

**3 Crucial Steps to Succeed
at Selling On amazon Europe
While Avoiding Common
Mistakes**

Expand your Sales – Is Amazon Europe for me?



Expanding your reach to markets outside of your country can bring you a lot more profit and opportunities. Regardless of how much you know about selling internationally Amazon is a good way to start as it makes selling in Europe very easy*.

Margin Business has seen the birth of most European marketplaces and with our experience and knowledge we can assist you to explore the vast universe of Amazon Global Selling so you can decide if extending your offer is the best option for your business.

By expanding your brand to Europe you can:

- ✓ Take advantage of the power of trust in Amazon to boost your international sales.
- ✓ Grow your business by reaching millions of new customers via Amazon European marketplaces and sell across 28 countries.
- ✓ Grow your product range by discovering other market demands and reduce low sales periods by taking advantage of peak seasons in other countries. [You can download Amazon's handy 2020 calendar here for successful promotion planning.](#)

Customers Trust amazon



89%

of buyers agree that they are more likely to buy products from Amazon than from other ecommerce sites. *(Feedvisor, 2019)*

Selling on Amazon's European marketplaces can be challenging and it's important to keep in mind that each of Amazon's European marketplaces has its own barriers to entry.

If you can successfully overcome these challenges, expanding to Amazon Europe could be the best option for YOU to grow your business internationally.



UK

UK could be a gateway to the rest of Europe (Pan-European FBA)**



Germany

Germany could be a gateway to the rest of Europe (Pan-European FBA).



France

France could be a gateway to the rest of Europe (Pan-European FBA).



Italy

Italy could be a gateway to the rest of Europe (Pan-European FBA).



Spain

Spain could be a gateway to the rest of Europe (Pan-European FBA).



Netherlands

No VAT registration is needed

*Disclaimer: Each business may have different fees while selling on Amazon. By easy we don't mean cheap or profitable. Once we know more about your business activities we can give you personal advice.

**While UK-EU negotiations are ongoing (including determining what tariffs, if any, will apply) from January 1st, 2021 there will be a customs border between the UK and the EU which will have an impact on businesses working across this border.

Your Ultimate Checklist: To complete before you start selling on amazon



We have combined our knowledge and experience of the strict Amazon process to help you start selling in Europe the right way. Don't make mistakes that could damage your business: make sure you check all the boxes to start rocking your sales! Happy sales.

(Wherever you see the little rocket 🚀, it means that Margin Business can help you with the task.)

1 WHERE & WHAT TO SELL

- Analyse your niche, your competitors' sales and profit, market size and local customer preferences in each of the 6 countries to help you decide where to start selling 🚀
- Identify appropriate marketplaces for your product and any potential restrictions, label requirements, certification etc.
- Check tax and regulatory requirements in the regions of interest.
- [Click here to do a FREE VAT requirement simulation](#)
- [Click here to check the Amazon current offer - 1 year free of vat services.](#) (Ending date undefined)
- Check international fulfilment requirements, including import / export regulations.
- Chose how you will fulfil your orders :
 - **Option 1** Fulfilment by Amazon (FBA) — Amazon will store, pick, pack, ship and provide **basic** customer service for your products (recommended) 🚀
 - **Option 2** Fulfilment by Merchant (FBM) —Through which you manage fulfilment yourself. (recommended only if you can provide tracking numbers to protect your account health) 🚀

- Determine whether your business is ready to sell internationally, including where you wish to send your inventory if you chose FBA. 🚀

(Please note that the common strategy suggested by many is to send your inventory to the UK and ship only from there to avoid VAT registration but this strategy has become outdated since Brexit. Margin business is following up closely on the Brexit evolution, especially for border crossing taxes.)

- Craft a marketplace entry strategy including initial product ordering, pricing, promotion and placement.

2 REGISTER & LIST

- Understand how **amazon** selling accounts work, including account options (Professional vs. Individual).
- Understand registration requirements by marketplace.
- Establish a preferred payment method and learn about payment cycles.
- Create or connect an account for the marketplaces you want to sell in.
- Apply for Brand registry as early as possible, it can take few months before approval by Amazon if you do not use their services to complete the task.

(Brand registry gives you a lot advantages so we highly recommend it. Note that your brand will only be protected within Amazon - it is your responsibility to trademark your brand outside of Amazon)


- Choose a listing tool and list your products including listing translation, optimisation and localization. 🚀🚀🚀🚀

3 MANAGE AND OPTIMISE YOUR BUSINESS

Option A: With Self Fulfilment (FBM)

- Fulfil International customer orders in compliance with regulations and requirements. Ensure you can handle it within the Amazon customer experience requirements.
- Calculate your shipping costs properly in order to set up your selling price and ensure your products are profitable
- Provide timely local language customer support. 🚀🚀🚀🚀
- Manage international returns, in compliance with Amazon's returns policy

Option B: With Fulfilment by Amazon (FBA)

- Send inventory to an  fulfillment centre, in compliance with package and custom duty requirements. 🚀

(We recommend opting for the PAN European pack. Amazon will automatically dispatch your inventory to their warehouse where demand is, but this requires you to have VAT set up in each country)

- Enable FBA Export, through which Amazon makes your export-eligible products available for international customers to purchase and then fulfils your orders and handles the export process.
- Manage customer support for non-fulfilment customer questions – FBA manages returns and fulfilment questions 🚀🚀🚀🚀

(We recommend you enable the customer service feature in order to control the return and refund rates)

OMAR AND EMILIE'S KEYNOTES

If you are only selling on Amazon US or within your own country you are missing tonnes of sales and the opportunity to spread your message globally.

To make your expansion successful we recommend:



To maximize sales, list your products in 6 marketplaces that are less competitive than Amazon.com and offer significant growth potential.



To build trust, have a presence on social media in multiple languages. Remember, people love a story!



Non-English listings must be localized and optimised - not just translated. Comprehensive keyword research is essential. We don't recommend using the auto translation provided by Amazon or you will end up lost in the pages.



Set up an account with a payment solutions provider to reduce exchange fees and keep more of your profits.

Successful Amazon sellers are always fine-tuning everything. From constantly monitoring your competition to improving your product listings, the key to success is to stay on top of things. This can be difficult for some, but the results are worth it as you see your profits grow. You can outsource some of the hard work and headaches to expert companies who have built up years of experience in staying on top of the daily tasks and creating optimal sales listings.

At Margin Business it's our mission and pleasure to make Amazon sales listings as successful and profitable as possible for our clients. For a no-obligation quotation or to ask us any questions contact Emilie and Omar at <https://marginbusiness.com/> info@marginbusiness.com

[OR BOOK YOUR FREE CONSULTATION CALL HERE](#)

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