazon's Seller Credential Program](#)

Seller Type Distributor

Top Brands APC, StarTech, HP, Cisco, Sonicwall, Intel... (9) more

by 3M
3M 88 Electrical Tape, .75-Inch by 66-Foot by .0085-Inch
[See all 8 in this Product Family](#)
★★★★★ 125 customer reviews

Price: \$7.49 & FREE Shipping

In Stock

Business Seller [Ships from and sold by MAGELLAN DISTRIBUTION CORPORATION.](#)
Veteran-Owned Small Business
[See more](#)

Estimated Delivery Date: June 11 - 15 when you choose Standard at checkout.

Product Specifications

Color	Black
EAN	0054007061434
Number of Items	1
UPC	054007061434

Specification for this product family (See all 8 products)

Amazon Business 招商品类及优质卖家标准

Amazon Business主要招商品类

办公用品
Office

*工业科研用品
BISS

工具与家装建材
Tools & Home Improvement



***工业科研用品** 包括工人劳保用品、科学与实验用品、设备备品备件、检验与测量仪器，环保清洁用品、教学教具与科学用品、餐饮服务设施及用品、工业清洁与过滤用品、管道与泵类、动力传动装置及零部件、五金件、装箱打包用品、基础原材料等

优质卖家标准

<p>Enterprise 企业</p>	<p>Manufacturer制造类厂商 Brand Owner品牌商 OEM Business with National Brand国内知名品牌的代工厂 Enterprise Standards: ISO9000, ISO14001...企业资格认证：</p>	
<p>Production Standards 生产管理</p>	<p>Products that complies with destination country requirements: NSF, BIFMA, UL, CSA, IEC, NEMA... 符合目的国生产标准</p>	<p>Green Products 绿色环保产品</p>
<p>Employee & Organization 雇员&公司</p>	<p>Local Service Center (Depends on product category) 在商品目的国有售后服务中心</p>	<p>Sales team in local language 销售团队掌握商品目的国语言</p>
<p>Equipment 设备</p>	<p>Design & Lab Center 拥有设计&研发中心</p>	<p>Local Sales Office & Warehouse 在目的国拥有销售团队以及海外仓</p>

优质卖家的产品标准

熟悉出口产品生产要求及测试标准
具备出口产品测试设备及团队

Must have 必须符合	Nice to have 最佳标准
Production and Testing Standards: BIFMA (Business and Institutional Furniture Manufacturers Association) 生产以及检测标准：参照BIFMA(美国家具协会)的要求	Green Guard
CA PROP65 《饮用水安全与毒性物质强制执行法》 Safe Drinking Water and Toxic Enforcement Act及美国14个州	BIFMA certificate by 3 rd party 第三方关于商品符合BIFMA要求的检测证书
CPSIA-lead content report 消费品安全改进法案	TB117,TB131(outdoor public seating) -阻燃检测报告
Carb P2 甲醛含量测试	



- 1.铝合金件(底盘、底座#字架);
- 2.AC-30-B电镀弯管过BFM测试扶手;
- 3.头枕可高度及角度调整;
- 4.三线控多功能底座-NB002(底座滑动、底座升降和后仰功能);
- 5.臀部升降功能;
- 6.铝合金过BFM测试脚;
- 7.扶手可高低升降,扶手面可旋转角度,宽度及前后调整。

Amazon Business

本土团队为中国优质制造商提供定制化解决方案

资深团队



10+年行业/采购经验资深团队

深入指导



精选战略客户确保深入运营指导

战略支持



试点项目/专属资源给予战略支持

技术服务

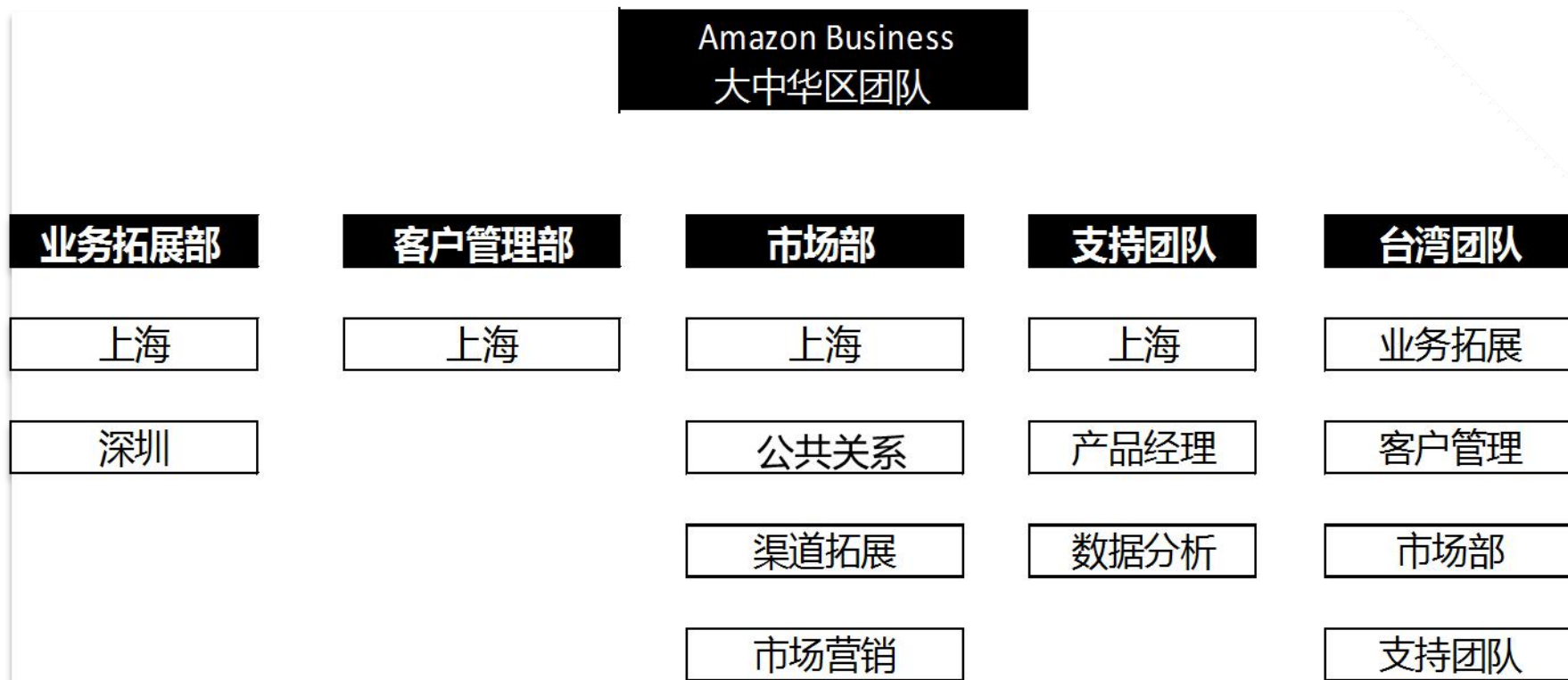


专属技术支持经理进行对接服务

制造 -> 质量 -> 品牌

Amazon Business

中国团队全方位服务中国卖家





章赛男
亚马逊Amazon Business招商经理
Email:sainanz@amazon.com
扫描右侧二维码，加入招商经理微信群

更多跨境电商资讯；干货

- 请移步雨果网官网：www.cifnews.com
- 雨果网微信公众号：cifnews



(扫描二维码关注)

跨境电商之行 始于雨果网

资讯 | 活动 | 教程 | 干货 尽在雨果网APP
回复「亚马逊」等关键词，获取实时资讯

联系我们：

☎ 0592-5191318

✉ herry.he@cifnews.com



长按识别二维码